

Research Article

The Effect of Ease of Use and Online Consumer Reviews on Repurchase Intention for Specs Futsal Shoes with Customer Engagement as an Intervening Variable: A Study of Shopee Users in Pontianak

Muhammad Dzaki Rasendriyo* and Muhammad Ebuziyya Alif Ramadhan

Faculty of Economics and Business, Universitas Muhammadiyah Pontianak, Pontianak, Indonesia, 78124

*Corresponding Author: dzaki.rasendriyo.dr@gmail.com

ABSTRACT

This study aims to analyze the effect of Ease of Use and Online Customer Review on Repurchase Intention, with Customer Engagement as an intervening variable among consumers of Specs futsal shoes on Shopee in Pontianak City. This study uses a quantitative approach with an associative design involving 100 respondents selected using purposive sampling. Data analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS 3. The results show that Ease of Use has a positive and significant effect on Customer Engagement but does not have a significant effect on Repurchase Intention. Online Customer Review has a positive and significant effect on Repurchase Intention but does not have a significant effect on Customer Engagement. Customer Engagement has a positive and significant effect on Repurchase Intention, but it does not mediate the effects of Ease of Use or Online Customer Review. These findings indicate that repurchase intention for futsal shoes in marketplaces is more strongly influenced by the quality of customer reviews and the level of customer engagement than by perceived platform ease of use alone. This study is expected to provide empirical contributions to the development of digital consumer behavior research, particularly for performance-based sports products.

Keywords: Ease of Use; Online Customer Review; Customer Engagement; Repurchase Intention

1. INTRODUCTION

Shoes are one of the essential needs in human life, functioning to protect the feet from various environmental conditions and to provide comfort during activities. Along with the times, shoes no longer serve only as protective equipment but have also become part of a person's lifestyle and identity. This is reflected in the wide variety of models, designs, and functions tailored to different needs, such as sports, formal, casual, and work shoes. Thus, shoes have not only functional value but also aesthetic value that reflects the user's character and preferences. Over the past five years, Indonesia's footwear industry has experienced dynamic development. According to data from the Ministry of Industry, Indonesia ranked fourth among the world's largest footwear producers, with a production capacity reaching 795 thousand units in 2020 (Kemenperin, 2020).

In the last five years, Indonesia's local footwear industry has grown rapidly as more people have become interested in buying domestic products. The government has also supported creative industries, including footwear. By analyzing six major brands—Specs, Mills, Ortuseight, Brodo, League, and 910 (Nineten)—it can be seen that each brand has a different position in the market. Based on secondary data observations, Specs appears to be the market leader in futsal shoe sales in Indonesia. Specs, produced by PT Prestasi Retail Innovation, is positioned at the forefront of the local sports shoe segment, especially futsal shoes. This brand has existed for a long time, has a broad sales network, and sells well in online stores.

Established in the 1980s, Specs focuses on producing sports equipment, particularly soccer and futsal shoes, tailored to the needs of athletes and sports enthusiasts in Indonesia. With the slogan "Pride of Indonesia," Specs is committed to offering high-quality local products at affordable prices. The brand continues to innovate in technology, materials, and design to compete with international brands and remain relevant in domestic and global markets. Search interest in Specs has been relatively stable, with several significant spikes at certain times. These increases often occur in the middle and end of the year, especially during national sports events or new product launches.

Specs offers various futsal shoe variants with different designs and technologies, such as the Accelerator, Lightspeed, Metasala, and Velocity Pure series. Each model offers different characteristics according to players' needs, in terms of performance, comfort, and appearance. The listed price range shows considerable product variation, from approximately IDR 297,390 to IDR 614,800, indicating options for various consumer segments, from amateur to professional players.

