



## The Influence of Price Fairness, Promotion, and Perceived Ease of Use on the Repurchase Intention

### ABSTRACT

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This research aims to analyze the positive influence of price fairness, promotion, and perceived ease of use on repurchase intention. The survey method was used to analyze the results. Data collection technique was carried out through a questionnaire instrument. Purposive sampling was applied in this study. The sample size was determined to be 400 samples. Questionnaires were distributed to the buyers who had made purchases at Lazada at least twice. Data analysis technique employed the Partial least Square-Structural Equation Modeling (PLS-SEM) approach of the SmartPLS program. The research results reveal that price fairness, promotion, and perceived ease of use have positive effects on the repurchase intention.

**Keywords:** Price Fairness, Promotion, Perceived Ease of Use, Repurchase Intention

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### INTRODUCTION

The Indonesian economy development and growth is currently moving rapidly due to technological advances. The technology emergence in the digital era not only facilitates the community's activities but also increases economic growth that impacts communication activities in buying and selling transactions. The presence of technology can also increase the competitiveness of companies by changing their products and services into digital business opportunities (Sestino *et al.*, 2020). Technological advances have blurred the boundaries between sellers and buyers which ultimately contributes to the emergence of new habits. Besides, this helps to reduce trade barriers, increase employment, and encourage an economic growth (Das *et al.*, 2018). This change comes with an increase in internet usage. The implementation of *work from home* and *social restrictions* made the internet growth increase significantly. As a result, there was an encouragement for changes in people's consumption along the Covid-19 pandemic.

Indonesia is one of the countries that has the highest number of internet users in Asia. According to Katadata (2022), Indonesian internet users currently have increased to 204,7 million internet users as of January 2022. This indicates that Indonesia's internet

penetration rate in 2022 reached 73,7% of the total Indonesian population of 277,7 million in January 2022. The growing number of Indonesian internet users is also modernizing the way of they conduct business operations and providing a broad platform to socialize with the real world (Yadav et al., 2021). Therefore, the presence of technology can also help to improve the competitiveness of companies by changing their products and services into digital business opportunities (Sestino et al., 2020).

According to Susanty et al. (2020), the internet allows companies to increase competitiveness, generate high profits, and growth. Nowadays, the internet and electronic commerce have transformed the business environment and created opportunities for companies and consumers around the world (Zhu et al., 2013). In business field, electronic commerce refers to using the internet as a distribution channel to buy and sell goods and also services to the consumers (Lester & Digman, 2003). Digitization blurs the line the technology and management and also facilitates the new business models that are integrated into several concepts, methods, and tools of the digital environment (Sestino et al., 2020).

E-commerce becomes the "Key Player" in growth of trade and revenue. It is a way to create an electronic marketplace and trading environment of consumer-to-consumer, business-to-business, and business-to-consumer so that most activities involving the supply of goods and services can be completed without any extended input from end-user. Besides, the consumers only need to explore product options, advertising, payment methods, and logistical considerations (Al-Fawwaz, 2022). E-commerce is an activity of buying and selling with the help of technology (Hidayanto et al., 2014). It aims to make the process easier for customers to get their needs through applications and order goods through online by using smart phone (Yohanda et al., 2019).

People are encouraged to buy goods and services online in marketplaces and e-commerce sites to make ends meet as a result of activity restrictions (Ratmono et al., 2022). The pandemic has changed people's behavior patterns to the adaptation of new habits, where people began to change their shopping styles through online, as well as shifting shopping preferences (Firmandani et al., 2021). Furthermore, the object of shopping online application observation in this study is Lazada. According to the data from Statista (2021), it was revealed that the number of monthly web visits in Lazada Indonesia started from quarter 1 2018 to quarter 1 2021 has decreased. The following is a detailed description of the problems referring to business or field phenomena that occur in Lazada.

According to Statista (2022) on Monthly Web Visits E-Commerce of Lazada shows that Lazada has decreased its ranking in the number of monthly web visits from Q1 2018 to Q1 2021. In Q1 2018, Lazada has a number of monthly web visits amounted to 117.570.000 million. However, this number decreased only in 1 quarter, that was in Q2 2018 by 49.999.000 million monthly web visits, and the total of monthly web visits continued to decrease until Q1 2021 with the number of monthly web visits amounting to 30.520.000

million. Therefore, based on the above data, Lazada must work harder in order to raise the monthly web visit level.

