

The Role of Satisfaction in Mediating the Effect of Perceived Ease of Use and Perceived Usefulness on Purchase Intention: Study on Bukalapak Marketplace's Customer in Bali Province



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Abstract

The purpose of this study is to examine and explain the role of satisfaction in mediating the effect of perceived ease of use and perceived usefulness on the repurchase intention of Bukalapak marketplace users in Bali. The research subjects were users of the Bukalapak marketplace with a total sample of 140 respondents who had the criteria of having a high school/vocational high school education level, domiciled in Bali, and had shopped using the Bukalapak marketplace. The data were analyzed using the SEM-PLS technique with the Smart PLS version 3.0 application. The results show that all research hypotheses are supported. Practical implications based on research findings show that among the three variables that influence repurchase intention, the satisfaction variable has the highest path coefficient which can be a reference for Bukalapak management in making marketing strategies to increase repurchase intention in Bukalapak customers by increasing satisfaction.

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1 Introduction

The Covid-19 pandemic has had an impact on various human lives, including shopping activities. The mobility of the Indonesian people has been hampered as a result of the government's efforts to stop the spread of the virus, which has become a stimulus for the growth of the marketplace industry. Indonesia is in the midst of an economic downturn, with growth rates of 5.32 percent and 3.49 percent in the second and third quarters of last year, the use of marketplaces as a means of meeting people's needs during the pandemic continues (Jet commerce, 2021).

Bukalapak is a marketplace made by Indonesian children who are able to compete in the marketplace industry in Indonesia (Wangsa et al., 2022). Bukalapak was founded by Achmad Zaky, Nugroho Herucahyono, and Muhammad Fajrin Rasyid in 2010. In 2017, Bukalapak became one of the unicorn start-ups in Indonesia (The Jakarta Post, 2019). The buying and selling service site provides a means of buying and selling from consumer to consumer, anyone can open an online store at Bukalapak and serve buyers from all over Indonesia. Since its release on Playstore on February 7, 2014, the total downloads of the Bukalapak application have been 50 million, with a large rating of 4.68, and active users of the Bukalapak application reached 34.2 in 2021. Based on transactions in December 2020, the number of transactions at Bukalapak increased 3 times and the number of sales increased 5 times (Sindonews.com, 2021). Although Bukalapak's transactions have increased, in terms of competition with other marketplaces, Bukalapak is still not at the top.

Table 1
Number of active marketplace users during Q1 2021

No	Marketplace	Number of Active Users (millions)
1	Tokopedia	135,1
2	Shopee	127,4
3	Bukalapak	34,2
4	Lazada	30,5
5	Blibli	19,6
6	JD ID	4,1

Source: Ginee (2021)

Marketplace competition in Indonesia is occupied by several marketplaces such as Tokopedia, Shopee, Bukalapak, Lazada, Blibli, and JD ID. Table 1.1 shows that Bukalapak occupies the number 3 position as a marketplace with 34.2 million active users during the first quarter of 2021. The number 1 position is occupied by Tokopedia and the number 2 position is occupied by Shopee. When compared to its competitors, Bukalapak still lags behind Tokopedia and Shopee. In the second quarter of 2020, the number of active Bukalapak users is 35 million users (Bisnis.com, 2020). In the third quarter of 2019, the number of active Bukalapak users was 42.9 million users (Katadata, 2021). This shows that there is a decrease in the number of active Bukalapak users from 2019-2021. The survey results from ECommerceIQ show that many Bukalapak users complain that they are not comfortable shopping in the Bukalapak marketplace (CNN Indonesia, 2021). The Indonesian Consumers Foundation or YLKI noted that throughout 2019, there were 34 cases of customer complaints against the marketplace. Of the total number of cases, the majority were targeted at Bukalapak and JDID (Tempo, 2021). Based on this, the number of customers who experience discomfort and submit complaints can be a sign that users are not satisfied with the Bukalapak marketplace. This can be a potential for customers to be disloyal and will tend to switch to shopping at other marketplaces.

Repurchase intention has several influencing factors, such as customer satisfaction, service quality, perceived ease of use, perceived usefulness, and customer perceived value (Mandasari & Giantari, 2017; Saputra & Widodo, 2019; Windrati, 2017; Rizan et al., 2019; Safarudin et al., 2020; Sebastian, 2021). Perceived ease of use refers to the degree to which users perceive a particular technology, accessing websites or applications as easy to use. More specifically, technologies are preferred use over others if they are easy to use. Perceived ease of use and perceived usefulness are attributes of technology acceptance (Moslehpour et al., 2018). According to Nyssa & Rahmidani (2019), frequently used systems are characterized by their ease of learning and ease of operation. With the ease of use, individuals will feel confident in the system used because it does not require such a large effort when operating. In previous studies discussing the relationship between perceived ease of use variables and consumers' repurchase intentions, including Oktarini & Wardana (2018); Setiawan et al. (2020); Prakosa & Wintaka (2020); Aprilia (2020) Rahmayanti et al.

