

Research Article

The Influence of Product Quality and Customer Reviews on Repurchase Intention Mediated by Customer Satisfaction in Shopee E-Commerce in Pontianak

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ABSTRACT

This study aims to examine the influence of product quality and customer reviews on repurchase intention with customer satisfaction as a mediating variable among Shopee users in Pontianak. The research employed a quantitative approach through a survey method. Data were collected from 100 respondents using a Likert-scale questionnaire and analyzed using Structural Equation Modeling based on Partial Least Squares. The findings reveal that both product quality and customer reviews have a positive and significant effect on customer satisfaction, while satisfaction itself significantly influences repurchase intention. However, product quality does not directly affect repurchase intention, whereas customer reviews have a positive effect. Customer satisfaction was found to mediate the relationship between product quality and repurchase intention but not the relationship between customer reviews and repurchase intention. These results highlight the crucial role of satisfaction in linking product quality to repeat purchasing behavior and emphasize the importance of credible reviews in shaping consumers' repurchase decisions. For future research, it is recommended to expand the study area and increase the sample size to enhance representativeness, as well as to include additional variables such as trust, perceived value, and shopping experience to provide a more comprehensive understanding of the factors influencing repurchase behavior in the e-commerce ecosystem.

Keywords: Product Quality; Customer Reviews; Customer Satisfaction; Repurchase Intention

1. INTRODUCTION

Electronic commerce (e-commerce) represents one of the most tangible manifestations of global digital transformation. In Southeast Asia, the acceleration of technology adoption, increased internet access, and the high use of mobile devices have driven significant changes in consumer behavior. Indonesia, as the largest digital market in the region, has experienced very rapid e-commerce growth, both in terms of transaction volume and revenue value. This development indicates a shift in consumption patterns from conventional transactions to digital transactions that are considered more practical, efficient, and easily accessible.

Among the various e-commerce platforms operating in Indonesia, Shopee has demonstrated particularly outstanding performance. Based on Sea Group's Financial Report for the 2021–2024 period, Shopee's revenue increased from approximately US\$5.1 billion in 2021 to around US\$9.1 billion in 2024. This increase reflects a high level of consumer adoption as well as increasingly strong transaction intensity. Shopee's dominance in the national market is further reinforced by the 2024 Top Brand Award results, which place Shopee at the top of the Top Brand Index (TBI) with a score of 45.80 percent, far surpassing Lazada (15.10 percent) and Tokopedia (11.20 percent). This achievement indicates a high level of consumer trust and loyalty toward the Shopee platform.

Shopee's success cannot be separated from its digital marketing strategies and the development of interactive features oriented toward user experience. Various large-scale promotional programs, collaborations with public figures, and continuous improvements in customer service have strengthened Shopee's brand position in the minds of consumers. In addition, the development of national digital infrastructure has contributed to the formation of an increasingly competitive and standardized e-commerce ecosystem. Under these conditions, consumers are faced with a wide range of products with relatively similar appearances, making purchasing decisions increasingly dependent on perceptions of product quality and information obtained from customer reviews.

Data from Databoks Katadata (2023) show that the fashion category ranks first in total e-commerce purchases with a percentage of 49 percent, followed by beauty and personal care products at 41 percent, and gadgets and electronics at 35 percent. Products in these categories are generally classified as experience goods, in which consumers cannot conduct direct

physical evaluations prior to purchase. Therefore, perceptions of product quality and customer reviews from previous buyers become the primary sources of information in shaping confidence and repurchase intention.

The expansion of e-commerce has also increasingly reached regional areas, including West Kalimantan. Based on data from Statistics Indonesia (BPS) of West Kalimantan for the 2021–2023 period, the proportion of MSMEs involved in online commerce increased from 25.79 percent in 2021 to 31.93 percent in 2023. Pontianak City is one of the regions with a relatively high level of e-commerce adoption. This is further supported by the utilization of interactive features such as Shopee Live, which allows sellers to display products directly and provide real-time explanations to consumers. This feature has the potential to form more tangible perceptions of product quality while simultaneously encouraging the emergence of customer reviews that influence repurchase decisions.

