

INTENTION TO REPURCHASE INDRIVE AS ONLINE TRANSPORTATION: THE ROLE OF PERCEIVED EASE OF USE AND PRICE PERCEPTION (STUDY ON YOUNG PEOPLE IN MANADO)*MINAT BELI ULANG INDRIVE SEBAGAI TRANSPORTASI ONLINE: PERAN PERSEPSI KEMUDAHAN DAN PERSEPSI HARGA (STUDI PADA ORANG MUDA DI MANADO)*

By:

Michael Yehudavid Jabbar¹
Paulus Kindangen²
Emilia Gunawan³

¹²³International Business Administration, Management Department
Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail:

[¹davidjabbar24@gmail.com](mailto:davidjabbar24@gmail.com)[²kindangen_p@yahoo.co.id](mailto:kindangen_p@yahoo.co.id)[³emilia_gunawan@unsrat.ac.id](mailto:emilia_gunawan@unsrat.ac.id)

Abstract: The purpose of this research is to explore the roles of perceived ease of use and price perception on repurchase intention, study the case of customers of InDrive in Manado. This research is qualitative research using a case study approach. Primary data was gathered from a semi-structured interview of 13 informants that used InDrive at least once as the sample who were chosen using convenience sampling. The data was analyzed through qualitative data analysis. Narrative analysis was used to analyze the relationships in the research variables. The results show that relationship between perceived ease of use and price perception are partial and simultaneously gives positive impact on repurchase intention. However, the perceived ease of use has an indirect impact on repurchase intention meanwhile price perception has direct impact on repurchase intention. This research suggests that InDrive establish well-defined protocols and robust systems is important to address these concerns and ensure a safer and more reliable experience for users.

Keywords: online transportation, perceived ease of use, price perception, repurchase intention, perceived usefulness, and security

Abstrak: Tujuan penelitian ini adalah untuk mengeksplorasi peran persepsi kemudahan penggunaan dan persepsi harga terhadap niat beli ulang, studi kasus pelanggan InDrive di Manado. Penelitian ini merupakan penelitian kualitatif dengan menggunakan pendekatan studi kasus. Data primer dikumpulkan melalui wawancara semi terstruktur terhadap 13 informan yang menggunakan InDrive minimal satu kali sebagai sampel yang dipilih menggunakan convenience sampling. Data dianalisis melalui analisis data kualitatif. Analisis naratif digunakan untuk menganalisis hubungan dalam variabel penelitian. Hasil penelitian menunjukkan bahwa hubungan antara persepsi kemudahan penggunaan dan persepsi harga bersifat parsial dan simultan memberikan pengaruh positif terhadap niat beli ulang. Namun persepsi kemudahan penggunaan mempunyai pengaruh tidak langsung terhadap minat beli ulang, sedangkan persepsi harga mempunyai pengaruh langsung terhadap minat beli ulang. Penelitian ini menunjukkan bahwa InDrive menetapkan protokol yang terdefinisi dengan baik dan sistem yang kuat adalah penting untuk mengatasi masalah ini dan memastikan pengalaman yang lebih aman dan andal bagi pengguna.

Kata Kunci: transportasi online, persepsi kemudahan penggunaan, persepsi harga, niat beli ulang, persepsi kegunaan, keamanan.

INTRODUCTION

Research Background

In recent years, the emergence of online transportation services has disrupted the traditional transportation industry. Online based transportation is popular and become a trend in Indonesian society. One of the reasons for

the popularity of online based transportation in Indonesia is its affordability and ease of use. Online transportation provides a solution to existing transportation system, which is still inadequate. It offers convenience, lower costs, and enhanced comfort and security, thereby attracting more consumers to use online transportation services. With the help of the internet and smartphones, people can easily book online transportation using a single app.

In order to get consumer intention to repurchase an online transportation platform is required to have a good experience while using the service. Ease of use can influence a person's intention to repurchase an online transportation service. If the app for the online transportation service is easy to use and navigate, it can make the process of booking a ride and paying for it much more seamless and stress-free. Then it needs to be more creative and innovative in creating a pleasant and comfortable app due to the perceived ease of use experience.

