



Perceived Usefulness, Perceived Risk, Customer Experience, and E-Satisfaction in E-Commerce Repurchase Intention

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Abstract :

The rapid growth of e-commerce in Indonesia has intensified competition among digital platforms, making customer retention and repurchase intention increasingly important. This study examines the effects of perceived usefulness, perceived risk, and customer experience on repurchase intention, with e-satisfaction as a mediating variable. A quantitative causal approach was employed, using data collected from 240 e-commerce users in Indonesia. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that customer experience positively affects e-satisfaction ($\beta = 0.596$; $p < 0.001$) but negatively affects repurchase intention ($\beta = -0.297$; $p = 0.001$), indicating a possible tendency to switch in competitive digital marketplaces. E-satisfaction has the strongest positive effect on repurchase intention ($\beta = 0.784$; $p < 0.001$). Perceived risk negatively affects e-satisfaction ($\beta = -0.370$; $p < 0.001$) and repurchase intention ($\beta = -0.424$; $p < 0.001$), while perceived usefulness positively affects e-satisfaction ($\beta = 0.096$; $p = 0.017$) and repurchase intention ($\beta = 0.059$; $p = 0.023$). E-satisfaction also significantly mediates the effects of customer experience, perceived risk, and perceived usefulness on repurchase intention. This study extends Technology Acceptance Model-based research by integrating mechanisms for risk, experience, and satisfaction.

INTRODUCTION

Technological developments change human behavior, enabling more effective action. One of the behavioral changes is the use of technology to meet life's needs. In the past, people shopped in stores, but now they can buy goods via a smartphone or the internet (Djohan et al., 2022). E-commerce is a form of electronic marketing used to market products or services online, including buying and selling transactions, exchanging products, services, or information without being limited by space and time (Jaiswal & Singh, 2020). The number of internet users in Indonesia has reached 212.9 million as of January 2023. With around 77% of Indonesia's population already using the internet, the number of internet users in January 2023 was 3.85% higher than a year ago. In January 2022, the number of internet users in Indonesia was recorded at 205 million. The annual increase in online transactions means that e-commerce companies need to encourage consumers to visit their websites (Sari et al., 2020). Based on visitor data, 5 e-commerce sites (Shopee, Tokopedia, Lazada, Blibli, and Bukalapak) in Indonesia create business

competition between platforms. The high level of competition means each e-commerce company must have the right strategy to remain chosen and used by consumers (Delgosha & Hajiheydari, 2020). Nowadays, people prefer shopping online instead of shopping in stores because they consider it more practical and economical. Almost all marketplaces offer free shipping and other attractive vouchers and cashbacks. The payment process is also very easy and very diverse. This is shown by the high number of e-commerce transactions made by consumers, as indicated by data compiled from the 2023 Databoks source, which shows that the proportion of e-commerce transactions in the 36-45-year-old and 46-55-year-old age groups has tended to increase in the last two years. The proportion of e-commerce transactions of the two age groups increased in 2022 to 23.5% and 6.3%, respectively. The phenomenon of increasing e-commerce transactions of older consumers (Gen Silver) having more e-commerce transactions than Gen Z and millennials shows that they are increasingly adaptive to technology and of using e-commerce as a place to shop. This has important implications for e-commerce businesses seeking to understand consumer behavior and develop effective marketing strategies to attract and retain them.

Increased competition in the market forces businesses to build stronger relationships with their customers, which positively impacts their repurchase decisions (Antwi, 2021). Repurchase intention refers to consumers' decision to purchase products or services from the same company again (Lufiati & Suparna, 2023). However, the growth of e-commerce is accompanied by risks and challenges, including changes in consumer behavior, the number and presence of competitors that are difficult to control, and other factors not found in conventional trade or business (Nabila et al., 2023; Oktariani et al., 2022; Purnamasari & Suryandari, 2023). Previous research shows that in the context of online purchases, repurchase intention can be influenced by several factors such as perceived ease of use, perceived usefulness, perceived risk, customer experience, e-trust, and e-satisfaction (Fabiola et al., 2023). Perceived usefulness helps consumers shop more efficiently. Consumers are no longer bound by distance and time, and they can easily customize their needs when shopping. This makes the buying process more practical and easier (Wafiyah & Kusumadewi, 2021). However, in online shopping, consumers perceive various risks because there is no in-person meeting between the buyer and seller to complete the transaction. These various dangers will definitely affect customer satisfaction, and because internet purchases have a high perceived risk, consumers will think twice before making a purchase (Ventre & Kolbe, 2020).