From a consumer behavior perspective, customer reviews and customer satisfaction play important roles in shaping repurchase intention. Sugiarti & Iskandar (2021) found that positive reviews from previous consumers are able to increase trust and encourage repurchase intention. In line with this, Qudus & Amelia (2022) emphasized that satisfaction derived from the initial purchase experience is the main driver of repeat purchasing behavior. Orlando & Harjati (2022) define customer satisfaction as an emotional response that arises from a comparison between consumer expectations and the performance of the product received.

Product quality is a fundamental factor influencing consumer satisfaction and repurchase intention. According to Tjiptono (2008) in Wungkana & Santoso (2021), product quality is a combination of characteristics and attributes that determine a product's ability to meet consumer needs. Ramadhan & Sarah (2024) explain that product quality reflects the extent to which product performance aligns with consumer expectations prior to purchase. Juliano et al. (2025) add that product quality includes aspects such as reliability, durability, and functional accuracy. In the context of e-commerce, product quality is not limited to physical aspects alone but also includes the conformity between product descriptions and items received, the condition of products upon arrival, and delivery accuracy.

In addition to product quality, customer reviews serve as a highly influential external source of information in the e-commerce environment. Perkasa & Wardhani (2023) state that customer reviews function as an evaluative medium that helps consumers assess product quality and seller credibility. Liantifa & Permaisuri (2024) explain that customer reviews are a form of evaluative feedback that can be either positive or negative and play a role in shaping consumer perceptions and expectations. Permana et al. (2025) also emphasize that customer reviews are perceived as relatively credible information because they originate from the real experiences of other consumers.

Customer satisfaction acts as a mediating variable that links product quality and customer reviews to repurchase intention. Sulistia et al. (2022) state that satisfaction is the result of consumers' evaluations of the congruence between expectations and product performance. Syahyudi & Wasiman (2024) define satisfaction as an emotional response arising from consumer interactions with products, services, and shopping experiences. In the e-commerce context, satisfaction becomes an important mechanism that transforms perceptions of quality and information from customer reviews into repurchase decisions.

Repurchase intention itself is defined as a consumer's tendency to make repeat purchases based on previous experiences. Manurung & Hadian (2022) state that repurchase intention is a behavioral consequence of satisfaction with prior transactions. Islamiyah et al. (2020) explain that repurchase intention arises when product performance meets or exceeds consumer expectations. This view is reinforced by Harahap et al. (2025), who state that repurchase intention reflects consumers' desire to continue using the same product or service.

Therefore, this study aims to analyze the influence of product quality and customer reviews on repurchase intention with customer satisfaction as a mediating variable among Shopee users in Pontianak City. Theoretically, this research is expected to enrich the study of digital consumer behavior by emphasizing the role of customer satisfaction in bridging the relationship between product quality and repurchase intention, as well as clarifying the contribution of customer reviews in shaping repeat purchasing behavior. Practically, the results of this study are expected to serve as a basis for MSME actors and marketplace managers to improve product quality consistency, manage customer reviews strategically, and strengthen customer satisfaction in order to encourage loyalty and transaction sustainability within the e-commerce ecosystem.

2. RESEARCH METHOD

Type of Research

This study employed a quantitative approach. As explained by Balaka (2022), the quantitative method emphasizes the collection of numerical data that can be measured objectively and analyzed statistically. The obtained data were utilized to test existing theories and explore the relationships among variables within the proposed research model. The main objective of this study was to analyze the influence of product quality and customer reviews on repurchase intention, with customer satisfaction serving as an intervening variable among Shopee users in Pontianak City.

Data Collection Techniques

The data used in this research were drawn from two main sources: primary data and secondary data. Primary data were collected directly from the field through questionnaires distributed to respondents. According to Siregar (2017), primary data refer to information gathered directly by researchers from the original source or research location. The questionnaire was designed to measure respondents' perceptions of product quality, customer reviews, satisfaction, and repurchase intention using closed-ended questions with structured answer options. The respondents consisted of residents of Pontianak City who actively use Shopee as an online shopping platform. Meanwhile, secondary data were obtained from supporting documents such as research reports, publications, and statistical data relevant to the research topic. As stated by Siregar (2017), secondary data are information published by other parties and not collected directly by the researcher. These data included information on product categories with the highest transaction values in Indonesian e-commerce, average website visits to leading e-commerce platforms, the number of e-commerce businesses in West Kalimantan, and Shopee's revenue data.