Based on the problems of explanations above, the focus variable repurchase intention is raised. If the repurchase intention in shopping at Lazada increases, then the revenue of Lazada will also grow. If the revenue of Lazada increases, therefore along with increased revenue, the level of monthly web visits on Lazada will also increase. Thus, these increases can have a positive impact on Lazada. Based on the description, found a number of references that point to the importance of raising the topic in the realization of Repurchase Intention, then various factors were developed related to the formation of Repurchase Intention. Some of these factors are Price Fairness, Promotion, and Perceived Ease of Use.

According to the background, then the formulation of the problem is how Lazada can improve monthly web visits. Furthermore, to answer these problems, the research question is does price fairness has a positive effect on repurchase intention? Does promotion has a positive effect on repurchase intention? Does perceived ease of use has positive effect on repurchase intention? In addition, this study result can also be used as a reference or input for Lazada to improve monthly web visits. Therefore, they could make the measurement step for improvement and prevention.

## LITERATURE REVIEW

### *The link between price fairness and repurchase intention*

Price fairness as the final result that can be received properly or fairly. Consumers commonly tend to consider the relationship between prices and their expectations of the product performance they bought. Meanwhile, repurchase intention is a purchase based on previous purchasing experience in the past (Hasan, 2018). In general, if the price fairness offered for a product or service is affordable, then the fair price is in accordance with the quality obtained and in accordance with the benefits that consumers expect when making a transaction, then the chance for consumers to make a repurchase will be even higher. Because the price is based on the quality of the product will lead to repurchase intentions. This is because the more suitable the price is perceived by consumers, the higher the intention to repurchase (Sari et al., 2016).

Fakhrudin (2019) conducted on airline passengers shows that price fairness has a positive effect on repurchase intention because if the fairness of prices gets better, this can increase repurchase decisions. Then another study conducted by Marisa dan Rowena (2020) explains that price fairness has a positive effect on the repurchase intention. That is, if the fairness of price offered is good, then the intention to repurchase is also good.

**H<sub>1</sub>:** Price fairness has a positive effect on repurchase intention.

***The link between promotion and repurchase intention***

According to (Laksana, 2019) promotion is a communication from the seller to the buyer that originates from information to change the attitude and behavior of the buyer, who previously did not know a product to know and make purchases and remember the product. Meanwhile, Latief (2018) stated that, promotion means a marketing communication that functions to disseminate information, influence, and remind the market about products or services produced by companies, thereby making consumers more willing to accept and buy them.

However, according to (Riyono & Budiharja, 2017), promotion is a series of activities carried out by companies as an effort in communicating a product to the consumers so that it can influence consumer buying interest in company products. Meanwhile (Kotler & Armstrong, 2017) argues that promotion is an activity that communicates the benefits of a product in order to persuade target consumers to be able to buy the product. In essence, it is communication that provides information to change attitudes and behavior of buyers to be able to influence consumer buying interest and persuade consumers to be able to buy the product. The promotion is expected to increase shopping intensity at Lazada. Then, the existence of quality and quantity of promotion is also expected to make consumers interested in making purchases. Therefore, with the promotion it is hoped that it can increase the size of purchases and stimulate product purchases so that they can stimulate repurchase intention. Studies conducted by Cuong (2021); Yohanda et al., (2019); Ratmono et al., (2020), stated that promotion has a positive influence on repurchasing intentions. This shows that the better the promotion offered, the higher the effect on consumer repurchase intentions.

**H<sub>2</sub>:** Promotion has a positive effect on repurchase intention.

***The link between Perceived Ease of Use and Repurchase Intention***

The ease of use can be interpreted as a facility where individuals can interact with certain software and individuals can interact with technology freely, especially from cognitive load (Lefiani & Wibasuri, 2021). If the use of the website can be used easily, quickly and free of obstacles, then website users will tend to use it more often. If website users use a website frequently, then this can have an impact on increasing online shopping.

Along with using the website, customers can make it easier to complete their work or tasks in making online purchases. Because the higher the level of convenience, the higher the level of use. Thus, this can have an impact on repurchase intentions. Based on the results of research conducted by Palma dan Andjarwati (2016); Ningrum et al. (2021); Priambodo dan Prabawani (2015), said that perceived convenience has a positive relationship to repurchase intention, where the higher the convenience the user receives, the higher a person's intention to continue using it.

