

Capturing Lifestyle Shopping Experience, Customer Reward, Customer Engagement, Customer Satisfaction and Online Repurchase Intention

Ni Putu Tara Damayanti Dewi* & Gede Sri Darma

Master of Management, Universitas Pendidikan Nasional, Denpasar, 80244, Indonesia

Abstract

This study is aimed at analyzing the influence of lifestyle shopping experience, customer rewards, customer engagement on repurchase intention, and the role of customer satisfaction as a mediator. This study was carried out at Beachwalk Bali which launched an online shopping website called Mall to Go (<https://malltogo.izy.ai/>). Then, this study was carried out using a quantitative approach. The target population for this study is consumers who have shopped at Beachwalk Bali using the Mall to Go Beachwalk Bali application more than twice in 1 month. Through purposive sampling, a sample of 200 respondents was obtained. Next, data was collected through a questionnaire with a 5 Likert scale, which was then analyzed using SEM-PLS. From the results, it can be seen that there is a positive and significant relationship between lifestyle shopping experience, customer reward, customer engagement on repurchase intention, and customer satisfaction. Not only that, customer satisfaction is also proven to have a role in mediating the influence between customer reward and customer engagement on online repurchase intention. However, customer satisfaction fails to mediate the influence between lifestyle shopping experiences and online repurchase intention. Further suggestions to the management of Beachwalk Bali and future researchers have been presented in this study.

Keywords: lifestyle shopping experience; customer reward; customer engagement; online repurchase intention; customer satisfaction.

Received: 13 May 2024

Revised: 27 July 2024

Accepted: 10 August 2024

1. Introduction

Technological developments have advanced very quickly in today's global world. Globalization, technology and internet connectivity have increased online shopping activities and become a trend for global consumers in recent years (Nguyen et al., 2020). The COVID-19 pandemic at the beginning of 2020 caused a shift in people's way of life in daily life (Ningrum & Pudjoprastyono, 2023). After the pandemic, many service centers, educational institutions and retail companies switched to online or remote systems, this encouraged internet use in Indonesia during the pandemic (Permana, 2020).

Advances in internet technology have made changes in many areas, such as changes in consumer shopping behavior where the tendency from conventional shopping to online shopping is increasing every year (Hasniati et al, 2021). The online shopping experience is currently an alternative choice to meet people's needs and make it a shopping lifestyle (Pamuji & Sutedjo, 2023). The development of increasingly sophisticated technology means that conventional shopping centers have to look for alternatives to be able to compete with the large number of e-commerce companies and to maintain good relations with business people who rent in these places. The majority of malls are currently collaborating with digital platforms to launch online shopping via websites by presenting all the brands in the mall. This proves that currently technology has succeeded in playing an important and significant role in human life in Indonesia, one of which is on the island of Bali.

The island of Bali, especially Badung Regency, is one of the shopping centers which is currently starting to use online media as an alternative for shopping to increase sales. Beachwalk Bali is an international standard mall that has successfully implemented online shopping. In 2019, Beachwalk has launched a special mall program, namely Mall to go Beachwalk Bali, for customers who still want to shop from the comfort of home without having to worry about

* Corresponding author.

E-mail address: damayantidewitara@gmail.com

going out. A range of favorite and branded fashion, food and beauty brands are ready to serve their customers' needs through online delivery services. Beachwalk Bali also provides special personal shopper services that will help customers choose the products they want. Requests for this service can be sent via WhatsApp personal shopper listed on the Togo Beachwalk Bali Mall website.

The success of malls that implement online shopping in retaining their customers can be seen from their success in influencing online repurchase intentions. According to Amelia & Bintarti (2023). Repurchase intention is a condition where a customer will repurchase a product of the same brand if there is a need or desire. Online Repurchase Intention is behavior in which customers repurchase products they previously purchased (Ekaprana et al., 2020). Repurchase Intention is a customer's desire to buy again from the same online provider (Yunus et al., 2021). The intention to repurchase is an individual's behavior influenced by past actions that directly affect the intention to repurchase in the future (Buka, 2021; Wahyuni & Darma, 2019; Putra & Darma, 2021; Dwisuardinata & Darma, 2023; Umami & Darma, 2021; Dewanta et al., 2023; Putra & Darma, 2019; Darma, 2004; Saputra & Darma, 2022; Mahyuni et al., 2021; Desyanta & Darma, 2020; Wulandari & Darma, 2020; Lomi & Darma, 2022; Citasti & Darma, 2020; Febrianti & Darma, 2023; Sari & Darma, 2022). There is a relationship between Online Repurchase Intentions and factors that can give rise to customer Online Repurchase Intention activities. One factor that can increase online repurchase intention activity is lifestyle shopping experience.