Previous studies have shown inconsistent findings regarding the relationship between perceived usefulness and repurchase intention. Syaharani and Yasa (2022) found that perceived usefulness has a significant effect on repurchase intention. Similar findings were also reported by Larasetiati and Ali (2019) and Nurcholis and Miftaqlismay (2021), who confirmed that perceived usefulness positively and significantly influences consumers' intention to repurchase. These findings suggest that when consumers perceive an e-commerce platform as useful, efficient, and beneficial for supporting their shopping activities, they are more likely to reuse the platform. However, Subagio et al. (2018) found different results, reporting that perceived usefulness does not significantly influence repurchase intention. This may occur because consumers with prior experience using e-commerce platforms may consider usefulness a basic requirement rather than a decisive factor in encouraging repeat purchases.

Customer experience is also considered an important factor in shaping repurchase intention. Sullivan and Kim (2018) explain that customer experience emerges when consumers obtain sensations, impressions, or knowledge through their interactions with various elements provided by service providers. In the context of online shopping, Zaid & Patwayati (2021) found that a positive shopping experience can increase satisfaction when the purchased products are perceived of high quality and align with customer expectations. This satisfaction may subsequently encourage consumers to repurchase from the same platform. Chatzoglou et al. (2022) also confirmed that customer experience has a significant effect on repurchase intention. However, Giantari et al. (2013) found different results, indicating that customer experience does not significantly affect repurchase behavior.

In addition, e-satisfaction plays a crucial role in influencing repurchase intention. Ahmad et al. (2017) define e-satisfaction as the extent to which online products or services meet or exceed consumer expectations based on previous purchasing experiences and post-purchase evaluations. Lukito and Ikhsan (2020) found that e-satisfaction has a significant effect on repurchase intention, indicating that satisfied consumers are more likely to continue using the same e-commerce platform. However, Prahawan et al. (2021) reported that e-satisfaction has a positive but insignificant effect on repurchase intention. Therefore, e-commerce providers need to strengthen security mechanisms and provide user-friendly technological features to improve consumer satisfaction and encourage repeat purchases (Trivedi & Yadav, 2020).

Perceived usefulness is expected to enhance consumers' willingness to make repeat purchases, leading to H1: perceived usefulness positively affects repurchase intention. Perceived risk is expected to reduce consumers' repurchase intention, resulting in H2: perceived risk negatively affects repurchase intention. Customer experience is also expected to influence repurchase behavior, leading to H3: customer experience negatively affects repurchase intention. Furthermore, satisfied consumers are more likely to continue purchasing from the same platform; therefore, H4 posits that e-satisfaction positively affects repurchase intention. Perceived risk is expected to lower consumers' satisfaction with e-commerce services, leading to H5: perceived risk negatively affects e-satisfaction, while positive customer experience is expected to increase satisfaction, resulting in H6: customer experience positively affects e-satisfaction. In addition, e-satisfaction is proposed as a mediating mechanism linking perceived usefulness, perceived risk, and customer experience to repurchase intention. Therefore, H7 states that e-satisfaction mediates the effect of perceived usefulness on repurchase intention, H8 states that e-satisfaction mediates the effect of perceived risk on repurchase intention, and H9 states that e-satisfaction mediates the effect of customer experience on repurchase intention.