InDrive has been present in Indonesia for a few years, and it has gained widespread recognition among various segments of society. Operating in multiple countries, InDrive provides a user-friendly platform for booking rides through a mobile app. Over time, it has established a substantial consumer and partner based. InDrive is a compelling choice in Manado, particularly because it emerged as a new online transportation platform in late 2019 when compared to its competitors like Gojek and Grab.

By offering a combination of competitive pricing and the ability to negotiate terms, InDrive has positioned itself as an attractive choice for both drivers and passengers in Manado. InDrive frequently provides lower costs than other ride-hailing services since it allows users to negotiate the fare with drivers (Real Time Deals). People can also save money by taking shared transportation, or add more destination, which picks up numerous people along the route to their destinations. InDrive may have fewer products compared to the other platforms, but it offers unique features that set it apart from the competition, making InDrive an attractive option for repeat usage.

InDrive also provides passengers more flexibility, as they may select the driver, they wish to go with based on their ratings and evaluations. This lets customers select a driver with someone they feel at ease and trust, which is especially crucial for single travelers or those unfamiliar with the region. Another benefit of utilizing InDrive is the option to request rides ahead of time. This is especially helpful for those who need to catch a flight or attend an important meeting. Passengers may plan a trip with InDrive up to seven days in advance, ensuring they have a reliable mode of transportation when they need it. One of the most disadvantages of using InDrive is like other platforms the possibility of price increases during busy hours. Drivers may boost their charges during periods of strong demand, such as rush hour or during a major event, because they can establish their own prices.

Safety concerns are another potential disadvantage of adopting InDrive. While the company has various safety features in place, such as requiring drivers to complete background checks, there have been allegations of InDrive drivers being involved in safety accidents. Passengers should take care to guarantee their safety, as they would with any ride-hailing service, such as exchanging travel details with friends and family and checking the driver's identity before getting into the car. So based on the description above, the researcher wants to know about how Perceived Ease of Use and Price Perception affected Repurchase Intention. Therefore, a research will be conducted with the title: Intention to Repurchase InDrive as Online Transportation: The Role of Perceived Ease of Use and Price Perception.

Research Objectives

The objective of this research is to investigate the influence of Perceived Ease of Use and Price Perception on The Repurchase Intention of InDrive online transportation platform.

THEORETICAL FRAMEWORK

Marketing

One of the shortest good definitions of marketing is meeting needs profitability. According to Stanton (2006), Marketing was a whole system of business activities aimed at planning, pricing, distributing goods and services that could satisfy the needs of both the buyers existing and potential buyers. Kotler and Armstrong (2018) define marketing as engaging customers and managing profitable customer relationships. Marketing aims to create value for customers in order to value from customers in return.

Digital Marketing

The development of digital marketing through the web, mobile phones and gaming devices, offers new access to unspoken and powerful advertising. Digital marketing is the practice of using digital technologies, media and channels to promote products and services. This includes a wide range of techniques, such as search engine

Repurchase Intention

Repurchase intention refers to the likelihood or intention of a customer to repurchase a product or service from particular brand or company. According to Kotler and Keller (2016) Repurchase intention is the predisposition of a customer to buy a certain product or services again, usually as a result of satisfaction with its performance value.

Perceived Ease of Use

Perceived ease of use is a perception about how people make decisions while utilizing information technology. Someone's opinion of the ease of utilizing information technology reflects how much the individual feels that using a technology may help him or her to do his or her work/tasks. Hartono (2008) said that perceived ease of use can be measured through some indicators including: easy to learn, easy to control, easy to understand, flexible, easy to apply and easy to use.

Price Perception

Price is the amount of money that consumers have to pay to get the goods or services purchased. According to Kotler and Keller (2016), price is an amount of money value given to a product/service, or the amount of money that is exchanged by consumers for benefits received because they have used a product/service. Meanwhile, according to Tjiptono (2010), price is a monetary unit/other measure (including good/services) that exchanged/given to get the rights to a good/service. Price perception is the dominant factor of consumers in determining or considering choices. If the consumer makes a purchase, it means that the price is right, but if the consumers refuses to buy, the price becomes a consideration for review.