Lifestyle shopping experience is a customer shopping experience that changes from offline shopping to online shopping, thus forming a new shopping lifestyle for customers. Lifestyle shopping reflects a person's choices in spending time and money (Tarigan et al, 2020). Online Repurchase Intention activity is also influenced by other factors, namely Customer Reward. Giving reward cards to customers who are loyal to a company is one way to maintain good relationships with customers so that they continue to repurchase the products or services offered and increase the customer's shopping experience (Kim et al, 2020).

Apart from online shopping lifestyle and customer rewards, companies can also increase online repurchase intention activities with the role of customers in engaging. Ho et al. (2020), states that Customer Engagement is a marketing activity that is oriented towards customer behavior and psychology. Repurchase intention is included in connotative loyalty which can then lead to consumer satisfaction.

Customer Satisfaction is customer satisfaction regarding previous purchasing experiences with a company and resulting in favorable responses and repeat purchases (Tufahati, et al., 2021). If the performance perceived by customers is below expectations, then customers will feel disappointed, but conversely, if the performance perceived by customers is above their expectations, then customers will feel satisfied. The impact of this satisfaction is that consumers will give a positive response in the form of recommending the product and seller to other people and repeat purchases in the following period (Wijayanthi & Goca, 2022).

A number of previous researchers have debated several variables between the lifestyle shopping experience, customer reward, customer engagement and customer satisfaction variables on Online Repurchase Intention, finding several positive and negative relationships, some of which have nothing at all to do with the Online Repurchase Intention variable. This debate raises interesting issues that need to be re-examined comprehensively so that this research will explain the influence of the online shopping lifestyle, customer rewards and customer engagement on online repurchase intention which is mediated by customer satisfaction.

2. Literature Review

2.1. Consumer Behaviour

Consumer behaviour is the study of the choices consumers make when searching for, evaluating, purchasing, and using products and services that they believe will satisfy their needs (Schiffman & Wisenblit, 2019:1). Consumer behaviour explains how individuals make decisions about spending their money and time to purchase products offered by marketers.

2.2. Lifestyle Shopping Experience

Shopping lifestyle experience refers to the actions consumers take to spend their time and money, based on their interests and priorities in life (Alfiyah and Prabowo, 2021). According to Pamuji & Sutedjo, (2023), a shopping lifestyle is how a person allocates their time and money across various products, services, technologies, fashions, entertainment, and education while shopping, reflecting different social status.

2.3. Customer Reward

Rewards are something given by an organization to its employees, either intentionally or unintentionally, as compensation for their contributions towards achieving organizational goals (Bandiyono, 2021). Rewards are defined as a form of recompense, gift, or recognition. It is the pleasant gift given after someone exhibits the desired behaviour (Pratama, 2022). Rewards are incentives given to individuals or groups as recognition for their special achievements or contributions within an organizational or business context (Ghanitri et al., 2024).

2.4. Customer Engagement

Customer engagement can be defined as customer behaviour that is based on their relationship with a company or brand. It refers to every active interaction between customers and a company (Wulandari, 2020). Customer engagement is characterized by repeated interactions between consumers and a company, which can strengthen the emotional or psychological connection among the consumer, the brand, and the company.

2.5. Customer Satisfaction

Customer satisfaction is the degree of comparison or evaluation result of customers regarding the service provided and their expectations of using the company's services (Tanti, 2020). Customer satisfaction is a form of attitude resulting from the comparison of performance expectations with what consumers receive from the services provided. The satisfaction experienced by consumers is obtained from evaluating the products or services they receive or consume (Andianto & Fidausy, 2020).