**H<sub>3</sub>:** Perceived ease of use has a positive effect on repurchase intention.

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## METHODOLOGY

The objective of this study is to determine the positive effects of price fairness, promotion, and perceived ease of use on the purchase intention on Lazada company. The independent variable in this study is price fairness, promotion, and perceived ease of use, while the dependent variable is repurchase intention. The target population is buyers who have previously downloaded and purchased products on the Lazada online shopping site. Sampling technique was performed with purposive sampling. It is a sample selection method based on certain criteria (Suliyanto, 2018). Determination of certain criteria is intended to provide maximum information. The criteria applied in this study are buyers who have already made a purchase in e-commerce of Lazada and have made a minimum purchase twice. The sample size was calculated using the Lemeshow formula, that is  $n = Z^2 P (1-P)/d^2$ , where  $z$  = level of confidence 95% = 1.96, then  $p$  = maximum estimate = 50% = 0.5 and  $d$  = alpha (0,05) or error = 5% to obtain a sample of 380,25 respondents, then rounded to 400 respondents.

This study employed a Likert scale of five choice points on each questionnaire item to assess 1= strongly disagree, 2=disagree, 3=neutral, 4= agree, and 5= strongly agree. Questionnaire surveys were distributed through the use of google Forms, which are also filtered according to certain criteria. Then, the data were analyzed using statistical analysis of partial least square-structural equation modeling (PLS-SEM) which was assisted by SmartPLS 4.0 program. All items of price fairness, promotion, and perceived ease of use were the results of scale development. Next, the results of the study were evaluated for validity and reliability in the measurement model phase (inner model).

## RESULTS

Respondents in this study in general are women with private sector jobs. The most representative age of respondents was at the age of 26-30 years with a percentage of 57,3% and most domiciled in Jakarta with a percentage of 46% or as many as 184 respondents. Most of them are employees, 247 people (61,8%) with a monthly income of Rp 5.000.000 - Rp 10.000.000 (52,3%). At the collecting questionnaires step, respondents are considered ideal and able to understand the questionnaire. Then, on the psychographic and behavioural profiles, these are known that many of the respondents make purchases repeatedly in a month on the Lazada platform with a percentage of 53,3%. However, most of them selected to shop in other applications with a presentation of 58,8% with 235 respondents preferring Shopee. Then, followed by Tokopedia, Bukalapak, and Blibli with a percentage of 20,5%, 9,8%, and 0,3%, respectively. It showed that many of the respondents made repeat purchases on Lazada within a month, but many of the respondents more selected shopping in other e-commerce than on Lazada.

**Table 1. Demographic Profile of Respondents**

<b>Demographic Profile</b>	<b>n</b>	<b>%</b>
<b>Gender</b>		
Male	181	45,3%
Female	219	54,8%
<b>Age</b>		
< 17	0	0%
18-25	116	29%
26-30	229	57,3%
31-40	50	12,5%
> 50	5	1,3%
<b>Monthly Income (IDR)</b>		
< Rp 5.000.000	141	35,3%
Rp 5.000.000-Rp 10.000.000	209	52,3%
Rp 10.000.000-Rp 20.000.000	50	12,5%
> IDR 20.000.000	0	0%
<b>Occupation</b>		
Student	79	19,8%
Private Employees	247	61,8%
Civil servants/BUMN employees	32	8%
Self-employed	38	9,5%
Housewife	2	0,5%
Others	2	0,5%
<b>Educational Background</b>		
Junior High School	98	24,5%
Diploma	1	0,3%
Bachelor	289	72,3%
Master	12	3%
<b>Domicile</b>		
Jakarta	184	46%
Bogor	58	14,5%
Depok	58	14,5%
Tangerang	60	15%
Bekasi	40	10%
<b>Psychographic and Behavioural Profiles</b>		
<b>How Often Do You Shop on Lazada?</b>		
Once A Week	58	14,5%
Several Times A Month	213	53,3%
Once A Month	121	30,3%
Not Sure	4	1%
Rare	4	1%
<b>What E-commerce Do You Use Most Often?</b>		
Lazada	43	10,8%
Shopee	235	58,8%
Tokopedia	82	20,5%
Bukalapak	39	9,8%
Blibli	1	0,3%

Source: Data Processing Results (2022)

### Measurement Model

PLS-SEM analysis was performed first on outer model to determine how compatible an object was through a hypothetical construct (Hamid et al., 2017). Next, outer model analyzed by examining unidirectional predictive correlations between each latent concept and observable indicators (Hair et al., 2011). Outer model was required to assess the reliability and validity tests. Thus, in the validity test findings, the constructs found will be able to help a better understanding of the quality metrics used (Hair et al., 2010). In addition, the measured variable must have a good level of validity and reliability, to assess the correlation significance of the model structure (Fornell et al., 1981). Validity test was carried out by measuring the average variance extraction (AVE), loading factor, and discriminant analysis. The instruments had met the validity requirements, if the value of suggested loading factor was more than 0,50 and discriminant validity test, the parameter measured was to look at outer loading, with a suggested value of 0,70 on each indicator (Sugiyono, 2015). Then, the reliability test was measured by composite reliability (CR) where the CR value must be greater than 0,7 (Sekaran & Bougie, 2016).