Previous Research

Lukito and Ikhsan (2020) investigated the repurchase intention of online customers at e-commerce merchants. The study investigates three factors; perceived risk, perceived usefulness, and online trust through collecting samples from 128 college students in the Online Learning program in Jakarta. The analysis technique used is SEM-PLS, with the guidance of the SmartPLS 3.0 program. The results of the study confirm that perceived risk had a negative effect on online trust and repurchase intention. Perceived usefulness has a positive impact on online trust and repurchase intention. Lastly, online trust influences repurchase intention in e-commerce merchants.

Wen, Prybutok, and Xu (2015) developed an integrated model by examining how utilitarian factors (perceived ease of use and perceived usefulness), the hedonic factor (perceived enjoyment), and social/psychological factors (confirmation, satisfaction and trust) directly or indirectly influenced consumers' continuance intention in the context of online shopping. Results from confirmatory factor analysis and structural equation model analysis with LISREL 8.72 indicate that both utilitarian factors and hedonic factors examined through this model provide statistically significant explanations of the variation in consumers' online repurchase intention. In the post-purchase stage, utilitarian factors play a more important role than hedonic factors in predicting customer online repurchase intention. The integrated theoretical framework explains 63% of the variations in online repurchase intention.

Aren et al (2013) examined with a theoretical model upon studying the relationships between consumers' repurchase intentions, and perceived ease of use, perceived usefulness, trust and enjoyment. The research has been carried out through a paper and online survey on 300 students who have e-shopped before. Depending on the research results, positive relationships have been observed between above-mentioned variables and repurchase intention while a mediation effect of enjoyment has been detected between them, which all confirm the research hypotheses.

RESEARCH METHOD

Research Approach

This research is a type of descriptive research that aims to systematically describe a population, situation or phenomenon. And the approach method used in this research is a qualitative approach. According to Hartono (2011), that qualitative research method is a research method that is used to examine the condition of the natural

object, where the researcher is the key instrument, sampling done by purposive data, collection technique by triangulation, data analysis is inductive or qualitative with the results emphasizing on significance and purpose rather than generalization. Meanwhile, Creswell (1994) defines qualitative research as, and inquiry process of understanding a social or human problem based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting.

Population

According to Morissan (2012), population is a collection of subjects, variables, concepts, or phenomena. The target of this research is young people (refer to adults in approximately the age range of 18 to 39) who residing in Manado City that already using InDrive as Online Transportation at least once.

Sample and Sampling Technique

Sample is a part or representative of the population to be studied. Therefore, is a part of the population (Arikunto, 2006). According to Sekaran and Bougie (2010) a sample is a random selection of members of a population. It is a smaller group drawn from the population that has the characteristics of the entire population. Sample is the subset or subgroup of population. In this research, convenience sampling is the sample technique that will be used in this research, where the researcher involves using respondents who are 'convenient' to the researcher. According to Creswell (2012) in convenience sampling, the researcher selects participants because they are ready and available to be studied. In this study, the researcher chose 13 informants from the demographic of young adults in Indonesia, specifically individuals aged 19 or older who are currently in college or have completed their education. The research centers on those who have used InDrive and similar online transportation platforms, with a specific focus on individuals living in Manado City. To identify suitable interview candidates, an online survey was carried out using Instagram's polling feature in Stories.

Data Collection Method

The data that is used for this study are primary data and secondary data. The primary data is collected by distributing questionnaires to people within the mentioned aged ranged and through observation. The secondary data collected are from books, previous study and expert opinion.

Data Analysis Method

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman (1994), there are generally steps in qualitative data analysis. Data collection is the process where the researcher found information or data from any source such as books, internet website and gather deeper information from informant. Data reduction involves selecting, simplifying and transforming the data to make it more manageable and understandable. Data display helps quantitative researches to organize information and view it in a way that enables them to identify linkages and develop explanations that relate their findings to existing theories. Drawing and verifying conclusion, drawing conclusion involves deciding what the identified themes and how they help to answer the research question. Verification involves checking and re-checking the data ensure the initial conclusions are realistic, supportable and valid.