2.6. Online Repurchase Intention

Online repurchase intention is the perception of consumers regarding their future purchasing decisions and their willingness to engage in the company's ongoing activities. According to the theory, to enhance online repurchase intention, which is one of the elements of customer loyalty, it can be influenced by product quality and customer satisfaction (Herman, 2023). Online repurchase intention is the evaluation of consumers who have made repeated purchases of goods or services from a company by considering related conditions. Consumers will repurchase if they feel satisfied and may even recommend it to others (Kusmita, 2021).

3. Research Method and Materials

This study is aimed at analyzing the influence of lifestyle shopping experience, customer rewards, customer engagement on repurchase intention, and the role of customer satisfaction as a mediator. This study was carried out at Beachwalk Bali, which is one of the best shopping places in the Kuta Bali area which offers a complete shopping experience ranging from various international fashion brands, culinary and others. Not only that, since the Covid-19 pandemic, Beachwalk Bali has collaborated with a digital platform, namely Cornerstone, to launch an online shopping website called Mall to Go (<https://malltogo.izy.ai/>). So, in accordance with the aim of the study which wanted to research online repurchase intention. Then, this study was carried out using a quantitative approach. The target population for this study is consumers who have shopped at Beachwalk Bali using the Mall to Go Beachwalk Bali application more than twice in 1 month. Through a non-probability sampling technique, namely purposive sampling, respondents were obtained with the minimum criteria for education being at high school/vocational school level and having made impulse purchases at least 2 times at Mall to go Beachwalk Bali. Based on these criteria, a sample of 200 respondents was obtained. Next, data was collected through a questionnaire with a 5 Likert scale, which was then analyzed using Structural Equation Modeling (SEM) based on Partial Least Square (PLS). The conceptual framework shown on Figure 1.

4. Results and Discussion

Referring to Table 1, the majority of respondents who participated were female consumers, namely 124 people or a dominating percentage of 62%, with an age range of 17-27 years as many as 155 people (77.5%). Not only that, the results that can be seen through the table also show that the respondents who participated in this study were domiciled in Bali, namely 158 people (79%) and had the status of private employees, namely 62 people (31%).

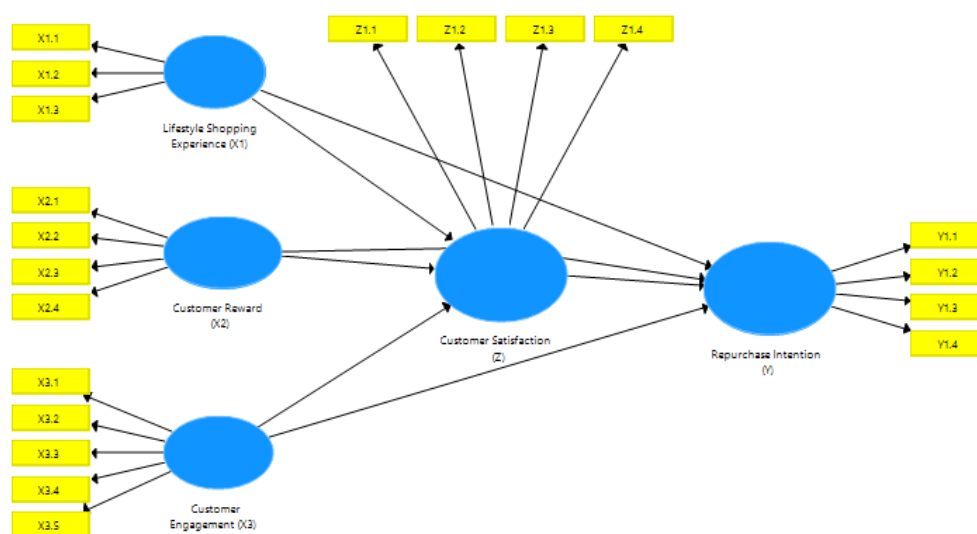


Figure 1. Conceptual Framework

Table 1. Demographic Respondents

Characteristics	Total	Percentages
Gender		
Female	124	62.0%
Male	76	38.0%
Age		
17 – 27 years	155	77.5%
28 – 38 years	36	18.0%
39 – 49 years	7	3.5%
> 49 years	2	1.0%
Domicille		
Bali	158	79.0%
Outside Bali	42	21.0%
Job		
Student	61	30.5%
Private empolyees	62	31.0%
Government employees	7	3.5%
BUMN employees	27	13.5%
Entrepreneurs	18	9.0%
Others	25	12.5%
Total	200	100%