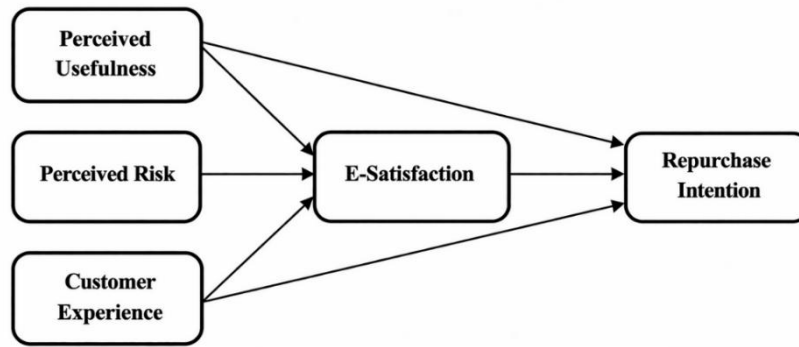


Figure 1. Research Framework

RESEARCH METHOD

This study employed a quantitative research design with a causal approach to examine the direct and indirect relationships among perceived usefulness, perceived risk, customer experience, e-satisfaction, and repurchase intention. A quantitative approach was considered appropriate because the study aimed to test hypotheses and measure the strength of relationships among latent variables. The causal approach was used to explain how the independent variables influence repurchase intention, both directly and indirectly through e-satisfaction.

The research was conducted in Merangin Regency, Indonesia. This location was selected because e-commerce usage has increasingly expanded beyond large metropolitan areas, and consumers in non-metropolitan regions represent an important segment of Indonesia's digital market. The population of this study consisted of e-commerce users aged 26–55 years who had experience purchasing products through online platforms. The inclusion criteria were: respondents had used at least one e-commerce platform, had completed online purchase transactions, and were willing to participate in the study.

The questionnaire was developed based on established measurement scales from previous studies. Perceived usefulness was adapted from the Technology Acceptance Model literature, and adjusted to the e-commerce context. Perceived risk was adapted from online consumer behavior studies related to uncertainty, transaction risk, product risk, delivery risk, and privacy risk. Customer experience was measured by consumers' overall evaluations of their interactions with e-commerce platforms during the pre-purchase, purchase, and post-purchase stages. E-satisfaction was measured as consumers' affective and evaluative responses following use of e-commerce services. Repurchase intention was measured based on consumers' willingness to purchase again from the same platform or seller. All items were measured on a Likert scale ranging from strongly disagree to agree strongly.

Before the main analysis, the data were screened to ensure completeness and suitability for statistical analysis. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The analysis involved two main stages: evaluation of the measurement model and evaluation of the structural model. The measurement model was assessed using outer loading, Average Variance Extracted (AVE), Cronbach's alpha, composite reliability, and discriminant validity. Indicators with outer loading below the recommended threshold were removed to improve construct validity (Hair et al., 2022).

RESULTS AND DISCUSSION

Results

Respondent characteristic data is respondent data collected to determine the profile of research respondents. Based on the results of the research, 240 respondents participated in completing this research questionnaire. Table 1 below presents the characteristics of e-commerce user respondents in Merangin district based on gender, age, occupation, district of origin, what applications are often used, length of time using e-commerce, and online shopping intensity (monthly).

Table 1. Respondent Profile

Description	Total	Presentation (%)
Gender		
Male	65	27,1
Female	175	72,9
Total	240	100
Age		
26-35 Year	79	32,9
36-45 Year	104	43,3
46-55 Year	47	19,6
> 55 Year	10	4,2
Total	240	100
Occupation		
Civil Servant/ Honorary	45	18,8
Self-employed	75	31,3
Housewife	66	27,5
Employee	37	15,4
Other	17	7,0
Total	240	100
District of Origin		
Bangko	163	67,9
West Bangko	18	7,5
Nalo Tantan	7	2,9
Batang Masumai	6	2,5
Muara Siau	6	2,5
West Pamenang	6	2,5
Pamenang	4	1,7
Tabir	4	1,7
East Tabir	4	1,7
Renah Pembarap	4	1,7
West Tabir	3	1,3
Tiang Pumpung	3	1,3
Lembah Masurai	2	0,8
Sungai Manau	2	0,8
Tabir Lintas	2	0,8
Tabir Ilir	2	0,8
Renah Pamenang	2	0,8
Jangkat	2	0,8
Total	240	100
e-Commerce Application		
Shopee	198	82,5
Tokopedia	78	32,5