Various efforts have been made by Specs to market its products, one of which is through the Shopee e-commerce platform. Shopee is the number one e-commerce platform in Indonesia and a mobile app-based marketplace that continues to grow

in Indonesia, offering an enjoyable, free-shipping, and trusted online buying and selling experience via smartphones (Ramadhani & Sanjaya, 2021). Advances in information technology have introduced innovations in marketing, namely marketing through social media and online platforms (Adryan et al., 2024). One factor influencing consumers to repurchase products online is Ease of Use. Diansyah et al. (2022) define Ease of Use as users' perceptions of the level of ease in learning and using a system or technology, including the ability to minimize obstacles and increase operational comfort. Pamungkas et al. (2025) state that Ease of Use is a concept in the Technology Acceptance Model (TAM), referring to the extent to which a person believes that using a technology requires little effort. In other words, the higher the perceived ease, the lower the mental and physical effort users feel when interacting with the system.

Consumers can purchase Specs shoes via Shopee through "Specs Official," which is easily accessible to consumers. Purchase intention is consumer behavior that indicates the desire and interest to buy a product (Handayani & Ekawati, 2025). In marketing its products through Shopee, the platform's Ease of Use is relatively high. This can be seen from a well-organized page layout where important information such as price, discounts, number of ratings, and product authenticity status is presented clearly and is easy to access. Navigation features such as product categories, search filters, and purchase buttons (e.g., "Claim Voucher" or "Add to Cart") appear in a simple and responsive design, making it easier for users to browse products and complete transactions. Perceived ease is associated with behavioral engagement; the higher the perceived ease of a system, the greater the utilization of the technology, which can increase consumers' purchase intention for the product (Colin & Nugroho, 2024). With Ease of Use, this can influence satisfaction and trust, which may subsequently lead to repurchase intention.

In addition to Ease of Use, reviews are one of the determining factors in online shopping. Rachmiani et al. (2024) state that online customer reviews are comments and evaluations made by consumers on online shopping platforms that describe previous consumer experiences regarding aspects of products or services, influencing other consumers' perceptions of the product. In relation to reviews when shopping online, when prospective buyers find good reviews from previous customers, it can automatically create a positive impression of the product, service, or company and increase the likelihood of a transaction. Conversely, poor reviews can negatively affect prospective buyers' purchase decisions (Perkasa & Wardhani, 2023). Based on a survey, the comments or reviews provided by consumers who have purchased the product tend to be positive. High-quality reviews can foster consumer trust in the marketplace, and that trust ultimately strengthens repurchase intention (Aridewi et al., 2025).

With Ease of Use and positive reviews from consumers, trust can be built, which may affect repurchase intention. Kotler & Keller (2016) define repurchase intention as consumers' tendency to buy a product or service again from the same company, driven by satisfaction, positive experiences, or loyalty, leading them to choose the same brand again in the future compared to other brands. One factor contributing to repurchase intention online is positive reviews that build trust. High trust in an e-commerce website may increase repurchase intention because consumers believe they will receive products that meet expectations and that the platform will handle issues quickly (Aulia et al., 2024). With Ease of Use and positive reviews, it is expected that consumers' repurchase intention will increase. Consumers who provide comments in the review section also become an important factor because they contribute to shaping other consumers' trust.

Although many studies have discussed Ease of Use, online customer reviews, and customer engagement in relation to repurchase intention through e-commerce, previous findings have mainly focused on the beauty sector and fashion products such as clothing and sneakers, and have concentrated on major cities. This study is expected to provide empirical evidence in Pontianak City regarding Ease of Use, online customer reviews, and customer engagement in the sports-fashion context. Theoretically, this study is expected to contribute to the development of consumer behavior research, particularly in the sports sector.

2. RESEARCH METHOD

This study applies a quantitative method with an associative approach. According to Sugiyono (2023), associative research is aimed at identifying and analyzing the relationship between two or more variables. This approach enables researchers to develop an empirical explanatory framework that can be used to explain phenomena, make predictions, and control the studied symptoms. In this study, the independent variables include Ease of Use (X1) and Online Customer Review (X2), while the dependent variable is Repurchase Intention (Y). The mediator between the independent and dependent variables is Customer Engagement (Z).

