



# Enhancing Online Repurchase Intention: Unveiling the Crucial Role of Digital Customer Experience among Bukalapak Users

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**Abstract.** The online repurchase intention on Bukalapak, a popular e-commerce platform, is evident through the high percentage of complaints registered on the Bukalapak application. This challenge underscores the importance of investigating the factors influencing users' intentions to make online repeat purchases. The primary objective of this study is to comprehensively examine the impact of digital customer experience on online repurchase intention among Bukalapak users. To achieve this, the research employs a combination of descriptive and verification research methods, focusing on users of the Bukalapak platform. The study encompasses a vast population of 2,152,230 potential respondents. To ensure the research remains manageable and representative, a sample size of 100 respondents is selected using the simple random sampling technique. This statistical approach enabled the research team to extract a diverse yet manageable subset of users from the larger population for in-depth analysis. Structural Equation Modeling (SEM) with Partial Least Squares (PLS) was employed to analyze data. The preliminary findings of this study reveal a noteworthy connection between digital customer experience and online repurchase intention. These results emphasize the pivotal role of user experience in shaping users' intentions to continue shopping on Bukalapak's platform. In light of these findings, it becomes evident that there is a compelling need for strategies to enhance Bukalapak's online repurchase intention.

**Keywords:** Bukalapak, Digital Customer Experience, Online Repurchase Intention.

## 1 INTRODUCTION

The new competitive marketing environment and digitalization in the 21st century require new approaches to attract consumers, primarily through websites, because consumer behavior is so fast that it has a vital role in competitive markets [1]–[3]. Until now, research on online repurchase intention is still a problem that needs to be studied based on research conducted by [4] that online repurchase intention is an important variable to ensure the sustainability and success of companies worldwide, covering all

industries in the company. Research on online repurchase intention is carried out in several industrial sectors based on the current trend of online repurchase intention being researched in e-commerce [5]–[9].

Based on data from Iprice, Bukalapak is consistently in position 3 with a decreasing number of visitors. This data will impact the low number of visits to the Bukalapak E-Commerce application of only 21,300,000. The level of Bukalapak e-commerce visits will have an impact on the low transaction value. Bukalapak ranks last with a total transaction value of US \$ 342.5 thousand (Rp 4.9 billion), with a complaint rate of 17.6 percent. This number is the highest percentage and impacts Bukalapak's soaring revenue and losses. Bukalapak recorded revenue of Rp 1.87 trillion with an increase in net loss of 24%, which amounted to 1.67 trillion, the net loss experienced by Bukalapak due to very high sales and marketing expenses. Based on this, it is proven that Bukalapak has yet to be able to create online repurchase intention in consumers to minimize the marketing burden so that consumers do not continue to make transactions.

Online repurchase intention is discussed in several studies on loyalty [10], [11], e-satisfaction [12], [13], transactional intention [14]–[16], and digital customer experience [17]–[19]. Research conducted by [20] AI has a role in e-commerce, especially in controlling product quality and providing the best way to reach and serve customers at a low cost so that it will improve the digital customer experience [21]. Based on these problems, it is important to research to increase online repurchase intention through digital customer experience. Based on the description of the problems above, it is important to conduct research on Enhancing Online Repurchase Intention: Unveiling the Crucial Role of Digital Customer Experience among Bukalapak Users.

### **1.1 Online Repurchase Intention**

In this study, online repurchase intention research was first conceptualized by [22], which discusses the relationship between customer satisfaction, which has a positive relationship with online repurchase intention. Customers will feel grateful for receiving the benefits provided intentionally and tend to pay the service provider by making future repurchases in return [23]. This is vital because it can retain and serve new customers [24]. [25]. Therefore, online repurchase intention can be a psychological predictor of expected repeat purchase behavior [26]. Online repurchase intention is defined as an individual's assessment of the services provided by the same company, taking into account the current circumstances [27]. The dimensions used in this study are 1) rational and relational experience, 2) sensory and social experience, 3) physical experience, and 4) emotional experience. [28], [29].

### **1.2 Digital Customer Experience**

The first research on digital customer experience defines customer experience as a series of experiences carried out by consumers that offer various types of value through personalized services to turn visitors into regular customers. Creating a digital customer experience aims to provide good service that suits customers [30]. Digital customer

experience will be influenced by customer feelings generated through interacting with the company's products, services, and business [31, 32].

Digital customer experience is defined as a structure that focuses on the various dimensions of digital customer experience, including 1) explorative intention, 2) transactional intention, 3) preferential intention, and 4) referential intention [33], [34].

### 1.3 Framework

Online repurchase intention is included in the response stage, namely post purchase and can be measured using several dimensions including exploratory intention, transactional intention, preferential intention and referential intention [33]–[37]. Digital customer experience is included in the organism stage, in the personal traits sub-stage there is openness to experience. Dimensions of digital customer experience in e-commerce are: rational and relational experience, sensory and social experience, physical experience and emotional experience [38]–[43]. Figure 1 shows the research paradigm.

From the explanation above, the hypothesis is generated:

H<sub>1</sub>: Digital customer experience influences online repurchase intention.