Lazada	42	17,5
Bukalapak	12	5,0
Blibli	6	2,5
Other	24	10
Length of time using e-commerce		
Less than 1 year	36	15,0
1 to 3 years	106	44,2
More than 3 years	98	40,8
Total	240	100
Online shopping intensity (per month)		
3-6 times	153	63,8
7-12 times	73	30,4
More than 12 times	14	5,8
Total	240	100

Source: Primary Processed Data (2024)

To assess convergent validity, a rule of thumb is usually used: the loading factor must be greater than 0.7 for confirmatory research or 0.6-0.7 for exploratory research. Based on the results of convergent validity testing, it is known that 14 statement items do not meet the criteria, namely the following variable indicators: PU 2, PU 4, PU 8, PU 10, PR 3, PR 7, PR 11, CE 3, CE4, CE 10, ES 3, ES 6, ES 9, and RI 3 so that they are declared not feasible or invalid.

So, the testing was repeated after removing 14 invalid statement items. To increase the model measurement score (outer loading) to have a Convergent Validity value > 0.70, so it can be concluded that all variable items are valid. The convergent validity results are presented in Table 2.

Table 2. Output Outer Loading

	CE	ES	PR	PU	RI
CE1	0.976				
CE2	0.939				
CE4	0.923				
CE6	0.933				
CE7	0.959				
CE8	0.952				
CE9	0.953				
ES1		0.745			
ES10		0.781			
ES11		0.802			
ES2		0.859			
ES4		0.718			
ES5		0.852			
ES7		0.722			
ES8		0.770			
PR1			0.941		
PR10			0.949		
PR12			0.967		
PR2			0.730		
PR4			0.948		
PR5			0.972		
PR6			0.934		
PR8			0.926		
PR9			0.896		
PU11				0.794	
PU12				0.729	
PU13				0.739	

PU3	0.749	
PU5	0.739	
PU6	0.773	
PU7	0.848	
PU9	0.704	
PU1	0.861	
RI1		0.889
RI2		0.776
RI4		0.875
RI5		0.770
RI6		0.791
RI7		0.868
RI8		0.877

Source: Primary Processed Data (2024)

The results show the outer loading values after analyzing the validity of the data on the model. It can be seen that all statement items have a Convergent Validity value greater than 0.70, so it can be concluded that all variable items are valid or feasible. Thus, all existing items are indeed valid and worthy of representing all variables for further testing.

Another method for assessing discriminant validity is to compare the square root of the AVE for each construct with the correlation between the construct and other constructs in the model. The model has sufficient discriminant validity if the square root of the AVE for each construct is greater than the correlation between that construct and the others. In this study, the AVE root values of each construct are shown in Table 3.

Table 3. Average Variance Extracted (AVE) Root and Correlation between Constructs

	CE	ES	PR	PU	RI
CE	0.948				
ES	0.840	0.783			
PR	- 0.482	- 0.721	0.917		
PU	0.710	0.743	0.566	0.772	
RI	0.615	0.880	0.874	0.662	0.837

Source: Primary Processed Data (2024)

Ket: PU: Perceived usefulness, PR: Perceived Risk, CE: Customer Experience, ES: E-Satisfaction, RI: Repurchase Intention

Table 3 presents the square root of AVE values on the diagonal and the correlations among constructs below the diagonal. Discriminant validity can be assessed by comparing the square root of AVE for each construct with its correlations with other constructs, where discriminant validity is achieved when the square root of AVE is higher than the inter-construct correlations. However, several correlations in Table 3 appear relatively high, particularly those involving e-satisfaction, perceived risk, and repurchase intention; therefore, the Fornell-Larcker results should be interpreted with caution. To provide a more robust assessment, this study further employed the Heterotrait-Monotrait Ratio (HTMT), and the results indicate that all HTMT values are below the recommended threshold of 0.85, confirming that the constructs are empirically distinct and that discriminant validity is adequately established. After validity assessment, reliability was evaluated using Cronbach’s alpha and composite reliability values obtained from PLS calculations. A construct is considered reliable when its composite reliability value exceeds 0.70. Since all constructs meet the recommended reliability threshold, the measurement model demonstrates satisfactory internal consistency and is appropriate

for further structural model analysis.