The results obtained show that all research constructs (data) have met the requirements, so they are proven to be valid (accurate) and have a high level of reliability (reliable). This can be seen from the outer loading value > 0.70, AVE > 0.5, Composite Reliability > 0.7, and Cronbach's Alpha > 0.6. The results show on Table 2.

The results on Table 3 obtained suggest that the customer satisfaction construct can be explained or predicted by 0.719 or 71.9% by the customer engagement, customer reward and lifestyle shopping experience constructs. Meanwhile, the remaining 28.1% (100% - 71.9%) can be explained by other factors. Then, the results obtained suggest that online repurchase intention can be predicted by 0.708 or 70.8% by the constructs of customer engagement, customer reward, lifestyle shopping experience, and customer satisfaction, while 9.2% (100% - 70.8 %) can be predicted by other factors.

Table 2. Outer Model PLS Result

Variable	Indicator	Loadings	α	CR	AVE
Customer Engagement	CE1	0.937	0.970	0.977	0.894
	CE2	0.945			
	CE3	0.954			
	CE4	0.951			
	CE5	0.940			
Customer Reward	CR1	0.750	0.925	0.947	0.820
	CR2	0.945			
	CR3	0.950			
	CR4	0.959			
Customer Satisfaction	CS1	0.930	0.967	0.976	0.911
	CS2	0.962			
	CS3	0.963			
	CS4	0.962			
Online Repurchase Intention	ORI1	0.933	0.920	0.943	0.807
	ORI2	0.939			
	ORI3	0.856			
	ORI4	0.862			
Lifestyle Shopping Experience	LSE1	0.916	0.847	0.907	0.766
	LSE2	0.786			
	LSE3	0.917			

Table 3. Inner Model PLS Result

	R-square (R^2)	
	R-square	R-square Adjusted
Customer Satisfaction	0.719	0.715
Online Repurchase Intention	0.708	0.702

Table 4. Direct Hypothesis Test Results

Hypothesis	Path	Original Sampe	T Statistics	P Values
H₁	LSE -> ORI	0.246	2.411	0.008
H₂	CR -> ORI	0.242	2.275	0.012
H₃	CE -> ORI	0.214	1.679	0.047
H₄	CS -> ORI	0.262	1.945	0.026
H₅	LSE -> CS	0.228	1.813	0.035
H₆	CR -> CS	0.341	3.144	0.001
H₇	CE -> CS	0.408	3.645	0.000

Referring to the results on Table 4, it can be confirmed that all relationships between constructs were found to be positive as indicated by the original sample values or path coefficient values for each construct relationship which were positive and obtained t-statistic values above 1.65 with p-values below 0.05 which indicates a significant relationship. Thus, it can be said that the hypothesis proposed is acceptable.

Table 5 shows the results of indirect or mediation hypothesis testing (indirect effect test), it was found that there was a relationship between constructs which showed insignificant results, the role of customer satisfaction in mediating the relationship between lifestyle shopping experience and online repurchase intention. This result can be shown by obtaining a t-statistic value <1.65 with p-values> 0.05. After calculating the VAF value, it was found that the customer satisfaction construct is a construct that is able to provide a partial mediating role in each relationship between the customer engagement and customer reward constructs and the dependent construct, namely online repurchase intention. This can be confirmed by the VAF value which is in the range of 20% - 80%. In contrast to the relationship between lifestyle shopping experience and online repurchase intention, it was found that the VAF value was still below the score of 20%, indicating that customer satisfaction was unable to act as a mediating variable. Thus, it can be confirmed that there is one research hypothesis that cannot be accepted.