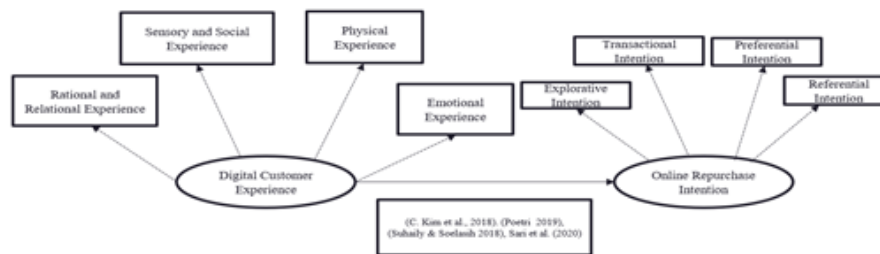


Fig. 1. Research Paradigm

## 2 METHODS

The research method used is verification research with the Bukalapak Consumer Analysis Unit. The population in this study were Bukalapak consumers in Indonesia, totaling 2,152,230. The sample was 100 consumers, which was drawn using simple random sampling. This research was conducted from February to May 2023. The power collection technique used is through literature studies and questionnaires. The analysis technique used is using the SEM-PLS method.

## 3 RESULTS AND DISCUSSION

SEM - PLS analysis in this study used Smart PLS 4.0 software. Measurements were made using construct validity and instrument reliability tests. The results of validity testing using average variance extract (AVE) must be more than 0.5. Outer model measurement in this study refers to measuring the validity and reliability of the instruments

used in the study. The validity test shows the extent to which the instrument can measure what is to be measured [44]. Figure 2 shows the results of the outer loading validity test.

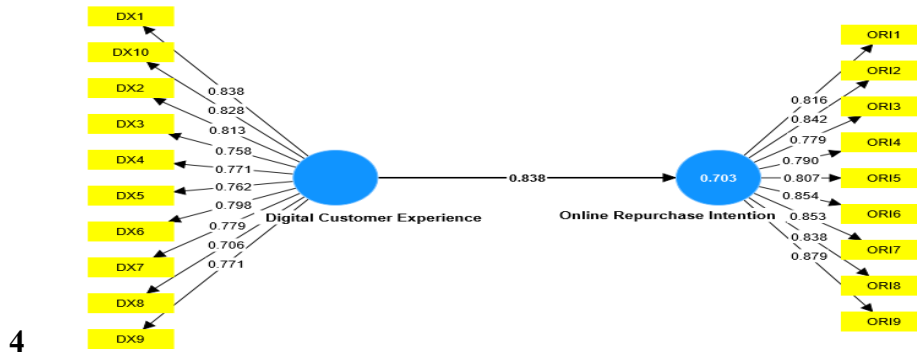


Fig. 2. Structural Model

Figure 2 displays a structural model with three exogenous variables and one endogenous variable, as well as the outer loading value of each variable. Table 1 presents the AVE value and the results of testing the reliability of the instrument using Cronbach's alpha and composite reliability, which shows the consistency and reliability of the measuring instrument in accuracy and precision [45]. The reliability of the outer model is achieved by meeting the specified rule of thumb, indicating that the measuring instrument used in this study has sufficient reliability in measuring the construct under study, as seen in Table 1.

Table 1. Construct Reliability

	Cronbach's Alpha	Reliability Average	Variance Extracted (AVE)
Digital Customer Experience	0.930	0.930	0.614
Online Repurchase Intention	0.943	0.944	0.688

Source: PLS Data Processing Results, 2023

The inner model in this study uses the R2 value to determine the degree of variation in changes in the independent variable on the dependent variable. Although the R2 value is not an absolute parameter, this value measures the accuracy of the prediction mode [46]. A higher R2 value indicates a good prediction model for the proposed model. Structural model testing is done by looking at the R-square value, which is a model fit test. The R-square value of this study is presented in Table 2.

Table 2. R-Square

R Square	R Square Adjusted
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Online Repurchase Intention	0.692	0.683
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Source: PLS Data Processing Results, 2023

R Square and Adjusted R Square are statistical measures used to evaluate the quality of a regression model by looking at the extent to which independent variables explain variation in the dependent variable. Digital customer experience and online repurchase intention, the R Square value for online repurchase intention is 0.692, which indicates about 69.2%. In comparison, the remaining 30.8% is influenced by other variables not explained in this study. Then, proceed with hypothesis testing (bootstrapping); the results of hypothesis testing are shown in Table 3.

**Table 3.** Result of Hypothesis

	Original Sample (O)	T Statistics ((O/STDEV))	P Values
Digital customer experience → Online repurchase intention	0.838	23.136	0.000

Source: PLS Data Processing Results, 2023

The results of testing the path coefficient or internal model in this study are shown in Table 3, with the results and information following the hypothesis proposed as follows: Digital customer experience has an original sample (O) of 0.838, a T-statistic of 23.136, and a p-value of 0.000.

#### 4.1 Discussion

The T-statistic value exceeds the threshold value of 1.98, and the p-value is smaller than 0.05, which indicates that the relationship between digital customer experience and online repurchase intention is positive and statistically significant. Thus, the hypothesis proposed in this study can be accepted. These results are consistent with previous research, which states that digital customer experience positively and significantly influences online repurchase intention [47]. Similar research on digital customer experience on online repurchase intention. This study found that flow experience significantly affects repurchase intention, and loyalty acts as a mediator between flow experience and repurchase intention. Other research conducted by [39] found that in order to create repurchase intentions, positive customer experiences must be improved [16]–[18], [48].

## 5 CONCLUSIONS

This research concludes that digital customer experience significantly influences online repurchase intention on the Bukalapak platform. Factors such as rational and relational experience, 2) sensory and social experience, 3) physical experience, and 4) emotional

experience guaranteed in an online service environment can improve user experience and customer satisfaction and ultimately increase online shopping intentions. Therefore, it is crucial for Bukalapak to pay attention and improve the quality of digital customer experience to increase consumer interaction and engagement in the e-commerce platform.

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