(2021); Wilson et al. (2021), shows that perceived ease of use has a positive and significant effect on repurchase intentions. However, from a number of studies conducted there are differences in results. Different results are shown in Rajak et al. (2018); Pramita (2021; Naradipa et al. (2020), perceived ease of use has no significant effect on repurchase intention.

Perceived ease of use in addition to influencing repurchase intentions can also affect satisfaction. According to research by Oktarini & Wardana (2018), perceived ease of use has a positive and significant effect on customer satisfaction, thus the better the perceived ease of use on the use of Airline Ticket Services and the "T" Hotel site, the better customer satisfaction. According to Ohliati & Abbas (2019), perceived ease of use has been shown to significantly affect user satisfaction, implying that when a learning management system is simple and flexible to use, user satisfaction increases. However, according to research by Imelda (2021); Trisnawati et al. (2019); Rahmadhania & Sari (2019), the results showed that perceived ease of use had no significant effect on satisfaction.

Perceived usefulness is defined as the extent to which a person believes that using a particular system will improve his work performance (Yasa et al., 2014; Wida et al., 2016; Athapaththu & Kulathunga, 2018; Sana et al., 2019). Moslehpour et al. (2018), describe the perceived benefits of online shopping summarized as perceived benefits. The advantages of buying from a virtual store compared to buying from a traditional store can also contribute to the perceived benefits. If the individual assumes that the information media is useful then he will use it. On the other hand, if the individual assumes that the information media is less useful then he will not use it (Lestari, 2020). In previous studies discussing the relationship between perceived usefulness variables on repurchase intentions, including Dewi & Santika (2018); Laora et al. (2021); Rahmayanti et al. (2021); Pradana (2018), show that perceived usefulness has a positive and significant effect on repurchase intentions. Different results are shown in Bahari et al. (2021), perceived usefulness has no significant effect on repurchase intention.

Perceived usefulness in addition to influencing repurchase intentions can also affect satisfaction. Based on the results of Tulodo & Solichin (2019), research, it can be concluded that the perceived usefulness variable affects user satisfaction. In line with research conducted by Mahendra & Zuliastiana (2019), that perceived usefulness affects Lazada's customer satisfaction. Perceived usefulness is a factor that affects satisfaction. This shows that Shopee is considered to provide many advantages, because all components in trade are applied to applications such as customer service, product services, and payment methods (Hanadia et al., 2017). However, according to research by Pramesthi (2013); Surya (2017); Daneji et al. (2019); Trisnawati et al. (2019); Rahmadhania & Sari (2019), gave the results that perceived usefulness had no significant effect on satisfaction.

Users who return to using a technology are based on the satisfaction felt by the user. The research that has been done by Aqmala et al. (2021), show that satisfaction is important in influencing the repurchase intention of users at the company. A good first impression in using a system will certainly cause a feeling of satisfaction in the user's heart. This feeling of satisfaction will make users reuse the services offered by the company. This satisfaction has a very significant impact on customer behavior towards a brand (Kim et al., 2021),. However, research conducted by Lestari (2020); Pramudita (2020), gave different results, namely satisfaction had no significant effect on repurchase intentions.

User satisfaction is able to influence repurchase intentions based on perceived ease of use and perceived usefulness. This is supported by research conducted by Riza & Sutopo (2017); Oktarini & Wardana (2018); Basyar & Sanaji (2016), giving the results that satisfaction is able to significantly mediate the effect of perceived ease of use on repurchase intentions. Satisfaction also arises because the technology used is felt to provide benefits for its users, this has an impact on repurchase intentions. This is supported by research conducted by Maryanto & Kaihatu (2021); Dewi (2021); Prawita et al. (2020), satisfaction is able to significantly mediate the effect of perceived usefulness on repurchase intentions. Therefore, this study discusses the role of satisfaction in mediating the effect of perceived ease of use and perceived usefulness on repurchase intentions. Based on this background, the following hypothesis is formulated:

H1: Perceived ease of use has a positive and significant effect on user satisfaction

H2: Perceived usefulness has a positive and significant effect on user satisfaction

H3: Perceived ease of use has a positive and significant effect on repurchase intentions

H4: Perceived usefulness has a positive and significant effect on repurchase intentions

H5: Satisfaction has a positive and significant effect on repurchase intention

H6: Satisfaction is able to significantly mediate the effect of perceived ease of use on repurchase intentions

H7: Satisfaction is able to significantly mediate the effect of perceived usefulness on repurchase intentions