The data used in this study include primary and secondary data. Siregar (2017) states that primary data are data collected directly by researchers from the first source or from the location/object where the research is conducted. Primary data in this study were collected through questionnaires distributed to selected respondents. Meanwhile, according to Siregar (2017), secondary data are data published or used by organizations that are not the original processors. Secondary data used include local shoe brand trends, Specs shoe sales data, product lists, consumer ratings, and total sales. The population in this study is all consumers who have purchased and used Specs futsal shoes on Shopee, with an unknown population size. To determine the sample size, this study uses the Purba (2006) formula cited in Sujarweni (2019). Based on the calculation, the appropriate sample size is 96.04; therefore, the researchers set a sample size of 100 respondents. Sampling was conducted using purposive sampling. Sugiyono (2023) states that purposive sampling is a sampling technique based on specific considerations aligned with research objectives. The rationale for using purposive sampling is to ensure that respondents have repurchase experience and are verified Shopee users. The respondent criteria include: consumers aged at least 17 years, having purchased Specs futsal shoes at least twice, having purchased and used Specs futsal shoes, being Shopee users, and residing in Pontianak. The instrument used a Likert scale, which according to Sugiyono (2023) is used to measure attitudes, opinions, and perceptions of individuals or groups toward a social phenomenon. Data analysis was conducted using SEM with SmartPLS 3.

3. RESULTS AND DISCUSSION

3.1 Outer Model Measurement

3.1.1 Convergent Validity Test

Convergent validity was evaluated by examining the loading factor values of each indicator in a construct. Loading factor values indicate the extent to which the indicators are strongly associated with the latent variable being measured. The higher the loading factor, the greater the indicator's contribution in representing the intended construct. Generally, loading factor values above 0.7 meet the criteria for convergent validity. The results of the convergent validity test for each indicator are presented in [Table 1](#).

Table 1. Convergent Validity Test Results

Variable	Indicator	Loading Factor	Description
Ease of Use (X1)	X1.1	0.854	Valid
	X1.2	0.788	
	X1.3	0.801	
	X1.4	0.713	
	X1.5	0.793	
	X1.6	0.756	
	X1.7	0.824	
	X1.8	0.804	
	X1.9	0.752	
Online Customer Review (X2)	X2.1	0.833	Valid
	X2.2	0.827	
	X2.3	0.781	
	X2.4	0.815	
	X2.5	0.760	
	X2.6	0.828	
	X2.7	0.766	
	X2.8	0.753	
	X2.9	0.701	
Customer Engagement (Z)	Z1.1	0.781	Valid
	Z1.2	0.811	
	Z1.3	0.805	
	Z1.4	0.792	
	Z1.5	0.863	
	Z1.6	0.775	
	Z1.7	0.762	
	Z1.8	0.815	
	Z1.9	0.717	
Repurchase Intention (Y)	Y.1	0.773	Valid
	Y.2	0.781	
	Y.3	0.803	
	Y.4	0.773	
	Y.5	0.777	
	Y.6	0.725	
	Y.7	0.798	
	Y.8	0.765	
	Y.9	0.768	

Source: Processed Data, 2025

Based on [Table 1](#), all indicators for each research variable have loading factor values above 0.7, indicating that each indicator appropriately represents its latent construct. Therefore, all indicators are valid measures of their respective variables.

3.1.4 Discriminant Validity Test

Discriminant validity was assessed using the Fornell–Larcker criterion to determine whether each construct can be clearly distinguished from other constructs. The Fornell–Larcker value of a construct should be greater than its correlations with other latent constructs. If this criterion is met, discriminant validity is considered adequate because the indicators measure their own construct more strongly than other constructs. The discriminant validity results are shown in **Table 2**.

Table 2. Discriminant Validity Test Results

	Customer Engagement (Z)	Ease of Use (X1)	Online Customer Review (X2)	Repurchase Intention (Y)
Customer Engagement (Z)	0.792			
Ease of Use (X1)	0.445	0.788		
Online Customer Review (X2)	0.337	0.629	0.786	
Repurchase Intention (Y)	0.554	0.414	0.654	0.774

Source: Processed Data, 2025

Based on **Table 2**, each construct's Fornell–Larcker value is higher than its correlations with other constructs. This indicates that each construct is distinct and that discriminant validity has been met satisfactorily, as all diagonal values exceed 0.7.