Population and Sample

The research population comprised residents of Pontianak City who use Shopee for online shopping. Sugiyono (2017) defines a population as the entire group of elements that become the object of generalization in a study. This research involved 100 respondents selected using a purposive sampling technique. According to Sugiyono (2017), purposive sampling is a sampling method based on specific criteria that are relevant to the research objectives. The criteria for respondents included being at least 18 years old, having made at least two repeat purchases on Shopee, and residing in Pontianak City.

Research Variables and Measurement Scale

The study consisted of four main variables. Referring to Sugiyono (2017), a research variable is anything determined by the researcher to be studied in order to obtain information that can lead to conclusions. The independent variables in this study were product quality (X_1) and Customer Reviews (X_2), the intervening variable was customer satisfaction (Y_1), and the dependent variable was repurchase intention (Y_2). The research instrument employed a five-point Likert scale to measure respondents' attitudes, opinions, and perceptions toward each statement provided. As stated by Siregar (2017), the Likert scale is used to assess the degree of agreement or disagreement of individuals toward a particular phenomenon, ranging from "strongly agree" to "strongly disagree."

Data Analysis Technique

Data analysis was conducted using the Structural Equation Modeling (SEM) approach to examine the relationships among variables, both directly and indirectly through the intervening variable. SEM is a statistical technique designed to analyze complex relationships among latent variables within a single research framework. The analysis process included validity and reliability testing to ensure the accuracy of the instruments, as well as a structural model assessment to measure the strength and direction of relationships among variables. Validity testing included convergent, discriminant, and content validity, while reliability testing employed Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). Finally, the structural model was evaluated to determine model fit and the significance of the relationships among variables in the study.

Table 1. Variable Indicators

Variable	Indicators	Source
Product Quality	Performance	Orville et al. (2005) in Riyono & Budiharja (2016)
	Durability	
	Conformance to Specifications	
	Features	
	Reliability	
Customer Review	Perceived Usefulness	Elwalda, Lü & Ali (2016)
	Perceived Enjoyment	
	Perceived Control	
Customer Satisfaction	Expectation Fulfillment	Indrasari (2019)
	Repurchase Intention	
	Willingness to Recommend	
Repurchase Intention	Transactional Intention	Priansa (2017)
	Referential Intention	
	Preferential Intention	
	Exploratory Intention	

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Convergent Validity

Convergent validity is evaluated by examining the factor loading values of each indicator within its respective construct. Factor loading reflects the degree to which an indicator is associated with the latent variable it is intended to measure. An indicator is regarded as acceptable when its loading value exceeds the threshold of 0.70. The outcomes of the convergent validity assessment for all constructs are presented in [Table 2](#).

Table 2. Convergent Validity Test Results

Variable	Indicators	Loading Factors	Descriptions
Product Quality (X1)	X1.1	0.827	Valid
	X1.2	0.860	
	X1.3	0.858	
	X1.4	0.840	
	X1.5	0.836	
	X1.6	0.794	
	X1.7	0.804	
	X1.8	0.712	
	X1.9	0.795	
	X1.10	0.845	
	X1.11	0.920	
	X1.12	0.895	
	X1.13	0.847	
	X1.14	0.832	
	X1.15	0.794	
Customer Review (X2)	X2.1	0.731	Valid
	X2.2	0.921	
	X2.3	0.929	
	X2.4	0.924	
	X2.5	0.853	
	X2.6	0.787	
	X2.7	0.791	
	X2.8	0.872	
	X2.9	0.890	
Customer Satisfaction (Y1)	Y1.1	0.857	Valid
	Y1.2	0.841	
	Y1.3	0.878	
	Y1.4	0.728	
	Y1.5	0.905	
	Y1.6	0.835	
	Y1.7	0.880	
	Y1.8	0.902	
	Y1.9	0.830	
Repurchase Intention (Y2)	Y2.1	0.798	Valid
	Y2.2	0.855	
	Y2.3	0.728	
	Y2.4	0.843	
	Y2.5	0.750	
	Y2.6	0.812	
	Y2.7	0.900	
	Y2.8	0.875	
	Y2.9	0.856	
	Y2.10	0.803	
	Y2.11	0.877	
	Y2.12	0.755	