First, research hypothesis suggests that a higher lifestyle shopping experience correlates with increased online repurchase intention. The significance test results show a t-statistic of 2.411 (> 1.65) and a p-value of 0.008 (< 0.05). This analysis confirms a positive and significant relationship between lifestyle shopping experience and online repurchase intention, supporting findings by Tae & Bessie (2021), Nugraheni et al. (2020), Tang & Maro (2022), Temaja et al. (2023), and Dewi et al. (2022) that consumer lifestyle significantly influences repurchase intentions. Second, a hypothesis posits that greater customer rewards lead to higher online repurchase intention. The significance test results indicate a t-statistic of 2.275 (> 1.65) and a p-value of 0.012 (< 0.05). This confirms a positive and significant relationship between customer rewards and online repurchase intention, aligning with studies by Qibtiyah et al. (2021), Severesia et al. (2022), Udayana et al. (2022), and Wantara (2023), which found that rewards foster customer loyalty and repurchases.

Table 5. Mediation Hypothesis Test Results

Total Effect	Original Sample	T Statistics	P Values
Lifestyle Shopping Experience -> Online Repurchase Intention	0.306	3.539	0.000
Customer Reward -> Online Repurchase Intention	0.332	3.291	0.001
Customer Engagement -> Online Repurchase Intention	0.321	2.752	0.003
Indirect Effect	Original Sample	T Statistics	P Values
Lifestyle Shopping Experience -> Customer Satisfaction -> Online Repurchase Intention	0.060	0.997	0.160
Customer Reward -> Customer Satisfaction -> Online Repurchase Intention	0.090	1.921	0.028
Customer Engagement -> Customer Satisfaction -> Online Repurchase Intention	0.107	1.685	0.046
VAF Calculation			
Lifestyle Shopping Experience -> Customer Satisfaction -> Online Repurchase Intention	$\frac{\text{Indirect Effect}}{\text{Direct Effect}} = \frac{0.060}{0.306} = 0.196 = 19.6\%$		No Mediation
Customer Reward -> Customer Satisfaction -> Online Repurchase Intention	$\frac{\text{Indirect Effect}}{\text{Direct Effect}} = \frac{0.090}{0.332} = 0.271 = 27.1\%$		Partial Mediation
Customer Engagement -> Customer Satisfaction -> Online Repurchase Intention	$\frac{\text{Indirect Effect}}{\text{Direct Effect}} = \frac{0.107}{0.321} = 0.333 = 33.3\%$		Partial Mediation

Third, it is hypothesized that increased customer engagement enhances online repurchase intention. The significance test results show a t-statistic of 1.679 (> 1.65) and a p-value of 0.047 (< 0.05). This demonstrates a positive and significant relationship between customer engagement and online repurchase intention, supported by research from Sofyan & Praswati (2024), Ningrum & Arif (2022), Anisa & Ezni (2021), and Sari & Padmantlyo (2023). Fourth, the hypothesis that higher customer satisfaction boosts online repurchase intention is tested. The results show a t-statistic of 1.945 (> 1.65) and a p-value of 0.026 (< 0.05). This confirms a positive and significant relationship between customer satisfactions and online repurchase intention, consistent with findings by Nurmalasari et al. (2022), Seminary et al. (2023), Wiradarma & Respati (2020), and Sherly & Keni (2022). Fifth, a hypothesis proposes that a higher lifestyle shopping experience increases customer satisfaction. The test results show a t-statistic of 1.813 (> 1.65) and a p-value of 0.035 (< 0.05). This indicates a positive and significant relationship between lifestyle shopping experience and customer satisfaction, supporting Tarigan et al. (2020), Muhtadi (2023), and Pei et al. (2020).

Sixth, the hypothesis suggests that greater customer rewards enhance customer satisfaction. The test results show a t-statistic of 3.144 (> 1.65) and a p-value of 0.001 (< 0.05). This confirms a positive and significant relationship between customer rewards and customer satisfaction, aligning with Zena and Hadisumarto (2021) and Nurdiansiah et al. (2022). Seventh, it is hypothesized that increased customer engagement boosts customer satisfaction. The test results indicate a t-statistic of 3.645 (> 1.65) and a p-value of 0.000 (< 0.05). This demonstrates a positive and significant relationship between customer engagement and customer satisfaction, supported by Darmadi et al. (2021), Suh et al. (2022), and Akbaruddin et al. (2023).