Table 4. Cronbach's Alpha and Composite Reliability

	AVE	Cronbach's Alpha	Composite Reliability
Perceived Usefulness	0,596	0.916	0.930
Perceive Risk	0,848	0.977	0.979
Customer Experience	0,899	0.981	0.980
e-Satisfaction	0,613	0.909	0.926
Repurchase Intention	0,700	0.928	0.942

Source: Primary Processed Data (2024)

Based on the results of data processing in Table 4. It can be seen that the value of each construct has an AVE > 0.5. Moreover, the Composite Reliability value is above 0.70 as a cutoff value, and the Cronbach's Alpha value is greater than 0.7. Thus, all constructs or variables in this study have been proven to be suitable for measurement, meaning that all question items used are valid and reliable.

Table 5. Discriminant validity test (HTMT) and VIF

Variables	HTMT				
	Customer Experience	E-Satisfaction	Perceived Risk	Perceived Usefulness	Repurchase Intention
Customer Experience					
E-Satisfaction	0.736				
Perceived Risk	0.626	0.837			
Perceived Usefulness	0.817	0.827	0.659		
Repurchase Intention	0.728	0.757	0.752	0.734	
	VIF				
Customer Experience		2.620			2.188
E-Satisfaction					2.249
Perceived Risk		1.730			3.089
Perceived Usefulness		2.830			2.900
Repurchase Intention					

Source: Primary Processed Data (2024)

The HTMT results indicate that all construct correlations are below the conservative threshold of 0.85, with values ranging from 0.626 to 0.837. The highest HTMT value appears between Perceived Risk and E-Satisfaction (0.837), followed by Perceived Usefulness and E-Satisfaction (0.827) and Perceived Usefulness and Customer Experience (0.817). Although these values are relatively close to the threshold, they remain within the acceptable range, indicating that the constructs have adequate discriminant validity. Furthermore, the VIF values range from 1.730 to 3.089, which are below the commonly recommended threshold of 3.3 or 5.0. This suggests that multicollinearity is not a serious issue in the structural model. Therefore, the measurement and structural models are considered acceptable, as the constructs are empirically distinct and the predictor variables exhibit no problematic collinearity.

After the estimated model meets the validity and reliability criteria, structural model testing (inner model testing) is conducted. Structural model testing begins with examining the R-square value, a goodness-of-fit metric. The coefficient of determination, R-squared, shows the percentage of the variation in the independent or dependent variable that can be explained by the variables hypothesized to affect it.