**Table 2. Evaluation of Measurement Models**

Constructs and Items		Outer Loading
<b>Price Fairness/PF (AVE= 0.565, CR = 0.886)</b>		
PF1	1. Lazada's set price is affordable to me	0.705
PF2	2. The prices Lazada are based on the quality	0.757
PF3	3. The prices offered by Lazada are quite competitive	0.734
PF4	4. Lazada set prices are based on the benefits	0.753
PF5	5. Price is the first consideration when I buy things on Lazada	0.808
PF6	6. I often compare prices beside on Lazada before buying	0.749
<b>Promotion/PRO (AVE= 0.551, CR = 0.880)</b>		
PRO1	1. I know Lazada because it often gives promotion frequency	0.715
PRO2	2. The promotions quality that Lazada offers is excellent	0.721
PRO3	3. Promotions offered by Lazada with a wide selection product	0.789
PRO4	4. The promotions given by Lazada are based on the exact time such as National online shopping day	0.717
PRO5	5. The duration of the promotions offered by Lazada varies	0.725
PRO6	6. Promotions offered by Lazada affect me in making repeat purchases	0.783

**Table 2. Evaluation of Measurement Models**

Constructs and Items		Outer Loading
<b>Perceived Ease of Use/PEOU (AVE= 0.620, CR = 0.867)</b>		
PEOU1	1. I feel that the Lazada' website is easy to learn	0.763
PEOU2	2. Lazada's website is easy to control according to your wishes	0.753
PEOU4	4. The Lazada's website is easy to managed	0.836
PEOU5	5. The layout in the website is easy to understand	0.796
<b>Repurchase Intention/ PEOU (AVE= 0.548, CR = 0.879)</b>		
RI1	1. I prefer to shop online at Lazada rather than offline stores	0.719
RI2	2. Shopping on Lazada saves time	0.710
RI3	3. Shopping on Lazada is cost-effective	0.720
RI4	4. I would recommend Lazada to others	0.725
RI5	5. I more like shopping on Lazada that other e-commerce	0.722
RI6	6. I tend to make repeat purchases on Lazada	0.837
Description: AVE=average variance of extracted; CR=composite reliability; *=significant (two-tailed test, p<0.05).		

**Sources:** Data processing results (2022)

Table 2 shows that all items have a loading factor value above 0.7. Previously, there are two items deleted because the value of the loading factor was less than 0.7. Furthermore, the calculation results show that the Ave value ranges from 0.548 to 0.620. Likewise, the outer loadings values was from 0.705 to 0.837. Therefore, the items are valid because all the loading factor values have been > 0.7 therefore all items can be said to be valid and reliable (Hair et al., 2019). Then, the reliability test was carried out by concerning the recommendations of Ghozali and Latan (2014), namely by calculating composite reliability. The calculation shows that the composite reliability value is between 0,867 to 0,886 and has met the minimum requirement of 0.7 (Hair et al., 2014). Table 3 indicates that the discriminant validity test has been met showed the Ave root value is greater than the correlation value between variables.

**Table 3. The Fornel-Larcker Criteria**

	PEOU	PF	PRO	RI
PEOU	0.788			
PF	0.739	0.752		
PRO	0.725	0.629	0.742	
RI	0.718	0.663	0.715	0.740

**Sources:** Data processing results (2022)

**Structural Model**

After testing the measurement model, this study tested the structural model. The results of structural tests are presented in the following table.



**Table 4. The Evaluation of R-square (R<sup>2</sup>)**

Endogenous Construct	R Square
Repurchase Intention	0.616

**Sources:** Data processing results (2022)

Based on Table 4, the R-square value for repurchase intention variables is 0.616. Sarstet et al. (2017) mentioned that the R<sup>2</sup> values of 0.75, 0.50, and 0.25 imply the strong, medium, or weak models. Based on Table 4, a result of 0.616 indicates that the model is in the medium category. Its value explains that the repurchase intention construct described by the price fairness, promotion, and perceived ease of use of 61.6%, the remaining of 38.4% was explained by other constructs outside this study. The next test is collinearity test which aims to determine whether the research model has a tendency of collinearity or not. Limit value of variance inflation factor (VIF) is used to determine whether a collinearity tendency is maximum of 5.0 or not. If the VIF value is more than 5.0, then there is a collinearity tendency (Hair et al., 2014).