3.1.5 Average Variance Extracted (AVE)

Another method to evaluate construct validity is Average Variance Extracted (AVE). A construct is considered valid if $AVE > 0.5$. The AVE results are presented in **Table 3**.

Table 3. AVE Test Results

Construct	AVE
Ease of Use (X1)	0.621
Online Customer Review (X2)	0.618
Customer Engagement (Z)	0.628
Repurchase Intention (Y)	0.599

Source: Processed Data, 2025

Based on **Table 3**, all variables have AVE values above 0.5, indicating that each construct meets the criteria for convergent validity. Thus, the indicators used in this study are valid in measuring the intended constructs.

3.1.6 Reliability Test

Composite reliability was used to assess internal consistency reliability of each construct. Composite Reliability is considered adequate when it reaches at least 0.7, indicating high reliability. In addition, Cronbach's Alpha was used with an expected minimum threshold of 0.6. The reliability results are presented in **Table 4**.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Ease of Use (X1)	0.923	0.936
Online Customer Review (X2)	0.922	0.936
Customer Engagement (Z)	0.925	0.938
Repurchase Intention (Y)	0.916	0.931

Source: Processed Data, 2025

Based on **Table 4**, all constructs meet the reliability standards, as Composite Reliability values exceed 0.7 and Cronbach's Alpha values exceed 0.6. Therefore, all measurement items are reliable and suitable for use in this study.

3.2 Inner Model

3.2.1 Goodness of Fit Model (R-Square) Test

In SEM-PLS, R-square (R^2) is used to measure the contribution of exogenous variables in explaining the variance of endogenous variables. The higher the R^2 value, the better the model's predictive capability. R^2 values are interpreted as strong (0.67), moderate (0.33), and weak (0.19). The R-square results are shown in **Table 5**.

Table 5. R-Square Test Results

Variable Endogen	R-square	Adjusted R-square
Customer Engagement (Z)	0.203	0.187
Repurchase Intention (Y)	0.567	0.553

Source: Processed Data, 2025

Based on **Table 5**, the R^2 value for Customer Engagement is 0.203, meaning Ease of Use and Online Customer Review explain 20.3% of the variance in Customer Engagement, while the remaining 79.7% is explained by other variables outside the model. Meanwhile, the R^2 value for Repurchase Intention is 0.567, indicating that Ease of Use, Online Customer Review, and Customer Engagement jointly explain 56.7% of the variance in Repurchase Intention, while 43.3% is influenced by other factors not included in the model. The adjusted R^2 values (0.187 for Customer Engagement and 0.553 for Repurchase Intention) indicate that the structural model has an adequate fit after accounting for the number of independent variables.

3.2.2 Direct Effect Test

The direct effect test evaluates the direct influence of exogenous latent variables on endogenous latent variables. The test uses path coefficients obtained through bootstrapping. The direct effect results are presented in **Table 6**.

Table 6. Result of Direct Effect

Hypothesis	Variable Relationship	Original Sample Estimate	T Statistic	P Value	Decision
H1	Ease of Use (X1) -> Customer Engagement (Z)	0.170	2.268	0.024	Accepted
H2	Online Customer Review (X2) -> Customer Engagement (Z)	0.177	0.527	0.598	Rejected
H3	Ease of Use (X1) -> Repurchase Intention (Y)	0.130	1.207	0.228	Rejected
H4	Online Customer Review (X2) -> Repurchase Intention (Y)	0.110	5.545	0.000	Accepted
H5	Customer Engagement (Z) -> Repurchase Intention (Y)	0.132	3.163	0.002	Accepted

Source: Processed Data, 2025

Based on **Table 6**, the direct effect results are as follows:

1. Ease of Use (X1) significantly affects Customer Engagement (Z) ($t = 2.268 > 1.96$; $p = 0.024 < 0.05$), thus H1 is accepted.
2. Online Customer Review (X2) does not significantly affect Customer Engagement (Z) ($t = 0.527 < 1.96$; $p = 0.598 > 0.05$), thus H2 is rejected.
3. Ease of Use (X1) does not significantly affect Repurchase Intention (Y) ($t = 1.207 < 1.96$; $p = 0.228 > 0.05$), thus H3 is rejected.
4. Online Customer Review (X2) significantly affects Repurchase Intention (Y) ($t = 5.545 > 1.96$; $p = 0.000 < 0.05$), thus H4 is accepted.
5. Customer Engagement (Z) significantly affects Repurchase Intention (Y) ($t = 3.163 > 1.96$; $p = 0.002 < 0.05$), thus H5 is accepted.

3.2.3 Indirect Effect Test

The indirect effect test evaluates the indirect influence of exogenous constructs on endogenous constructs through a mediating variable. The results are obtained from the specific indirect effects output using bootstrapping and are presented in **Table 7**.

Table 7. Indirect Effect Test Results

Hypothesis	Variable Relationship	Original Sample Estimate	T Statistic	P Value	Decision
H6	Ease of Use -> Customer Engagement -> Repurchase Intention	0.091	1.767	0.078	Rejected
H7	Online Customer Review-> Customer Engagement -> Repurchase Intention	0.069	0.570	0.569	Rejected

Source: Processed Data, 2025

Based on **Table 7**, the indirect effect results are as follows:

1. The indirect effect of Ease of Use (X1) on Repurchase Intention (Y) through Customer Engagement (Z) is not significant ($t = 1.767 < 1.96$; $p = 0.078 > 0.05$), thus H6 is rejected.
2. The indirect effect of Online Customer Review (X2) on Repurchase Intention (Y) through Customer Engagement (Z) is also not significant ($t = 0.570 < 1.96$; $p = 0.569 > 0.05$), thus H7 is rejected.

These results indicate that Customer Engagement does not mediate the effects of Ease of Use or Online Customer Review on Repurchase Intention.

3.3 Discussion

The Effect of Ease of Use on Customer Engagement

The results show that Ease of Use has a positive and significant effect on Customer Engagement. This finding is consistent with the Technology Acceptance Model (TAM), which states that perceived ease of use increases user acceptance and involvement in using a system (Pamungkas et al., 2025). In the e-commerce context, ease of navigation, clarity of features, and simple transaction processes encourage consumers to interact more actively with the platform, such as exploring products, reading descriptions, and communicating with sellers. On Shopee, features such as an intuitive interface, product search filters, ease of claiming vouchers, and various payment methods provide a relatively convenient user experience. This condition encourages Specs futsal shoe consumers to be more engaged in browsing and interacting before purchasing. This supports Sugandi et al. (2023), who found that perceived ease of use plays an important role in increasing engagement in digital services. Therefore, Ease of Use functions as an initial factor strengthening consumer interaction with the platform, although it may not directly drive repurchase decisions.

The Effect of Online Customer Review on Customer Engagement

The findings indicate that Online Customer Review does not significantly affect Customer Engagement. This result is not in line with Suman & Kurniawati (2024), who found that reviews can increase customer engagement through trust and digital interaction. This difference may be explained by consumer behavior characteristics in this context. For futsal shoes as a functional, performance-based product, consumers tend to use reviews as passive information to evaluate technical aspects such as comfort, grip, and durability, without necessarily engaging in further interactions. In other words, consumers read reviews to reduce purchase risk but are not always encouraged to comment, discuss, or participate more actively on the platform. This suggests that Online Customer Review in this context serves more as an information evaluation tool than as a trigger for active customer engagement.

The Effect of Ease of Use on Repurchase Intention

The results show that Ease of Use does not significantly affect Repurchase Intention. This finding differs from Qomarudin & Fadhillah (2025), who found that perceived ease of use encourages repurchase intention among e-commerce users. This difference can be understood by considering product characteristics and consumer behavior. For futsal shoes, repurchase decisions are more influenced by direct product usage experiences—such as comfort during play, material quality, and on-court performance—than by the ease of using the application. In this case, platform ease functions as a hygiene factor, meaning it is assumed to be present and is no longer a key differentiator in repurchase decisions. Consumers may continue using an easy platform, but their intention to repurchase the product is determined by product value, satisfaction from use, and perceived quality formed after usage. This indicates that Ease of Use is more of a supporting factor than a primary determinant of Repurchase Intention for sports products.