Source: Processed Data, 2025

Based on the convergent validity results shown in [Table 2](#), all indicators across the variables of Product Quality, Customer Review, Customer Satisfaction, and Repurchase Intention demonstrate factor loading values above 0.70. This

indicates that each indicator adequately reflects its corresponding latent construct. Accordingly, all measurement indicators meet the criteria for convergent validity and are considered appropriate for further analysis.

3.1.2 Discriminant Validity

Discriminant validity is assessed using the Fornell–Larcker criterion to determine whether each construct is empirically distinct from other constructs within the model. A construct is considered to exhibit satisfactory discriminant validity when the square root of its AVE value is greater than the correlations it shares with other latent variables. The results of the discriminant validity test are summarized in **Table 3**.

Table 3. Discriminant Validity Test Results

Variable	Customer Satisfaction	Product Quality	Repurchase Intention	Customer Review
Customer Satisfaction	0.852			
Product Quality	0.832	0.897		
Repurchase Intention	0.845	0.816	0.893	
Customer Review	0.861	0.855	0.864	0.880

Source: Processed Data, 2025

As shown in **Table 3**, each construct displays a Fornell–Larcker value that exceeds its correlation with other constructs in the model. This suggests that the indicators are more strongly associated with their own constructs than with others. Therefore, all constructs demonstrate adequate discriminant validity and can be empirically distinguished from one another.

3.1.3 Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is employed to evaluate convergent validity by measuring the proportion of variance captured by a construct relative to the variance attributable to measurement error. A construct is considered to meet the convergent validity requirement when its AVE value is greater than 0.50. The AVE results for this study are displayed in **Table 4**.

Table 4. Average Variance Extracted (AVE)

Construct	AVE
Product Quality (X1)	0.692
Customer Review (X2)	0.747
Customer Satisfaction (Y1)	0.726
Repurchase Intention (Y2)	0.665

Source: Processed Data, 2025

The AVE values presented in **Table 4**, indicated that all constructs exceed the minimum threshold of 0.50. This finding implies that the constructs are able to explain a sufficient proportion of variance in their indicators, confirming that convergent validity has been satisfactorily achieved for all variables in the model.

3.1.4 Reliability Test

Reliability testing is conducted to assess the internal consistency of each construct in measuring its indicators. A construct is considered reliable when its Composite Reliability value is at least 0.70 and supported by a Cronbach’s Alpha value of no less than 0.60. The reliability test results are provided in **Table 5**.

Table 5. Composite Reliability & Cronbach’s Alpha

Variable	Cronbach’s Alpha	Composite Reliability
Product Quality (X1)	0.968	0.971
Customer Review (X2)	0.957	0.963
Customer Satisfaction (Y1)	0.952	0.960
Repurchase Intention (Y2)	0.953	0.959

Source: Processed Data, 2025

The results in **Table 3.4** show that all constructs meet the established reliability criteria, as evidenced by Composite Reliability values above 0.70 and Cronbach’s Alpha values exceeding 0.60. This indicates that the indicators within each construct consistently measure the same underlying concept and are reliable for use in this study.

3.1.5 Coefficient of Determination (R-Square)

In the SEM-PLS framework, the coefficient of determination (R^2) is used to evaluate the extent to which exogenous variables explain the variance of endogenous variables. Higher R^2 values indicate stronger explanatory power of the model. Chin (1998 in Ghozali & Latan, 2015) classifies R^2 values of 0.67 as strong, 0.33 as moderate, and 0.19 as weak. The R^2 results are presented in [Table 6](#).