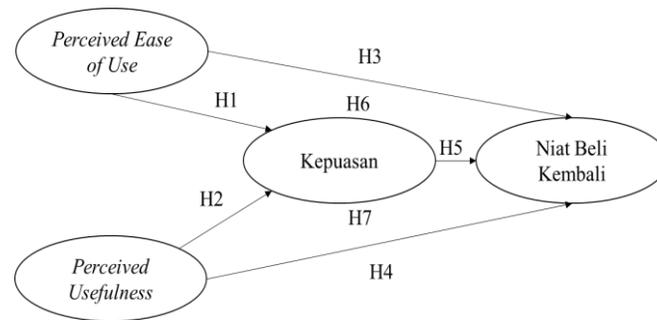


Figure 1. A conceptual framework for the role of satisfaction mediating the effect of perceived ease of use and perceived usefulness on buyback intentions on Bukalapak Marketplace in Bali Province

2 Materials and Methods

This research is designed to be able to explain, understand, and predict the level of dependence between variables, in other words, this type of research is associative, namely measuring the relationship between research variables or analyzing how one variable influences other variables. This study will analyze and explain the effect of perceived ease of use and perceived usefulness on repurchase intentions mediated by satisfaction. The location of this research is in Bali on the grounds that based on data from Bank Indonesia, total transactions through the marketplace in Bali recorded an increase of 27.61% in the fourth quarter of 2020 compared to the previous period or an annual increase of 69.84 percent (Bisnis Bali, 2021).

The population is a generalization area consisting of objects and subjects that have certain qualities and characteristics determined by research to be studied and then drawn conclusions. The population in this study are Bukalapak application users who are domiciled in Bali and whose number cannot be known with certainty (infinite). The reason for choosing the population is that Bukalapak application users are domiciled in Bali, based on Bank Indonesia data, total transactions through the marketplace in Bali recorded an increase of 27.61% in the fourth quarter of 2020 compared to the previous period or an annual increase of 69.84 percent (Bisnis Bali, 2021). Based on the results of a preliminary survey, consumers who shop online in Bali prefer to use other marketplaces than Bukalapak, this shows that there is a problem with the use of Bukalapak in Bali so the researchers chose the research location in Bali (Ho & Chung, 2020; Heryana & Yasa, 2020).

The sampling method used is non-probability sampling because the population of members does not get the same opportunities. The non-probability sampling technique used in this study is purposive sampling, ie the sample is determined by a certain number of certain criteria. The criteria used in determining the respondents in this study are as follows:

- 1) Respondents who live in Bali
- 2) Respondents have graduated from SMA/SMK equivalent. The reason for this consideration is that someone with a high school / vocational education level can understand and understand in filling out the questionnaire
- 3) Respondents who have shopped using the Bukalapak application

This study uses multivariate analysis (correlation or multiple regression), the number of sample members considered representative at least 5-10 times the number of indicators studied. This study has 14 indicators, based on the formulation, the research sample range will be at a minimum size of $14 \times 5 = 70$ and a maximum of $14 \times 10 = 140$. Thus, the respondents needed in this study were 140 respondents. The method of collecting data in this study was the first step of distributing questionnaires. In view of the Covid-19 pandemic, the questionnaire will be distributed online via a google form. The questionnaire link will be distributed through several Whatsapp groups. The returned questionnaire will be checked according to the sample criteria, if the answers to the questionnaire are complete then the data will be directly inputted. These steps will continue to be carried out until a complete answer is obtained from a sample range of 140 respondents. The data were analyzed using the SEM-PLS technique with the Smart PLS version 3.0 application (Erciş et al., 2012; Zhang et al., 2011; Darmawan & Yasa, 2022).

3 Results and Discussions

The characteristics of research respondents are described by presenting their characteristics based on gender, age, minimum education, domicile, and occupation. In detail, the characteristics of the respondents are presented in Table 2. below.

Table 2
Characteristics of respondents

No.	Characteristics	Classification	Number (person)	Percentage (%)	
1.	Gender	Male	54	38,6	
		Woman	86	61,4	
	Total		140	100	
2.	Age	≤ 20 years old	8	5,9	
		21-30 years old	108	77,1	
		30 - 40 years old	20	14,2	
		≥ 40 years old	4	2,8	
	Total		140	100	
3.	Education	SMA/SMK/equivalent	29	20,7	
		Bachelor	94	67,1	
		Postgraduate	17	12,1	
	Total		140	100	
4.	Domicile	Badung	22	15,7	
		Bangli	6	4,3	
		Buleleng	12	8,6	
		Denpasar	64	45,7	
		Gianyar	10	7,1	
		Jembrana	5	3,6	
		Karangasem	5	3,6	
		Klungkung	6	4,3	
		Tabanan	10	7,1	
			Total	140	100
		5.	Occupation	ASN / TNI / Polri	15
Housewife	10			7,1	
Private employees	55			39,3	
Student	26			18,6	
Businessman	34			24,3	
	Total	140	100		

Source: Primary Data processed, 2022

Evaluation of structural model or inner model

The inner model or structural model is tested to determine the link between the research model's concept, significant value, and R-square. There are two dependent variables in this structural model: customer satisfaction (Y1) and repurchase intention (Y2) (Y2). Table 3 shows the coefficient of determination (R²) of the dependent variable:

Table 3
R-square

Construct	R-square
Customer satisfaction	0,767
Repurchase intention	0,834

Source: primary data processed, 2022

The R-square value of the customer satisfaction variable is 0.767, as shown in Table 3. It can be deduced that 76.7 percent of the variability of the customer satisfaction construct is described by the variables perceived ease of use and perceived usefulness, while the remaining 23.3 percent is explained by factors outside the model. Similarly, with an R-square value of 0.834, the variable of repurchase intention. This suggests that perceived ease of use, perceived usefulness, and customer satisfaction affect 83.4 percent of the repurchase intention variable, whereas other factors outside the model influence 16.6 percent.

In addition to using R-square, the goodness of fit, the model is also measured using Q-Square to predict relevance for structural models. The Q-Square value > 0 indicates the model has predicate relevance, on the other hand, if the Q-Square value 0 indicates the model has no predicate relevance. Based on Table 5.12, it can be calculated the value of predicted relevance (Q2), namely:

$$\begin{aligned} Q^2 &= 1 - (1-R1^2) (1-R2^2) \\ &= 1 - (1-0,767^2) (1-0,834^2) \\ &= 1 - (0,588) (0,695) \\ &= 1 - 0,408 \\ &= 0,592 \end{aligned}$$

Based on the calculations above, it is possible to deduce that the model has a value greater than zero, which is 0.592 or 59.2 percent. This demonstrates that the model is effective since it has a meaningful prediction value of 59.2 percent. It may be inferred that the variables of perceived ease of use, perceived usefulness, and customer satisfaction explain 59.2 percent of the variable of repurchase intention, while the remaining 40.8 percent is explained by other factors outside the model.

Direct influence test

In this study, Partial Least Square (PLS) was used to test the hypothesis as previously stated. The results of the analysis of the empirical model of the study using Partial Least Square (PLS) analysis can be seen in Figure 2 below.

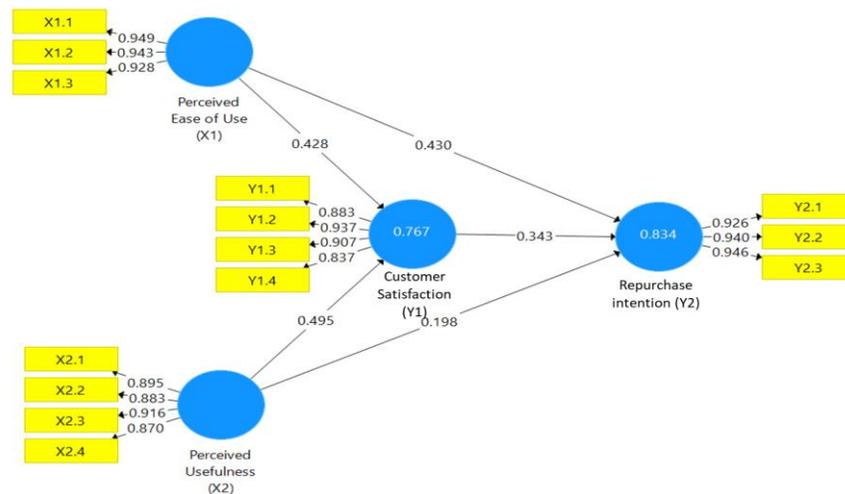


Figure 2. Empirical research model

In Figure 2, it is explained that perceived ease of use has a direct effect on the repurchase intention variable of 0.430, while the direct influence of the perceived usefulness variable on the repurchase intention variable is 0.198. Furthermore, for the direct influence of the perceived ease of use variable to the customer satisfaction variable, it has a value of 0.428, and the value for the influence of the perceived usefulness variable to the customer satisfaction variable is 0.495. Customer satisfaction affects the repurchase intention variable with a value of 0.343.

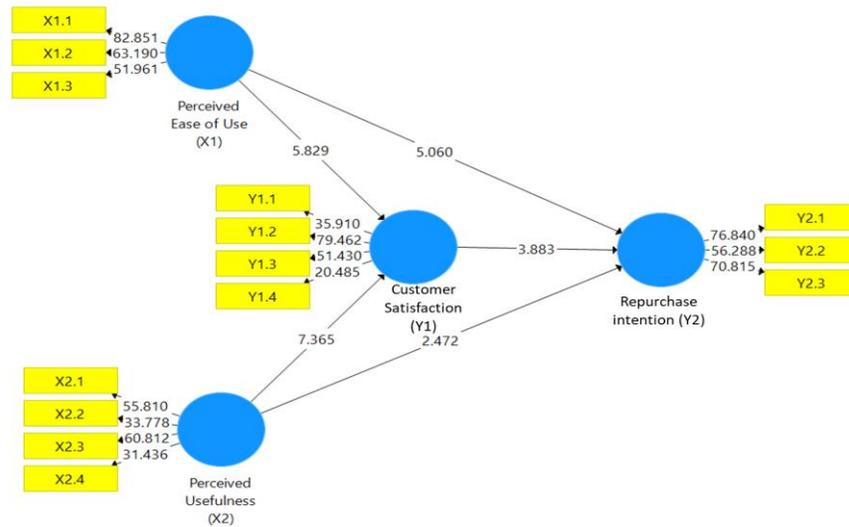


Figure 3. Bootstrapping

Figure 3 describes the results of bootstrapping in this study and is explained further in Table 4 below.