Eighth, the hypothesis posits that higher lifestyle shopping experience leads to greater online repurchase intention through customer satisfaction. However, the mediation test results show a t-statistic of 0.997 (< 1.65) and a p-value of

0.160 (> 0.05), indicating that customer satisfaction does not significantly mediate this relationship. The VAF calculation shows a 19.6% mediation effect, categorized as no mediation. These findings are supported by Alcain et al. (2022), Artana et al. (2022), and Jovianggi & Soelasih (2022). Ninth, the hypothesis suggests that greater customer rewards increase online repurchase intention through customer satisfaction. The mediation test results show a t-statistic of 1.921 (> 1.65) and a p-value of 0.028 (< 0.05). This confirms that customer satisfaction significantly mediates this relationship with a 27.1% mediation effect, categorized as partial mediation. These findings are consistent with Tee (2022) and Permana et al. (2022). Finally, the hypothesis posits that increased customer engagement leads to higher online repurchase intention through customer satisfaction. The mediation test results show a t-statistic of 1.685 (> 1.65) and a p-value of 0.046 (< 0.05). This confirms that customer satisfaction significantly mediates this relationship with a 33.3% mediation effect, categorized as partial mediation. This is supported by Huseynlin & Mammadova (2022) and Rombe & Radna (2022), who found that factors like brand evidence, gamification, social connections, and enthusiastic participation significantly impact customer satisfaction, thereby influencing repurchase intentions.

5. Conclusion

This study is aimed at analyzing the influence of lifestyle shopping experience, customer rewards, customer engagement on repurchase intention, and the role of customer satisfaction as a mediator. Based on the results of the research and discussion, it can be concluded that the higher the lifestyle shopping experience, the greater the customer reward along with engagement and satisfaction, the higher the online repurchase intention. Then, the higher the lifestyle shopping experience, the greater the customer reward and engagement, the higher the customer satisfaction. Furthermore, the relationship between the lifestyle shopping experience construct and online repurchase intention cannot be mediated by the customer satisfaction construct. This is different from the relationship between the constructs of customer reward and customer engagement on online repurchase intention, which is actually able to be mediated by the construct of customer satisfaction.

The suggestions that can be given based on the discussion and conclusions of this research are that it is considered important for the management of Mall to go Beachwalk Bali to make efforts to improve the quality of the appearance and design of the website, implement promotional strategies through providing large and attractive discounts, and improve the capabilities of each personal shopper in providing the best and timely service, increasing the quality of each product offered on the Mall to go Beachwalk Bali website in order to increase consumer satisfaction. Then, further research can expand the population and research sample to provide broader insight and can add other determinants that were not examined in this study such as trust factors, perceived risk, or website quality variables to provide an in-depth understanding of the factors that can improve satisfaction or online repurchase intention on the Mall to go Beachwalk Bali website.

References

- Alcain, J., Marquez, C., Beriña, L., Bulaon, L., Cheng, J., Cruz, G. (2022). Predictive Model Establishment for The Online Shopping Experience Factors Affecting Repurchase Intention Using Stepwise Linear Regression. In: Christine Leitner, Walter Ganz, Clara Bassano and Debra Satterfield (eds) *The Human Side of Service Engineering*. AHFE (2022) International Conference. *AHFE Open Access*, 62. AHFE International, USA. <http://doi.org/10.54941/ahfe1002553>
- Annisa Islam, H., & Ezni Balqiah, T. (2021). Loyalty and Customer Engagement in Online Grocery Shopping in Indonesia. *ACM International Conference Proceeding Series*, 53–59. <https://doi.org/10.1145/3466029.3466036>
- Artana, I. M., Fattah, H., Putra, I. G. J. E., Sariyani, N. L. P., Nadir, M., Asnawati, & Rismawati. (2022). Repurchase intention behavior in b2c e-commerce. *International Journal of Data and Network Science*, 6(1), 147–154. <https://doi.org/10.5267/J.IJDNS.2021.9.013>
- Akbaruddin, R., Surachman, & Rofiaty. (2023). Brand Image, Customer Engagement, and Web Design Quality: Their Influence toward Online Repurchase Intentions. *The International Journal of Social Sciences World*, 5(1), 128–144. <https://www.growingscholar.org/journal/index.php/>