Table 6. R-Square Values

Endogenous Variable	R-Square	R-Square Adjusted
Customer Satisfaction (Y1)	0.837	0.834
Repurchase Intention (Y2)	0.846	0.841

Source: Processed Data, 2025

Based on the R-Square test results shown in [Table 6](#), the results can be described as follows:

1. The adjusted R^2 value of 0.834 for Customer Satisfaction (Y1) indicates that Product Quality (X1) and Customer Review (X2) jointly explain 83.4% of the variance in Customer Satisfaction, while the remaining 16.6% is attributable to factors outside the proposed model. This level of explanatory power falls within the strong category.
2. The adjusted R^2 value of 0.841 for Repurchase Intention (Y2) suggests that Product Quality, Customer Review, and Customer Satisfaction together account for 84.1% of the variance in Repurchase Intention, with 15.9% explained by other unexamined variables. The corresponding R^2 value of 0.846 also indicates strong predictive capability of the structural model.

3.2 Hypothesis Testing

3.2.1 Direct Effect Test

Direct effect testing is performed to identify the influence of exogenous variables on endogenous variables without mediation. This assessment is based on path coefficient values obtained from the bootstrapping procedure. The results of the direct effect analysis are shown in [Table 7](#).

Table 7. Direct Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Product Quality → Customer Satisfaction	0.598	4.141	0.000	Significant
H2	Customer Review → Customer Satisfaction	0.350	2.409	0.016	Significant
H3	Customer Satisfaction → Repurchase Intention	0.497	3.488	0.001	Significant
H4	Product Quality → Repurchase Intention	0.048	0.431	0.666	Not Significant
H5	Customer Review → Repurchase Intention	0.411	3.291	0.001	Significant

Source: Processed Data, 2025

Based on the results of direct hypothesis testing shown in [Table 7](#), the results of the Direct Effect can be explained as follows:

1. The variable Product Quality (X1) has a direct effect on Customer Satisfaction (Y1). This finding is evidenced by a T-Statistic value of 4.141, which exceeds the critical value of 1.96, and a P-Value of 0.000, which is below the significance level of 0.05. Therefore, it can be concluded that the relationship between Product Quality and Customer Satisfaction is positive and significant. This result aligns with the study conducted by Kamitha et al. (2025), which found that improved product quality significantly enhances customer satisfaction. The findings indicate that, in the context of e-commerce, Shopee consumers in Pontianak City regard product quality as a primary reference in evaluating their shopping experience. This assessment extends beyond the physical attributes of the product and includes the consistency between product descriptions and the items received, the condition of the product upon arrival, and delivery accuracy. When these elements are fulfilled, consumers tend to experience satisfaction because their initial expectations are not violated. This suggests that product quality functions as an initial foundation in shaping positive post-purchase evaluations.