Table 4
Test results of direct effects between variables

Construct	Path coefficient	t-statistics	P values	Description
Perceived ease of use → Repurchase intention	0,430	5,060	0,000	Accepted
Perceived ease of use → Customer satisfaction	0,428	5,829	0,000	Accepted
Perceived usefulness → Repurchase intention	0,198	2,472	0,014	Accepted
Perceived usefulness → Customer satisfaction	0,495	7,365	0,000	Accepted
Customer satisfaction → Repurchase intention	0,343	3,883	0,000	Accepted

Source: primary data processed, 2022

The p-value is calculated and t-statistics are used to test hypotheses. If the t-statistics value or p-value is less than 0.05, H_0 is rejected and the study hypothesis is accepted. The effect of perceived ease of use on repurchase intention has a t-statistic value of 5.060 (>1.96) and p-values of 0.000 (0.05) in Table 4, indicating that the hypothesis is supported. This shows that there is a positive and substantial relationship between perceived ease of use and repurchase intentions, which means that the greater respondents' perceived ease of use in shopping at Bukalapak, the greater their desire to repurchase at Bukalapak. For the effect of the perceived ease of use variable on customer satisfaction, it has a t-statistic value of 5.829 (>1.96) and a p-value of 0.000 (<0.005) which means that the hypothesis is accepted (Calisir & Calisir, 2004; Hansen et al., 2018; Kim et al., 2012). This means that there is a positive and significant influence between the perceived ease of use variables on customer satisfaction.

Furthermore, the t-statistic value of the perceived usefulness variable on repurchase intention is 2.472 (>1.96) and the p-value is 0.014 (0.05), indicating that the hypothesis is accepted and that perceived usefulness has a positive and positive influence. Significant influence on repurchase intent The t-statistic value for the perceived usefulness variable on customer satisfaction is 7.365 (>1.96) and the p-values are 0.000 (0.05), indicating that the hypothesis is supported. As a result, the data suggests that there is a positive and substantial connection between perceived usefulness and customer satisfaction. Furthermore, the t-statistic value of the customer satisfaction variable on repurchase intention is 3.883 (>1.96) and the p-value is 0.000 (0.05). This means that the hypothesis is accepted, which means that there is a positive and significant influence of customer satisfaction on repurchase intentions, so it can be concluded that if respondents are satisfied with shopping at Bukalapak e-commerce, the higher the repurchase intention at Bukalapak.

Testing direct, indirect, and total effects between variables

The criteria for assessing the mediating effect were based on the VAF value. If the value of VAF > 80% then the mediation variable is full mediation if 20% VAF 80% then the mediation variable is partial mediation and if < 20% then the mediation variable is not a mediator. The results of the indirect effect test can be presented in Table 5 as follows.

Table 5
Direct effect, indirect effect, total variable effect, and VAF calculation

Variable	Direct Effect	
	Correlation Coefficient	t-Statistics
Perceived Ease of Use (X ₁) -> Repurchase intention (Y ₂)	0,430	5,060
Perceived Usefulness (X ₂) -> Repurchase intention (Y ₂)	0,428	5,829
Perceived Ease of Use (X ₁) -> Customer Satisfaction (Y ₁)	0,198	2,472
Perceived Usefulness (X ₂) -> Customer Satisfaction (Y ₁)	0,495	7,365
Customer Satisfaction (Y ₁)-> Repurchase intention (Y ₂)	0,343	3,883
Variable	Indirect Effect	
	Correlation Coefficient	t-Statistics
Perceived Ease of Use (X ₁) -> Customer Satisfaction (Y ₁) -> Repurchase intention (Y ₂)	0,147	2,998
Perceived Usefulness (X ₂) -> Customer Satisfaction (Y ₁) -> Repurchase intention (Y ₂)	0,170	3,540
Variable	Total Effect	
	Correlation Coefficient	t-Statistics
Perceived Ease of Use (X ₁) -> Repurchase intention (Y ₂)	0,576	7,475
Perceived Usefulness (X ₂) -> Repurchase intention (Y ₂)	0,368	4,788
Perceived Ease of Use (X ₁) -> Customer Satisfaction (Y ₁)	0,428	5,829
Perceived Usefulness (X ₂) -> Customer Satisfaction (Y ₁)	0,495	7,365
Customer Satisfaction (Y ₁)-> Repurchase intention (Y ₂)	0,343	3,883
VAF -> Indirect Effect / Total Effect (0,147/0,576)	0,255	
VAF -> Indirect Effect / Total Effect (0,170/0,368)	0,295	