RESULT AND DISCUSSION

Result

Interview Result

Interactions

The informants represent a diverse range of occupations, genders and ages. They are college students, part time workers, manager, and entrepreneurs, among others. This shows that InDrive appeals to a broad demographic is utilized by individuals from various backgrounds. The result of the informant's interaction is dominance by daily usage with range 1-5 times in a day. With Rp. 10.000 – Rp. 30.000 as the average price, this indicates that InDrive offers a range of price options to cater to different budget preferences and transportation needs. The majority of informants indicate an intention to repurchase InDrive again when they need online transportation. They appreciate the combination of InDrive's pricing, beneficial features, ease of ordering, and comfort.

Usage Frequency

The informants vary in terms of their frequency of using InDrive as an online transportation service. The frequency ranges from less than 20 times to multiple times a day, with some informants using rarely or a few times in a week. This indicates that InDrive is used regularly by some informants, while others use it on an as needed basis.

Familiarity

Gojek, Grab, Maxim, and Uber are acknowledged as competitors of InDrive. However, this competition has resulted in users of InDrive becoming familiar with the features and functionality of online transportation platform. The result says that the informants generally have a good understanding of InDrive as an online transportation platform. They recognize it as a mobile application that facilitates the ordering of transportation services. Some informants mentioned specific features of InDrive, such as the ability to set the prices or choose drivers. This indicates InDrive has managed to establish awareness and recognition among its target audience.

Benefits of InDrive as Online Transportation

The study highlighted several benefits of InDrive as online transportation, including low price, easy to operate, fare negotiation and driver selection feature, and potential for personalized recommendation. Regarding preferences, the data indicates that all informants have quite similar preferences, especially regarding the price and features. This indicated that InDrive is a beneficial and useful platform with effective features.

Experience in Using InDrive as a Young People

The results showed that positive experiences dominate the customers' experience in using InDrive. The majority of informants considered the app performance of InDrive to be very good. Meanwhile an informant mentioned the minus point in air conditioner, the rest of informants expressed their convenience in InDrive features, indicating that InDrive is suitable with young people preference.

Why Young People Choose InDrive

From the interview results, there are several aspects that noticed by the informants. The informants cite various reasons for choosing InDrive. these include useful features such as fare negotiations, driver selection, and the ability to adjust prices. Additionally, informants appreciate InDrive's inexpensive price, safety, simplicity of app design, and flexibility in terms of driver selection and pick up times. In terms of competitiveness, InDrive is perceived as having a competitive edge over its rival like Gojek and Grab. This indicates that InDrive has successfully positioned itself as a cost-effective and competitive player in the online transportation market. The affordability of its prices, the perceived balance between price and quality, and positive overall perception among the informants highlight InDrive's strengths.

Drawbacks

While the informants generally express positive experiences with InDrive, a few drawbacks are mentioned. These include a lack of discounts, issues or rumors about InDrive's service quality, less friendly drivers, occasional discrepancies between the listed vehicle and the one that arrives and a perceived basic design of the app.

Discussion

Perceived Ease of Use on Repurchase Intention

In general, theories about Perceived Ease of Use are always assumed to have an influence on Repurchase Intention. Wilson, Keni, and Tan (2021) explain that perceived ease of use is the degree to which an individual believes that using a particular system would be free of physical and mental effort. According to this model, if users perceive a technology as easy to use, they are more likely to develop positive attitudes towards it, leading to increased intention to repurchase or continue using it in the future. In this research the variables used are more specific, focusing on the repurchase intention in the Indonesian B2C e-Commerce sector. As a result, the indicators used in the study also measure the repurchase intention. In which this study had also found perceived ease of use had a positive and significant impact toward repurchase intention.

In this research the results obtained show that perceived ease of use has a significant impact with a positive value. That is, perceived ease of use can increase someone's intention to repurchase a product from the same brand or company. So that theory developed through previous research is supported by this result. Several factors

have been specifically considered to support the results of this research. Firstly, the research subject consists of young people who already purchase InDrive at least once. This ensures a certain level of understanding and familiarity with the topic. Additionally, these young people are part of a generation surrounded by daily activities of digitalization and information exchange, making them well equipped to comprehend and engage with the subject matter. Moreover, the research focuses on online transportation service, a concept that is increasingly commonplace for the research subjects. This familiarity enhances accessibility and facilitates the understanding of the object under investigation. Including its uses and benefits. These factors collectively contribute to a more comprehensive and insightful research.