2. The variable Customer Review (X2) directly influences Customer Satisfaction (Y1). This is shown by a T-Statistic value of 2.409, which is greater than 1.96, and a P-Value of 0.016, which is lower than 0.05. Based on these results, the relationship between Customer Review and Customer Satisfaction is positive and significant. This finding is consistent with Agriawan et al. (2025), who confirmed that positive Customer Reviews contribute to higher customer satisfaction with the products or services offered. The results also demonstrate that customer reviews play a role that goes beyond serving as pre-purchase information. Customer reviews establish an expectation framework that directly influences how consumers assess their shopping experience after completing a transaction. When consumers' actual experiences align with the representations formed through reviews, satisfaction levels are likely to increase. Conversely, discrepancies between reviews and real experiences may lead to dissatisfaction. In this regard, customer reviews operate as an expectation-framing mechanism in post-purchase evaluation processes.
3. The variable Customer Satisfaction (Y1) directly affects Repurchase Intention (Y2). The result shows a T-Statistic value of 3.488, which exceeds 1.96, and a P-Value of 0.001, which is below 0.05. Thus, it can be concluded that Customer Satisfaction has a positive and significant effect on Repurchase Intention. This finding supports the research of Ratnaningtyas & Alega (2024), which demonstrated that satisfied consumers are more likely to engage in repeat purchases of the same product or service. These findings further reflect that customer satisfaction acts as a key driver in the formation of repurchase intention. In a highly competitive e-commerce environment characterized by low switching costs between platforms, satisfied consumers are more inclined to maintain their relationship with a particular seller or platform. Satisfaction reduces perceived uncertainty in subsequent transactions, thereby fostering confidence that similar positive experiences can be achieved in the future.
4. Meanwhile, Product Quality (X1) does not have a significant direct effect on Repurchase Intention (Y2). This is indicated by a T-Statistic value of 0.431, which is below 1.96, and a P-Value of 0.666, which exceeds 0.05. Therefore, Product Quality has no positive or significant effect on Repurchase Intention. This result is consistent with the findings of Fauzi et al. (2024), who explained that product quality alone does not necessarily influence repurchase behavior, as other factors such as consumer experience and after-sales service also play important roles. However, the results reveal that improvements in product quality alone are insufficient to directly stimulate repurchase intention. Although product quality contributes to satisfaction, repurchase decisions in e-commerce settings are influenced by multiple factors, including price competitiveness, promotional intensity, shipping cost incentives, transaction risk, and the availability of alternative products on other platforms. Shopee consumers tend to behave in a rational and value-oriented manner, whereby repurchase decisions are determined by overall perceived value rather than by product quality alone. Accordingly, product quality serves as a basic prerequisite rather than a decisive factor in repeat purchasing behavior.
5. The variable Customer Review (X2) has a direct effect on Repurchase Intention (Y2). This is evidenced by a T-Statistic value of 3.291, which is greater than 1.96, and a P-Value of 0.001, which is below 0.05. Thus, it can be concluded that Customer Review has a positive and significant effect on Repurchase Intention. This finding aligns with Loindong et al. (2024), who stated that Customer Reviews play a vital role in building trust and encouraging consumers to repurchase the same product. The findings also indicate that customer reviews function as a strong social signal within the e-commerce environment. Reviews from other users help reduce uncertainty and perceived risk inherent in online transactions. When a product or seller consistently receives positive reviews, consumers are more likely to feel confident in making repeat purchases, even without conducting an in-depth evaluation of product quality. This suggests that, in e-commerce contexts, customer reviews may exert a more dominant influence than product quality in driving repurchase decisions.

3.2.2 Indirect Effect Test

The indirect effect test is used to identify the influence of exogenous latent variables on endogenous latent variables through mediating variables. This analysis is based on the specific indirect effect results from bootstrapping output. The results of the indirect effect test in this study can be seen in [Table 8](#).

Table 8. Indirect Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H ₆	Product Quality → Customer Satisfaction	0.297	2.777	0.006	Significant
	→ Repurchase Intention				
H ₇	Customer Review → Customer Satisfaction	0.174	1.920	0.055	Not Significant
	→ Repurchase Intention				

Source: Processed Data, 2025

Based on the results of indirect hypothesis testing shown in **Table 8**, the Indirect Effect results can be explained as follows:

1. The variable Product Quality (X1) exerts a positive and significant indirect influence on Repurchase Intention (Y2) through the mediating role of Customer Satisfaction (Y1). This relationship is supported by a T-Statistic value of 2.777, which exceeds 1.96, and a P-Value of 0.006, which is below the 0.05 threshold. These results indicate that Product Quality significantly affects Repurchase Intention when mediated by Customer Satisfaction. This finding is consistent with the study of Al Farez et al. (2024), which demonstrated that Product Quality has a positive and significant impact on Repurchase Intention through the mediation of Customer Satisfaction. The findings demonstrate that customer satisfaction functions as a central mechanism in explaining how product quality influences repurchase intention. Product quality does not directly trigger repeat purchasing decisions; instead, it must first be translated into a consumption experience that is perceived as satisfying by consumers. Once satisfaction is established, product quality begins to exert a tangible influence on consumers' willingness to repurchase. This result highlights that satisfaction operates as a psychological process that converts evaluations of product attributes into actual behavioral decisions.
2. The variable Customer Review (X2) does not have a positive or significant indirect effect on Repurchase Intention (Y2) through Customer Satisfaction (Y1). This conclusion is based on a T-Statistic value of 1.920, which is below 1.96, and a P-Value of 0.055, which exceeds 0.05. Therefore, it can be concluded that Customer Review does not significantly influence Repurchase Intention when mediated by Customer Satisfaction. This result contrasts with the findings of Alfatah & Irmawati (2022), who reported that Customer Review positively and significantly affects Repurchase Intention through Customer Satisfaction. The results indicate that the role of customer reviews in stimulating repurchase intention is more direct and does not fully depend on customer satisfaction. Customer reviews act as a source of trust and a form of social reference that can influence consumers' decisions immediately, without necessarily passing through a satisfaction evaluation process. Thus, even when consumers feel satisfied, the presence or absence of credible and convincing reviews remains a primary consideration in repurchase decisions. This pattern reflects the characteristics of e-commerce consumers, who are highly responsive to external information and the opinions of other users in their decision-making processes.