Source: Primary data processed, 2022

Table 5 reveals that the coefficient of direct influence between perceived ease of use and repurchase intentions is 0.430. The addition of the customer satisfaction variable as a mediating variable has a varied effect on the direct link between perceived ease of use and repurchase intention. The explanation in Table 5 indicates that the VAF value obtained from the distribution of the indirect impact coefficient with the overall effect is 0.255. That is, the role of customer happiness as a mediating variable is 25.5 percent. The mediation value of 25.5 percent falls between 20% and 80%. These factors can be understood as partial mediating variables. The findings of this investigation show that the customer satisfaction variable can partially mediate the relationship between perceived ease of use and repurchase intention.

Furthermore, Table 5 reveals that the direct impact correlation between perceived usefulness and repurchase intentions is 0.428. The addition of a mediating variable, customer happiness, has a varied influence on the direct link between perceived usefulness and repurchase intention. According to Table 5, the VAF value derived from the distribution of the indirect impact coefficient with the overall effect is 0.295. That is, consumer satisfaction has a 29.5 percent mediating function. The mediation value of 29.5 percent falls between 20% and 80%. It is possible to view these variables as partial mediating variables. It is possible to infer that the findings of this investigation suggest that the customer satisfaction variable can partially mediate the relationship between perceived usefulness and repurchase intention (Saadé & Kira, 2007; Abdullah et al., 2016; Guritno & Siringoringo, 2013).

Discussion of research results

The effect of perceived ease of use on repurchase intentions

Based on Table 4, the effect of perceived ease of use on purchase intention with a t-statistic value of 5.060 which means it is greater than the t-table value (1.96), and a p-value of 0.000 which means it is smaller than the alpha of 0.05. These results indicate that the hypothesis is accepted, so there is a positive and significant effect of the perceived ease of use variable on repurchase intentions. That is, the higher the perceived ease of use that customers feel in shopping at Bukalapak, the higher the repurchase intention. However, on the other hand, if the consumer's perceived ease of use is getting lower, the intention to repurchase at Bukalapak will decrease.

These results are in line with the research conducted by [Yohanda et al. \(2019\)](#), which shows that perceived ease of use has a positive and significant effect on repurchase intention. The results obtained are in line with research conducted by [Silaen & Prabawani \(2019\)](#); [Rahmadhani & Sukresna \(2021\)](#); [Rahmayanti et al. \(2021\)](#); [Nelwan et al. \(2021\)](#); [Santona et al. \(2021\)](#), showed that the perceived ease of use indicated by the indicators of easy to use, easy to learn, and flexible had a positive and significant effect on repurchase intention. Consumers who feel high perceived ease of use will increase consumer repurchase intentions on the Bukalapak application. To increase repurchase intentions, Bukalapak must maintain the convenience that consumers feel when shopping online using the Bukalapak application.

The effect of perceived ease of use on customer satisfaction

Based on Table 4, the effect of perceived ease of use on customer satisfaction has a t-statistic value of 5.829 which means it is greater than the t-table value (1.96) and a p-value of 0.000 which means it is smaller than the alpha of 0.05. These results indicate that the hypothesis is accepted, so there is a positive and significant influence of the perceived ease of use variable on customer satisfaction. This means that the higher the perceived ease of use indicated by the easy-to-use, easy-to-learn, and flexible indicators can increase consumer satisfaction at Bukalapak. However, if the perceived ease of use is low, then their satisfaction with Bukalapak can certainly decrease.

These results are in line with research conducted by [Oktarini & Wardana \(2018\)](#), which results in that perceived ease of use has a positive and significant effect on customer satisfaction, thus the better-perceived ease of use on the use of the Airline Ticket Service and Hotel "T" site, the customer satisfaction will increase. This is also supported by research by [Mandasari & Giantari \(2017\)](#); [Putri et al. \(2018\)](#); [Dewi et al. \(2020\)](#); [Miandari et al. \(2021\)](#); [Rawashdeh et al. \(2021\)](#); [Nonis \(2022\)](#); [Akbar & Nurmahdi \(2019\)](#). High perceived ease of use is very influential on customer satisfaction.

The effect of perceived usefulness on repurchase intention

Based on Table 4, the effect of perceived usefulness on repurchase intention is the t-statistic value of 2.472 which means it is greater than the t-table value (1.96) and the p-value of 0.014 which means it is smaller than the alpha of 0.05. These results indicate that the hypothesis is accepted, so there is a positive and significant effect of the perceived usefulness variable on repurchase intentions. This means that the higher the perceived benefits of shopping at Bukalapak, the higher the intention to repurchase. High perceived usefulness in the eyes of customers is certainly very influential on repurchase intentions and vice versa. If there are no benefits felt by the customer, then the intention to repurchase tends to decrease.