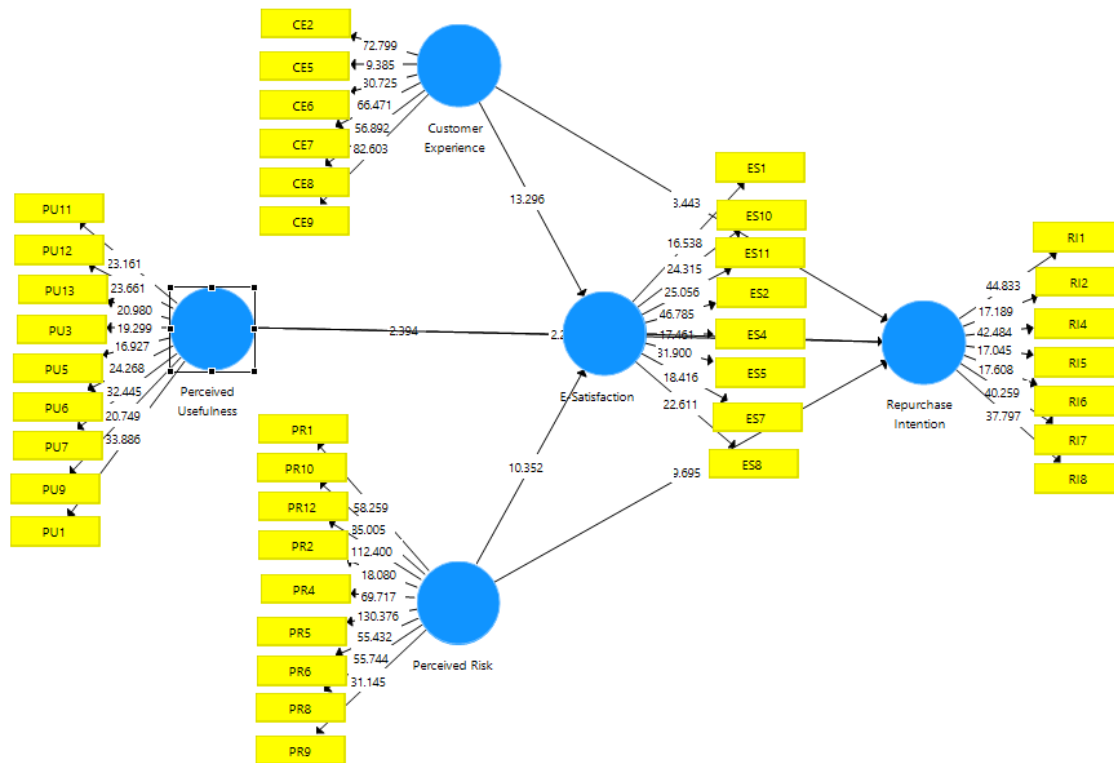


Figure 2. Inner Model

Source: The Authors, 2024

In Table 6, the R-Square value of the E-Satisfaction variable (Z) shows a value of 0.843. This shows that E-Satisfaction is influenced by perceived usefulness, perceived risk, and customer experience by 84.3%, while other variables outside this research model influence the remaining 15.7%. Furthermore, the R-squared value for the repurchase decision variable (Y) is 0.911.

Table 6. R-Square Value

	R Square
<i>E-satisfaction</i>	0.843
<i>Repurchase Intention</i>	0.911

Source: Primary Processed Data (2024)

It indicates that the variables of perceived usefulness, perceived risk, customer experience, and e-satisfaction can influence the repurchase intention variable by 91.1%. In comparison, the remaining 8.9% is influenced by other variables not included in this research model.

Hypothesis Testing

The testing of this research hypothesis was conducted with the help of SmartPLS 3.2.9 Output Outer Model software from the SmartPLS program for inner weights that describe the value of path coefficients, standard errors, and t-statistics. As an estimate for testing the structural model.

Table 7. Path Coefficient

Constructs	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
Customer Experience -> E-Satisfaction	0.596	0.601	0.045	13.296	0.000	Supported
Customer Experience -> Repurchase Intention	-0.297	-0.298	0.086	3.443	0.001	Supported
E-Satisfaction -> Repurchase Intention	0.784	0.783	0.103	7.586	0.000	Supported
Perceived Risk -> E-Satisfaction	-0.370	-0.367	0.036	10.352	0.000	Supported
Perceived Risk -> Repurchase Intention	-0.424	-0.427	0.044	9.695	0.000	Supported
Perceived Usefulness -> E-Satisfaction	0.096	0.094	0.040	2.394	0.017	Supported
Perceived Usefulness -> Repurchase Intention	0.059	0.057	0.026	2.285	0.023	Supported

Source: Primary Processed Data (2024)

The path coefficient results (Table 7) indicate that all proposed direct relationships are statistically supported. Customer experience has a positive and significant effect on e-satisfaction ($\beta = 0.596$; $t = 13.296$; $p < 0.001$), indicating that better customer experiences enhance consumer satisfaction in e-commerce. However, customer experience negatively affects repurchase intention ($\beta = -0.297$; $t = 3.443$; $p = 0.001$), suggesting a tendency to switch despite prior experience. E-satisfaction shows the strongest positive effect on repurchase intention ($\beta = 0.784$; $t = 7.586$; $p < 0.001$), confirming its central role in encouraging repeat purchases. Perceived risk negatively influences both e-satisfaction ($\beta = -0.370$; $t = 10.352$; $p < 0.001$) and repurchase intention ($\beta = -0.424$; $t = 9.695$; $p < 0.001$), indicating that higher perceived risk reduces satisfaction and weakens consumers' intention to repurchase. Meanwhile, perceived usefulness has a positive and significant effect on e-satisfaction ($\beta = 0.096$; $t = 2.394$; $p = 0.017$) and repurchase intention ($\beta = 0.059$; $t = 2.285$; $p = 0.023$), although its effect size is relatively smaller than that of the other predictors. Overall, these findings highlight the dominant role of e-satisfaction and perceived risk in shaping e-commerce repurchase intention.