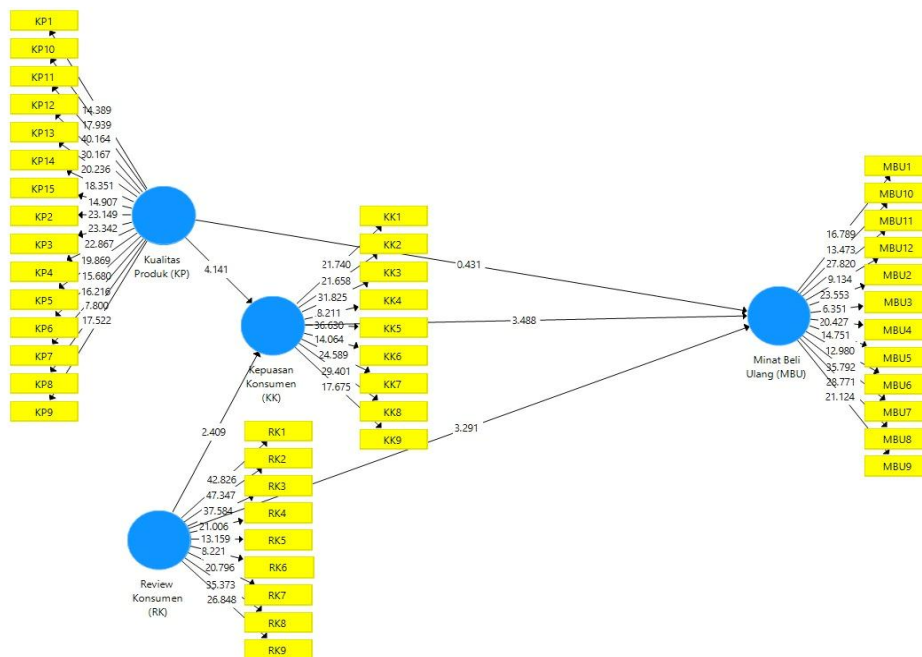


Figure 1. Inner Model Test Results

Source: SmartPLS output, 2025

4. CONCLUSION

This study concludes that product quality and customer reviews play distinct roles in shaping repurchase intention among Shopee users in Pontianak. Product quality influences repurchase intention primarily through its effect on customer satisfaction, whereas customer reviews have a direct and significant impact on repurchase intention. These findings confirm that customer satisfaction functions as a key mediating variable linking product quality to repeat purchasing behavior, while the direct effect of product quality on repurchase intention is not statistically significant. From a theoretical perspective, this study contributes to the digital consumer behavior literature by highlighting the mediating role of customer satisfaction in the relationship between product quality and repurchase intention and by reaffirming customer reviews as an external evaluative stimulus that directly shapes repeat purchase decisions in e-commerce settings. Practically, the

findings suggest that Shopee sellers and business owners should focus on maintaining consistent product quality, ensuring alignment between product descriptions and actual items received, improving delivery accuracy, and managing customer reviews in a transparent and responsive manner. The effective use of interactive features, such as live streaming, may further enhance consumer trust and enrich the overall shopping experience. Despite these contributions, this study has several limitations. First, the sample is limited to Shopee users in a single city, which restricts the generalizability of the findings to other regions and e-commerce platforms. Second, the use of a single data collection method through self-reported questionnaires may introduce the possibility of common method bias. Therefore, future research is encouraged to involve larger and more diverse samples across multiple regions and platforms, apply mixed-method approaches, and incorporate additional variables such as trust, perceived value, and post-purchase risk. Comparative studies across different product categories are also recommended to provide more robust and comprehensive managerial implications.

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