Previous research by Keni (2020) had found out that perceived ease of use significantly and positively affecting consumers' repurchase intention, directly and indirectly through the existence of satisfaction within the consumers. In regards with the results, it could be seen that perceived ease of use play an important and integral role in determine action, motivation and satisfaction to conduct repurchasing activities. In this case, consumers' judgement regarding the ease of learning and use the new system, layout, technology or features implemented by the InDrive could affect the consumer's intention or motivation to keep using and choose the platform.

The researcher identified that InDrive's marketing pattern indicates the application of disruptive marketing as their strategy. InDrive creates features those other platforms do not possess, which are highly useful to users. According to statements from several informants, they expressed that InDrive's features are very beneficial and easy to operate, primarily due to its simplicity. InDrive offers features that allows consumers to set the price and driver options, making it convenient for users. This features enhances the ease of use and flexibility of the platform, enabling consumers to have more control over their transportation preferences.

Disruptive marketing can align with perceived ease of use in several ways, synergistically enhancing its effectiveness and appeal to and to consumers. At its core, disruptive marketing aims to challenge conventional norms and grab consumers' attention with innovative and novel approaches. Perceived ease of use comes into play by ensuring that the marketing message and value proposition are communicated clearly and concisely. By using simple and straightforward language, disruptive marketing campaigns can make it easier for consumers to understand the benefits and value of the service being promoted. In the realm of disruptive marketing, technology often plays a crucial role in creating unique and attention grabbing experiences. Perceived ease of use ensures that these technologies are accessible and easy for consumers to adopt and interact with. Whether it's a new app, website, or product, a seamless and user-friendly interface can enhance consumer satisfaction and drive positive word-of-mouth, further amplifying the disruptive marketing efforts.

Moreover, perceived ease of use extends to the entire customer journal, including the purchasing process. Disruptive marketing campaigns can integrate seamless and frictionless checkout experiences, reducing any barriers or complexities that might hinder consumers from completing a purchase. When consumers find the purchase process hassle free and straightforward, it align perfectly with perceived ease of use principles and can significantly influence repurchase intention and customer loyalty. A user centric approach lies at the heart of both disruptive marketing and perceived ease of use. Disruptive marketing campaigns that focus on addressing specific pain points and providing innovative solution align well with perceived ease of use, as consumers are more likely to be drawn to products or services that solve their problems effortlessly.

Lastly, disruptive marketing of InDrive introduces new concepts of online transportation service, which can sometimes present challenges for consumers in understanding how to use them effectively. Perceived ease of use aims to minimize aims to minimize the learning curve for consumers by providing intuitive and straightforward instructions or tutorials. When consumers can quickly grasp how to use a disruptive product, they are more likely to embrace it and incorporate it into their lives seamlessly.

The researcher concluded, InDrive's disruptive marketing and perceived ease of use share common ground in simplifying communication, promoting intuitive user experiences, embracing accessible technologies, and focusing on user centricity. By leveraging these synergies, InDrive can create compelling and user-friendly marketing campaigns that resonate with consumers and foster strong connections, ultimately leading to increased engagement of InDrive's consumer and InDrive's perceptions.

Price Perception on Repurchase Intention

When examining it from a logical standard point, it is highly reasonable to assume that price perception will positively give impact on consumers' purchase intentions. Consumers often compare the actual price of a product to an internal reference price or a price they consider "fair" or "reasonable." If the actual price is below this reference price, consumers may perceive it as a good deal, increasing the likelihood of repurchase intention. Graciola et al. (2018) show that price positively impacted on customer repurchase intentions, with low and high

price levels moderating these effects. Price sensitivity also presented moderating effects as another important variable acting on the relation between store price image and repurchase intentions for both low or high price sensitivity customers.

This research also yields that support this theory, where in this study it gives the result that price perception play an important role in repurchase intention. Like the previously mentioned, price is one of the most relevant market signs of retail competition. The prominence of price is a given in all purchase situations. Moreover, price is a complex stimulus and many consumers also perceive price more broadly.