Table 8. Indirect Effects

Constructs	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
Customer Experience -> E-Satisfaction -> Repurchase Intention	0.467	0.471	0.070	6.694	0.000	Supported
Perceived Risk -> E-Satisfaction -> Repurchase Intention	-0.290	-0.288	0.051	5.699	0.000	Supported
Perceived Usefulness -> E-Satisfaction -> Repurchase Intention	0.075	0.074	0.033	2.300	0.022	Supported

Source: Primary Processed Data (2024)

The indirect effect results (Table 8) demonstrate that e-satisfaction significantly mediates the relationships between customer experience, perceived risk, perceived usefulness, and repurchase intention. Customer experience has a positive and significant indirect effect on repurchase intention through e-satisfaction ($\beta = 0.467$; $t = 6.694$; $p < 0.001$), indicating that positive customer experiences can strengthen repurchase intention by enhancing consumer satisfaction. Perceived risk shows a negative and significant indirect effect on repurchase intention through e-satisfaction ($\beta = -0.290$; $t = 5.699$; $p < 0.001$), suggesting that higher perceived risk reduces e-satisfaction, which subsequently weakens consumers' intention to repurchase. Furthermore, perceived usefulness has a positive and significant indirect effect on repurchase intention through e-satisfaction ($\beta = 0.075$; $t = 2.300$; $p = 0.022$), although the effect is relatively smaller than the other mediating paths. Overall, these findings confirm that e-satisfaction serves as an important mediating mechanism that translates customer experience, risk perception, and perceived usefulness into e-commerce repurchase intention.

Discussion

The findings of this study confirm that all proposed hypotheses are empirically supported, indicating that perceived usefulness, perceived risk, customer experience, and e-satisfaction play important roles in explaining repurchase intention in the e-commerce context. First, perceived usefulness has a positive and significant effect on e-satisfaction and repurchase intention. This finding indicates that consumers who perceive e-commerce platforms as useful, efficient, and beneficial are more likely to feel satisfied and to develop stronger repurchase intentions. In the context of the Technology Acceptance Model, perceived usefulness remains a relevant cognitive belief in explaining consumer behavior because consumers tend to reuse digital platforms when they believe that such platforms improve the effectiveness and convenience of their shopping activities. This finding is consistent with Nuralam et al. (2024), who found that perceived usefulness contributes to customer satisfaction and repurchase intention in the Indonesian e-commerce market. It also supports the argument that functional benefits, such as ease of product search, time efficiency, transaction convenience, and access to product information, can strengthen consumers' post-adoption evaluation and future purchasing decisions.

Second, perceived risk has a negative and significant effect on both e-satisfaction and repurchase intention. Consumers who perceive high levels of uncertainty regarding payment security, product mismatch, delivery failures, privacy concerns, and fraud are less likely to feel satisfied and less willing to repurchase from the same platform. The finding is also consistent with Ventre and Kolbe (2020), who emphasized that perceived risk can weaken consumers' intention to make online purchases, particularly in emerging markets where trust and transaction security are crucial. Therefore, the negative effect of perceived risk in this study shows that e-commerce providers must not only offer functional benefits but also reduce consumers' concerns through secure payment systems, transparent product information, reliable logistics, and effective complaint handling.

Third, customer experience has a positive and significant effect on e-satisfaction. This finding shows that consumers' overall interactions with e-commerce platforms across the pre-purchase, purchase, and post-purchase stages contribute to satisfaction. Positive experiences, such as attractive platform design, clear product information,

responsive service, transaction convenience, and reliable delivery, can create favorable emotional and evaluative responses. This result is supported by Nguyen et al. (2024), who demonstrated that online experience influences repurchase-related outcomes, and by Moliner and Tortosa-Edo (2024), who highlighted the importance of online customer experience in shaping e-satisfaction across the consumer journey. In this regard, customer experience functions as an important experiential foundation that shapes consumers' satisfaction with digital shopping services.