The Effect of Online Customer Review on Repurchase Intention

The findings show that Online Customer Review has a positive and significant effect on Repurchase Intention. This supports Lutfiana & Muniroh (2025) and Aridevi et al. (2025), who found that reviews play an important role in building trust and encouraging repurchase intention. In a platform such as Shopee, rating systems, written reviews, and photo documentation from previous consumers function as trust cues that reduce uncertainty and risk in online purchasing. For Specs futsal shoe consumers, positive and consistent reviews regarding product performance provide confidence that the product is worth purchasing again. Therefore, Online Customer Review not only influences initial purchase decisions but also strengthens repurchase intention through trust formation and repeated positive experiences.

The Effect of Customer Engagement on Repurchase Intention

The results show that Customer Engagement has a positive and significant effect on Repurchase Intention. This is consistent with Kwee & Aruan (2024), who stated that customer engagement is a key factor driving loyalty and repurchase intention. Engagement reflects consumers' emotional and cognitive closeness to the brand or seller, formed through repeated interactions, positive experiences, and effective communication. In the Shopee context, consumers who feel engaged with the seller or product tend to develop stronger bonds, making them more likely to repurchase. This implies that improving Customer Engagement can be an important strategy to retain customers in a competitive e-commerce market.

The Role of Customer Engagement as a Mediating Variable

The results show that Customer Engagement does not mediate the effects of Ease of Use or Online Customer Review on Repurchase Intention. This indicates that although ease of use and reviews may influence engagement, engagement is not strong enough to serve as an intermediary path leading to repurchase intention. In the futsal shoe context, consumers may

find the app easy to use and may benefit from other consumers' reviews, but repurchase decisions remain more strongly influenced by product evaluation factors and the value perceived after use. This differs from Oktarini and Wardana (2018), who found a mediating role of customer satisfaction, suggesting that the type of mediating variable significantly determines the mechanism shaping Repurchase Intention. Thus, in this study, Customer Engagement functions more as a direct predictor of repurchase intention rather than an intervening variable.