One of the most interesting features of InDrive is they real time deal or fare negotiation. When customers are presented with the opportunity to negotiate fares or avail themselves of low prices, they perceive potential savings and are more likely to have positive repurchase intention. Bargaining or finding a product or service at a lower cost triggers a sense of gaining value, which align with the concept of "Price Perception" in consumer behavior.

Economies of scale refer to the cost advantages that a company can achieve when it produces goods or services on a larger scale. In the context of fare negotiation features and their impact on repurchase intention, economies of scale can play a significant role. Like the InDrive's fare negotiation feature, InDrive allow the users to negotiate the price of a service directly instead of just accepting a fixed cost. InDrive implemented they features effectively, it can give impact on customer's repurchase intention positively. One of the benefits of economies scale in this context is cost reduction. Fare negotiation features can enable InDrive to reduce their operational costs as they handle a larger number of transactions through automated negotiation processes. For example, InDrive may employ automated negotiation systems that can efficiently handle a high volume of fare negotiation simultaneously. This cost reduction making the service more attractive and increasing repurchase intention, which means more sales.

With economies of scale, InDrive offer competitive pricing through fare negotiation features. As the business grows and gains more customers, it can command reduce overhead expenses. This, in turn, enables the company to pass on these savings to customers, offering better deals during fare negotiations. Customers appreciate the opportunity to negotiate a fair price for the service they desire, and the perception of getting a good deal can lead to increased satisfaction and higher likelihood of repurchasing from the same company or brand.

Efficient fare negotiation feature that leverages economies of scale can also lead to an enhanced customer experience. As the InDrive negotiation process becomes smoother and more streamlined, customers are more likely to feel valued by the company. When customers perceive that InDrive is willing work with them on pricing, it creates a positive impression of the brand, fostering customer loyalty and increasing to repeat purchase. additionally, an efficient fare negotiation feature can save customers time and effort, which further contributes to their overall satisfaction with InDrive's service, reinforcing their intention to repurchase.

Finally, the positive effects of economies of scale in fare negotiation features can extend beyond the immediate transaction. Satisfied customers are more likely to spread positive word-of-mouth about their experience, recommending the company to their friends and family. This can lead to new customer acquisition and an expanded customer base. Moreover, InDrive that consistently delivers on customer expectations trough fair negotiations and competitive pricing can build a strong brand reputation, further bolstering repurchase intention both existing and potential customers.

In conclusion, economies of scale can significantly influence repurchase intention in tariff negotiation features. By leveraging this cost advantage, companies can offer competitive prices, improve customer experience, and build a positive brand reputation, all of which contribute to increased repurchase intentions among customers.

CONCLUSION AND RECOMMENDATION

Conclusions

This research conducted to analyze the role of Perceived of Use and Price Perception in Intention to Repurchase InDrive. The conclusion drawn from the interview results and discussions in the previous chapter is that perceived ease of use and price perception gives impact on repurchase intention of InDrive. This research sheds light on the intricate relationship between perceived ease of use, price perception, and their combined impact on repurchase intention within the context of InDrive online transportation service. The findings underscore the pivotal role of these two factors in shaping consumer behavior.

Recommendations

1. In light of several complaints from users regarding the issues and recklessness displayed by InDrive's drivers, it is become crucial for InDrive to take proactive measures. The establishment of well-defined protocols and robust systems is important to address these concerns and ensure a safer and more reliable experience for users. By implementing strict protocols, InDrive can lay out clear guidelines and expectations or its drivers, covering aspects such as safe driving practices, obedience to traffic rules, and courteous behavior. These protocols would serve as a framework to regulate driver conduct, holding them accountable for their actions and ensuring that their behavior aligns with the InDrive's standards. By addressing these concerns head-on and demonstrating a commitment to improving driver behavior, InDrive can foster a safer and more positive environment for both drivers and users. This, in turn, can help rebuild user trust, enhance the overall brand reputation, and lead to increased user satisfaction and loyalty.
2. Interpretation of this study should be carried out on a regular basis in order to get more detail and more proof towards the relationship between each variable in this research. With doing the research periodically, the similarity of studies can be further minimized.
3. In addition, further research is expected to be able to conduct research on other independent variables, such as usage decisions, perceived value, or trust. With the aim of reinforcing the findings on repurchase intention and phenomenon. So that it can enrich a research reference.

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