Fourth, customer experience also has a negative and significant effect on repurchase intention. Although this finding may appear counterintuitive, it provides an important insight into consumer behavior in highly competitive e-commerce environments. The negative relationship suggests that customer experience does not automatically lead to repurchase intention when consumers have many alternative platforms and low switching costs. Consumers may use their shopping experiences to compare platforms, evaluate better offers, and move to competitors when their expectations are not fully met (Fang et al., 2023; Vollero et al., 2023; Yang et al., 2022). In digital marketplaces, promotional intensity, price transparency, product variety, and the ease of switching may weaken the direct loyalty effect of customer experience. Thus, customer experience may increase satisfaction when the shopping process is positive. However, it may also encourage consumers to become more evaluative and selective in deciding whether to repurchase from the same platform. This finding extends previous literature by showing that customer experience can operate differently in competitive digital markets, particularly when consumers are exposed to multiple platform alternatives.

Fifth, e-satisfaction has a positive and significant effect on repurchase intention and represents the strongest direct predictor in the model. This finding confirms that satisfaction is a central psychological mechanism in explaining consumers' willingness to repurchase in e-commerce. When consumers feel satisfied with platform performance, transaction security, product quality, delivery reliability, and service recovery, they are more likely to continue purchasing from the same platform. This result supports Soeharso (2024), who found that customer satisfaction mediates the relationship between service quality and repurchase intention in online shopping. It is also consistent with Teo et al. (2025), who emphasized that service quality factors are important in unlocking repurchase intention in e-commerce platforms. Therefore, e-satisfaction should be understood as a key post-consumption evaluation that connects consumers' perceptions and experiences with future behavioral intention.

The results on the mediating effect further confirm the strategic role of e-satisfaction in the research model. E-satisfaction significantly mediates the effect of customer experience on repurchase intention, indicating that customer experience can strengthen repurchase intention when it successfully creates satisfaction. This finding suggests that the positive value of customer experience is not always direct; rather, it must first be converted into satisfaction before it can encourage repeat purchasing. E-satisfaction also mediates the negative relationship between perceived risk and repurchase intention. This indicates that higher perceived risk reduces satisfaction, which subsequently weakens consumers' willingness to repurchase. In addition, e-satisfaction mediates the effect of perceived usefulness on repurchase intention, showing that the usefulness of an e-commerce platform becomes more influential when it generates consumer satisfaction.

This study contributes to the literature by confirming that repurchase intention in e-commerce is shaped by cognitive, risk-related, experiential, and affective evaluations. The results extend the Technology Acceptance Model by demonstrating that perceived usefulness remains important not only as a direct predictor of repurchase intention but also as a driver of e-satisfaction. Furthermore, the negative effect of customer experience on repurchase intention offers a distinctive contribution by highlighting potential switching behavior in competitive e-commerce markets. From a managerial perspective, e-commerce providers should focus on strengthening e-satisfaction through secure payment systems, reliable delivery, transparent product information, responsive customer support, and effective service recovery. Since consumers can easily switch between platforms, retaining customers requires more than functional usefulness; it requires a consistent, secure, and satisfying customer journey.

CONCLUSION

This study concludes that perceived usefulness, perceived risk, customer experience, and e-satisfaction significantly influence e-commerce repurchase intention. Perceived usefulness positively affects e-satisfaction and repurchase intention, whereas perceived risk negatively affects both, indicating that transaction uncertainty remains a major barrier to repeat purchases. Customer experience positively influences e-satisfaction but negatively affects repurchase intention, suggesting that consumers may switch to competing platforms despite having satisfactory experiences. E-satisfaction has the strongest positive effect on repurchase intention and significantly mediates the relationships between perceived usefulness, perceived risk, customer experience, and repurchase intention. These findings indicate that repurchase intention is shaped by functional benefits, risk perceptions, customer experience, and satisfaction, which serve as key post-purchase evaluations. In practice, e-commerce providers should enhance transaction security, service reliability, product information accuracy, and customer support to improve satisfaction and customer retention. This study is limited by its cross-sectional design, convenience sampling, self-reported data, and focus on a single region. Future research should involve broader samples, compare different platforms, employ longitudinal approaches, and incorporate variables such as e-trust, perceived value, switching cost, and customer loyalty.

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