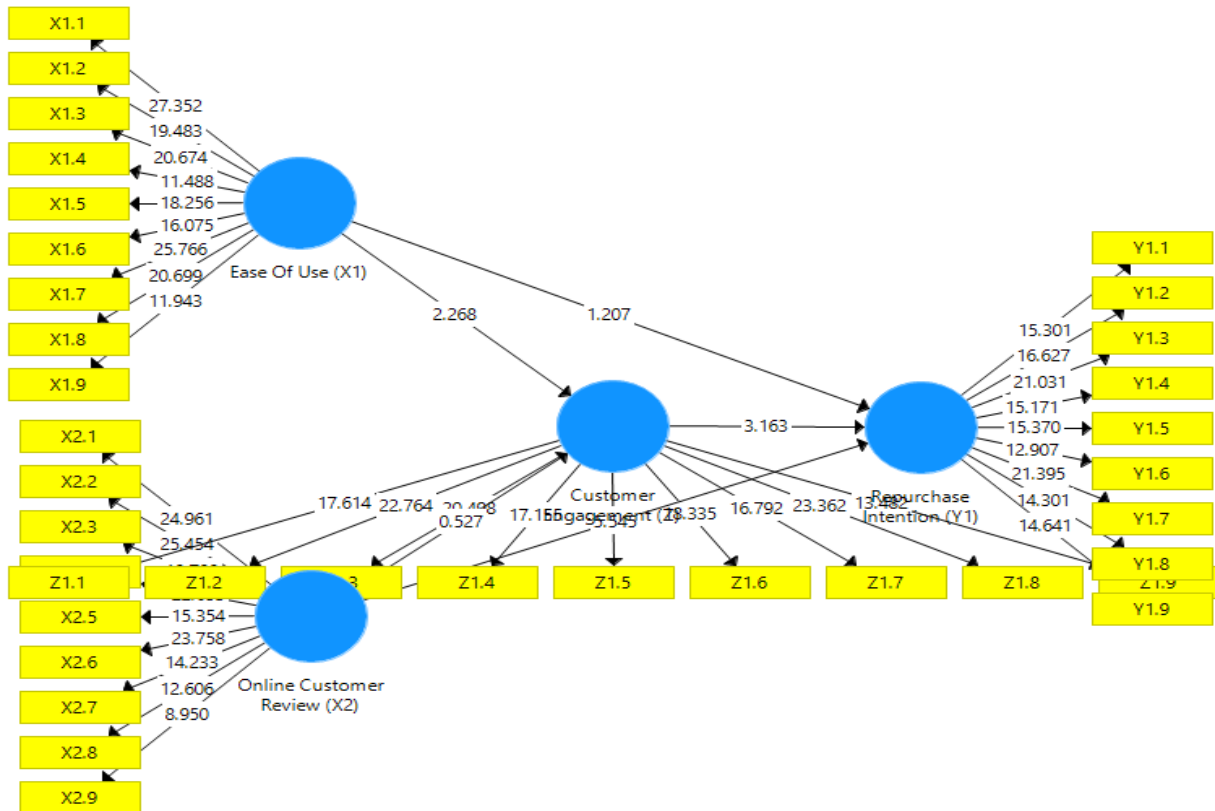


Figure 1. Model Estimation Result

Source: SmartPLS output, 2025

4. CONCLUSION

This study aims to analyze the effect of Ease of Use and Online Customer Review on Repurchase Intention with Customer Engagement as an intervening variable among consumers of Specs futsal shoes on the Shopee platform in Pontianak City. Based on the results of the SEM-PLS analysis, it can be concluded that Ease of Use has a positive and significant effect on Customer Engagement, but does not have a direct effect on Repurchase Intention. Conversely, Online Customer Review is proven to have a positive and significant effect on Repurchase Intention, but does not affect Customer Engagement. In addition, Customer Engagement has a positive and significant effect on Repurchase Intention. However, the indirect effect test results indicate that Customer Engagement is not able to mediate the effect of Ease of Use or Online Customer Review on Repurchase Intention. These findings indicate that the repurchase intention of Specs futsal shoe consumers on Shopee is more directly influenced by the quality of customer reviews and the level of customer engagement than by perceived platform ease of use alone. The results of this study provide practical implications for sellers and brand owners of Specs on Shopee to focus more on strategies for managing Online Customer Reviews and enhancing Customer Engagement. Sellers are advised to encourage consumers to provide honest, informative, and detailed reviews after purchase, as reviews are proven to be an important factor in shaping repurchase intention. In addition, improving customer engagement can be carried out through fast responses, interactive communication, and the presentation of clear and attractive product information. Although Ease of Use does not directly affect repurchase intention, maintaining application usability remains important as a supporting factor for a positive shopping experience. Theoretically, this study enriches the literature on digital consumer behavior by showing that Ease of Use is not always a direct determinant of Repurchase Intention in the e-commerce context, especially for sports products. These findings indicate that the role of Ease of Use is more dominant in encouraging consumer engagement than in driving repurchase decisions, thereby extending the understanding of the application of the Technology Acceptance Model (TAM) in the marketplace context and for specific product categories. This study has several limitations. First, the research object is focused only on Shopee users in Pontianak City and on a single product category, namely Specs futsal shoes, so the results cannot be broadly generalized. Second, the variables examined are still limited to Ease of Use, Online Customer Review, and Customer Engagement, while other factors that potentially influence Repurchase Intention have not been examined. Therefore, future research is recommended to expand the research area, add variations in product categories and e-commerce platforms, and include other variables such as price, product

quality, promotion, customer satisfaction, and trust as independent or mediating variables. The use of alternative mediating variables is expected to provide a more comprehensive understanding of the mechanisms forming consumers' repurchase intention.

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