Perceived usefulness is an important factor in determining repurchase intentions because if the benefits felt by customers are higher, the customers will buy back higher, so Bukalapak must continue to provide benefits that can later be felt by customers, so that repurchase intentions always increase. Previous research that is in line with this research is the research conducted by [Dewi et al. \(2017\)](#); [Yohanda et al. \(2019\)](#); [Dewi & Santika \(2018\)](#); [Laora et al. \(2021\)](#); [Rahmayanti et al. \(2021\)](#); [Christina & Yasa \(2021\)](#); [Rahmayanti et al. \(2021\)](#); [Prayudi et al. \(2022\)](#).

The effect of perceived usefulness on customer satisfaction

Based on the data in Table 4, the effect of perceived usefulness on customer satisfaction with a t-statistic value of 7.365 which means it is greater than the t-table value (1.96) and a p-value of 0.000 which means it is smaller than an alpha of 0.05. These results indicate that the hypothesis is accepted, so there is a positive and significant influence between perceived usefulness variables on customer satisfaction. The relationship between perceived benefits and customer

satisfaction is when customers expect to receive benefits that are greater than the costs for each purchase made. When there are more benefits that can be felt by customers, then customer satisfaction increases. However, if there is no more benefit that is felt by the customer, or if it is even detrimental to the customer, customer satisfaction decreases.

It can be concluded that customer satisfaction can be achieved if an e-commerce is able to provide benefits to customers. This means that the higher the benefits felt by customers after using Bukalapak for shopping, the satisfaction increases. If there are no more benefits offered by Bukalapak, customer satisfaction tends to decrease. Previous research that is in line with this research is research conducted by (Hanadia et al., 2017; Mandasari & Giantari, 2017; Pamungkas, 2017; Putra & Prasetyo 2021; Habibi, 2019).

The effect of customer satisfaction on repurchase intention

Based on the data in Table 4, the effect of customer satisfaction on repurchase intentions with a t-statistic value of 3.883 which means it is greater than the t-table value (1.96) and a p-value of 0.000 which means it is smaller than an alpha of 0.05. These results indicate that the hypothesis is accepted, so there is a positive and significant influence of customer satisfaction variables on repurchase intentions. The higher the customer satisfaction after shopping through the Bukalapak marketplace, the higher the intention to buy back at Bukalapak.

This result is in line with the research conducted by Kim et al. (2021); Hermawan & Yasa (2021); Suryani & Ramdhani (2022); Pitaloka & Ali (2022); Rizan et al. (2020); Rahmayanti & Ekawati (2021); Sasono et al. (2021); Putri & Yasa (2022). The customer has the intention to repurchase if when using it the customer is satisfied. However, if when using the marketplace the customer is dissatisfied, the lower the customer's desire to repurchase. Satisfaction generally occurs when consumer expectations for a service provided have been met and even exceeded their expectations, so it is very important for Bukalapak to always maintain positive things that are able to satisfy their customers.

The role of customer satisfaction in mediating perceived ease of use on repurchase intentions

The mediating role of the customer satisfaction variable is shown in Table 5. Initially the coefficient value of the direct influence of perceived ease of use on repurchase intention is 0.430. The addition of the customer satisfaction variable as a mediating variable has a different effect on the direct relationship of perceived ease of use with repurchase intentions. Table 5 shows that the VAF value is 0.255, the VAF value of 25.5 percent is in the range of 20 percent to 80 percent. This means that the variable is classified as a partial mediation variable. Customer satisfaction can partially mediate the relationship between perceived ease of use and repurchase intentions for Bukalapak customers in Bali Province. It can be concluded that the more satisfied customers are, the more they are able to increase the effect of perceived ease of use on repurchase intentions at Bukalapak. The results in this study indicate that H6 is accepted. The conclusion of this study is in line with the research revealed by Basyar & Sanaji (2016), who found that the customer satisfaction variable acts as a mediator between perceived ease of use and repurchase intention, and research conducted by Pradana (2018), found that perceived ease of use positive effect on repurchase intention mediated through customer satisfaction.

The role of customer satisfaction in mediating perceived usefulness on repurchase intentions

The mediating role of the customer satisfaction variable is shown in Table 5. Initially the value of the coefficient of the direct effect of perceived usefulness on repurchase intention was 0.428. The addition of the customer satisfaction variable as a mediating variable has a different effect on the direct relationship between perceived usefulness and repurchase intention. Table 5 shows that the VAF value is 0.295, the mediation value of 29.5 percent is in the range of 20 percent to 80 percent. This means that the variable is classified as a partial mediation variable. The results in this study indicate that H7 is accepted. Customer satisfaction can partially mediate the effect of perceived usefulness on the repurchase intention of Bukalapak customers in Bali Province. It can be concluded that the more satisfied customers are, the more they are able to increase the effect of perceived usefulness on repurchase intentions at Bukalapak. This research is in line with research conducted by Basyar & Sanaji (2016), and research conducted by Yohanda et al. (2019), which found that customer satisfaction was able to mediate perceived usefulness on repurchase intentions.