- Amelia, R., & Bintarti, S. (2023). Kualitas Pengalaman Dalam Memoderasi Gaya Hidup, Kesadaran Merek Dan Kualitas Rasa Terhadap Niat Beli Ulang. *Dynamic Management Journal*, 7(3), 311–324. DOI: <http://dx.doi.org/10.31000/dmj.v7i3.8712>
- Buka, C. H. H. (2021). *The Effect of Product Quality and Price on Repurchase Intention Mediated by Customer Satisfaction*. (Bachelor's Thesis, Sanata Dharma University).
- Citasti, N. N., & Darma, G. S. (2020). Menakar Asa Optimalisasi Profit Melalui Konsep" Yuk Nabung Saham", E. *Jurnal Manajemen*, 9(8), 3169-3192. <https://ojs.unud.ac.id/index.php/manajemen/article/download/63603/36377>
- Darmadi, R., Silitonga, P., & Kristiadi, A. A. (2021). Pengaruh Social Media Customer Engagement Dan Kepuasan Pelanggan Terhadap Loyalitas Merek Perguruan Tinggi Swasta. *Widya Manajemen*, 3(2), 166-177. <https://doi.org/10.32795/widyamanajemen.v3i2.1692>
- Darma, G. S., Wicaksono, K., Sanica, I. G., & Abiyasa, A. P. (2019). Compensation Factors and Gojek's Strategy in Enhancing Driver Job Satisfaction. *Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi*, 6(3), 232-244. <https://ejournal.unsrat.ac.id/index.php/jmbi/article/view/27105/26697>
- Dewi, Y. S., & Darma, G. S. (2022). Shifting Business Strategy of International Standard Hospitals in the Metaverse Era. *JMMR (Jurnal Medicoeticolegal dan Manajemen Rumah Sakit)*, 11(1). <https://doi.org/10.18196/jmmr.v11i1.14207>
- Desyanta, I. G. P. R., & Darma, G. S. (2020). Development of Business Model Digital Fraction Property Investment. *Jurnal Entrepreneur dan Entrepreneurship*, 9(2), 67–78. <https://doi.org/10.37715/jee.v9i2.1343>
- Dwisuardinata, I. B. N., & Darma, G. S. (2023). The Impact of Social Influence, Product Knowledge, and Fear of Missing Out (FOMO) on Purchase Intention of Alcoholic Beverages in Bali. *Binus Business Review*, 14(1), 1–11. <https://doi.org/10.21512/bbr.v14i1.8919>
- Febrianti, N. M. N., & Darma, G. S. (2023). Millennials' Intention to Invest through Securities Crowdfunding Platforms. *Aptisi Transactions on Technopreneurship (ATT)*, 5(1), 19–30. <https://doi.org/10.34306/att.v5i1.280>
- Hasniati, H., Indriasar, D. P., Sirajuddin, A., Iswahyunita, A. F., Reza, V., Snapp, P., Dalam, E., Di, I. M. A., Socialization, A., Cadger, O. F., To, M., Cadger, S., Programpadang, R., Hukum, F., Hatta, U. B. U. B., Sipil, F. T., Hatta, U. B. U. B., Danilo Gomes De Arruda, Bustamam, N., ... Hendriana, E. (2021). Impact of Service Quality, Trust, and Customer Satisfaction on Loyalty. *Jurnal Dinamika Manajemen*, 3(1), 514–522. <https://doi.org/10.5539/ibr.V3n3p63>
- Huseylin, B., & Mammadova, S. (2022). Determining the Moderator Role of Brand Image on Brand Innovativeness, Consumer Hope, Customer Satisfaction, and Repurchase Intentions. *International Journal of Economics and Business Administration*, X(2), 59–77. <https://doi.org/10.35808/ijeba/766>
- Jovianggi, B., & Soelasih, Y. (2020). Analysis of Online Store Attributes on Repurchase Intention with Customer Satisfaction as a Mediator in Indonesia. *Jurnal Manajemen Maranatha*, 20(1), 41–50. <https://doi.org/10.28932/jmm.v20i1.2910>
- Kim, W., Kim, H., & Hwang, J. (2020). Sustainable Growth for the Self-Employed in the Retail Industry Based on Customer Equity, Customer Satisfaction, and Loyalty. *Journal of Retailing and Consumer Services*, 53(February 2019), 101963. <https://doi.org/10.1016/j.jretconser.2019.101963>
- Kurniasih, D. (2021). *Customer Satisfaction: A Study on Word of Mouth, Service Quality, and Brand Image*. In A. Rozi (Ed.), Serang: Bintang Visitama.
- Kolo, S. M., & Darma, G. S. (2020). Key Factors Affecting Customer Satisfaction and Loyalty of 4G Network Users in Denpasar. *Jurnal Manajemen Bisnis*, 17(1), 57-74.
- Kusuma, P. O., & Darma, G. S. (2020). Mobile payment transaction on MSMEs. *International Research Journal of Management, IT and Social Sciences*, 7(3), 104–109. <https://doi.org/10.21744/irjmis.v7n3.926>
- Lomi, M. D. S., & Darma, G. S. (2022). The Rocky Road of Implementing QR Codes at Bank BCA in Bali. *Jurnal Akuntansi dan Pajak*, 22(2), 834–841. <http://dx.doi.org/10.29040/jap.v22i2.4073>