Implications and limitations of the research

Theoretical Implications

The results in this study provide additional contributions to the existing literature, especially those related to perceived ease of use, perceived usefulness, customer satisfaction, and repurchase intentions. This study not only examines the direct effect between perceived ease of use and perceived usefulness on repurchase intentions, but also examines the indirect effect, namely through the variable customer satisfaction. In addition, the results of this study are also expected to be empirical evidence and development for management science, especially in the field of marketing and can be used as a reference for further research in the future.

Practical Implications

The results of this study are expected to provide implications for the management of Bukalapak as a material for consideration and evaluation of repurchase intentions and the factors that influence it such as perceived ease of use, perceived usefulness and customer satisfaction. The first practical implication can be seen from the highest score of indicators measuring perceived ease of use, it was found that customers felt that it was easy when using the Bukalapak application. The company is expected to always provide convenience in using Bukalapak e-commerce to customers. In this study, it was found that shopping through the Bukalapak application saves consumers time, which gets the highest score in the measurement of perceived usefulness. This means that companies are expected to always make their customers able to save their time when shopping online through the Bukalapak marketplace. In addition, consumers feel they are right in choosing Bukalapak as a place to shop online, this is reflected in the highest score on customer satisfaction. As well as on customer satisfaction, customers said they had a satisfying shopping experience using the Bukalapak application. This shows that companies prioritize customer satisfaction and get positive benefits when using Bukalapak so that they have high repurchase intentions.

Research Limitations

The limitations of this study can be explained as follows:

- 1) The scope of the research is limited to Bali Province, so the results cannot be generalized to other regions.
- 2) This research was only conducted in a certain period of time or cross-sectional, while the environment is dynamic so it is hoped that this research can be carried out again in the future.
- 3) This research is limited to only reviewing repurchase intentions caused by perceived ease of use, perceived usefulness and customer satisfaction so it cannot examine more deeply the factors outside these variables.

4 Conclusion

Conclusion

Based on the results of the research above, the following conclusions can be drawn:

- 1) Perceived ease of use has a positive and significant effect on repurchase intentions. The results of this study explain that the higher the customer's perceived ease of use, the higher the repurchase intention at Bukalapak.
- 2) Perceived usefulness has a positive and significant effect on repurchase intentions. These results explain that if the perceived usefulness felt by customers is high, then the intention to repurchase shopping at Bukalapak is also higher.
- 3) Perceived ease of use has a positive and significant effect on customer satisfaction. The results of this study explain that the higher the customer's perceived ease of use, the higher the level of Bukalapak's customer satisfaction.
- 4) Perceived usefulness has a positive and significant effect on customer satisfaction. These results explain that the higher the perceived usefulness received by the customer, the higher the customer satisfaction in shopping at Bukalapak.

- 5) Customer satisfaction has a positive and significant effect on repurchase intentions. This proves that the higher the customer satisfaction of Bukalapak in the Province of Bali, the higher the intention to repurchase in using Bukalapak as a place to shop.
- 6) Customer satisfaction can partially mediate the effect of perceived ease of use on repurchase intentions. It can be interpreted that the higher the customer satisfaction, the greater the effect of perceived ease of use on the intention to repurchase shopping at Bukalapak.
- 7) Customer satisfaction can partially mediate the effect of perceived usefulness on repurchase intentions. It can be interpreted that the higher the satisfaction felt by customers, the greater the effect of perceived usefulness on the repurchase intention of Bukalapak consumers in Bali Province.

Suggestion

Based on the results of the discussion and conclusions, the suggestions that can be given are as follows.

- 1) The easy-to-learn and flexible indicator has the lowest score in the description of the respondent's assessment of the perceived ease of use variable. This means that there are still customers who feel that the Bukalapak application is still not easy to learn and less flexible. The advice that can be given is that companies need to improve or develop various facilities in using the Bukalapak application.
- 2) The useful indicator has the lowest score in the description of the respondent's assessment of the perceived usefulness variable. This means that some customers still feel that Bukalapak is less useful. Suggestions that can be given are to increase the types of goods offered so as to increase the benefits received by customers.
- 3) The indicator of being able to meet expectations has the lowest score in the description of the respondent's assessment of the customer satisfaction variable. This means that some customers do not feel that their expectations have been fulfilled when shopping on the Bukalapak application. The advice that can be given to the company is that it should be able to create feelings of pleasure for customers, by trying to meet customer expectations both in terms of service and product quality received, so that customers feel happy and comfortable shopping at Bukalapak.

Conflict of interest statement

The authors declared that's they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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