- Melianawati, N. L., & Darma, G. S. (2023). The Impact of Mobile Service Quality, Personalization, and Promotion on Loyalty in E-commerce. *Jurnal Manajemen dan Bisnis*, 12(2), 125–138. <https://doi.org/10.32883/jmb.v12i2.618>
- Napitupulu, L., & Sari, D. (2020). The Effect of E-Service Quality and Brand Image on Customer Loyalty and Repurchase Intention. *Jurnal Bisnis dan Akuntansi*, 22(2), 149–158. <https://doi.org/10.21776/ub.jba.2020.022.02.9>
- Nursita, R., Dewi, S. T., & Sari, A. (2023). The Influence of Brand Experience, Trust, and Word of Mouth on Repurchase Intention. *International Journal of Business and Management Studies*, 12(1), 25–41. <https://doi.org/10.14419/ijbms.v12i1.44742>
- Oktavia, V., & Yanti, R. (2020). The Influence of E-Service Quality on Online Purchase Intention. *Jurnal Ilmiah Manajemen*, 7(1), 1–17. <https://doi.org/10.24912/jim.v7i1.3238>
- Puspaningtyas, Y., & Darma, G. S. (2022). Trust and Customer Satisfaction: A Study of Repurchase Intention in Online Shopping. *Jurnal Studi Manajemen dan Bisnis*, 19(1), 1–14. <https://doi.org/10.24843/jsmb.2022.v19.i01.p01>
- Sari, L., Muliadi, A., & Edi, S. (2021). Factors Influencing the Repurchase Intention of Online Shopping in Indonesia. *International Journal of Research in Business and Social Science*, 10(4), 97–108. <https://doi.org/10.20525/ijrbs.v10i4.956>
- Sujan, M. S., & Kumar, R. (2022). Factors Affecting Repurchase Intention in Online Shopping: Evidence from Bangladesh. *Academy of Marketing Studies Journal*, 26(3), 1–13.
- Tanuwidjaja, S., Yuliana, T., & Meida, F. (2021). The Influence of Brand Image and Customer Trust on Online Purchase Intention. *Asian Journal of Business and Accounting*, 14(1), 1–18. <https://doi.org/10.22452/ajba.vol14no1.1>
- Yuliana, T., & Irwansyah, I. (2023). Exploring Factors Affecting Consumer's Online Purchase Decision: A Case Study of E-Commerce in Indonesia. *International Journal of Business and Society*, 24(2), 461–473. <https://doi.org/10.33736/ijbs.5804.2023>