**Table 5. Evaluation of Collinearity**

Construct	VIF
Price Fairness	2.298
Promotion	2.194
Perceived Ease of Use	2.928

**Sources:** Data processing results (2022)

Table 5 shows that the VIF value in the model is below 5.0. It can be concluded that there is no collinearity on the model. Based on the data processing that has been done above, the results of data processing can be used to answer the hypothesis in this study. Hypothesis testing can be seen through the t-value and p-stat value. These hypothesis can be stated as supported if the t-value > 1.65 or p-value < 0.05 with one-tailed test. Based on the results of hypothesis testing (Table 6), it shows all hypotheses in this study are supported.

**Table 6. Hypothesis Test Results**

Hypothesis	Standardized Path Coefficient	t-value	p-value	Decision
H <sub>1</sub> : Price fairness has a positive effect on repurchase intention.	0.217	2.141	0.033	Supported
H <sub>2</sub> : Promotion has a positive effect on repurchase intention.	0.369	3.547	0.000	Supported
H <sub>3</sub> : Perceived ease of use has a positive effect on repurchase intention.	0.290	2.632	0.009	Supported

**Sources:** Data processing results (2022)

## **DISCUSSION**

This study was conducted to Lazada customers, where selected customer in this study were those who have made repeat purchases on Lazada at least twice. In this study, 400 selected samples were considered to meet the criteria of the sample. The results revealed that the results of the first hypothesis test ( $H_1$ ) is price fairness which has positive effect on repurchase intention, and it is supported. It is evidenced by the t-value of  $2.141 > 1.65$  and the positive path coefficient at  $0.217$ . These results are in line with the previous research conducted by Fakhrudin (2019) which states that price fairness has positive effect on repurchase intention. When this price fairness is higher, it can increase repurchase intention. These results are also supported by the research of Marisa and Rowena (2020) and Kim et al. (2013) which explains that if the fairness of the price offered is good, then the intention to buy back is good as well. Thus, consumers are very concerned to the price fairness in order to perform repurchase intention. If the fairness of the price offered is directly proportional to the quality of the consumer, it will make a purchase again. Otherwise, if the fairness of the price is not directly proportional to the quality, the consumers will be reluctant to make a repeat purchase. This is not separated from the ease of information about products in various other e-commerce. Therefore, it is important to maintain the fairness of prices so that interest in re-purchases can increase. Suppose the fairness of the price offered by a product or service can be reached and can be in accordance with the expected benefits of consumers when transacting the chances of consumers when making a repurchase will be higher.

Then, the testing results of the second hypothesis ( $H_2$ ) that promotion has a positive effect on repurchase intention, and supported. This is proven by the t-value of  $3.547 > 1.65$  and the path coefficient is positive for  $0.369$ . In this globalization era, competition between e-commerce is getting higher. Lazada is trying to attract consumers to increase market share, one way is to do promotions in order to stimulate interest in encouraging repeat purchases. This study's results align with previous research conducted by Cuong (2021); Yohanda et al. (2019); Silaen et al. (2019) which states that promotion has a positive effect on the repurchase intention. This shows that the better promotion offered, then the higher influence on repurchase intention in Lazada application. If the promotion offered is less attractive in the view of consumers, so the interest in re-buying will also be lower. Thus, promotion is needed to foster interest in re-purchasing. A promotion can be stated to be attractive or not, and the level of customer intent can measure its success in making repeat purchases. Thus, the more attractive promotion offered, the more attractive it will be for consumers to make repeat purchases on Lazada. This is because the promotion can strengthen consumer decisions in making repeat purchases.

Furthermore, based on the results of testing third hypothesis ( $H_3$ ) is perceived ease of use has positive effect on repurchase intention, and it is supported. This is evidenced by the t-value of  $2.632 > 1.65$ , and the path coefficient is positive at  $0.290$ . Some aspects that encourage the perception of ease of use are consumers who felt that they could

easily learn to operate the application/website, quickly find the product needed, get quick help when having trouble understanding the application/website menu, easy to understand interactions, and compare products or commodities. Thus, consumers do not experience difficulties when making transactions in e-commerce. Consumers are also helped by the ease in making shopping decisions. Thus, the perceived ease of use has an important effect. Because when buyers find it easy to interact with an e-commerce to find product information and transact, they will perceive shopping at Lazada e-commerce as more valuable and profitable.

The results of this study are supported by research conducted by Wafiyah and Kusumadewi, (2021); Ningrum et al. (2021); Yohanda et al. (2019): who stated that perceived ease of use has a positive correlation with the repurchase intention. The more complex an e-commerce is considered, the more likely it is to be used. Hence, it can be concluded that, ease of use refers to the customer's perception of the ease of using the facility and will affect customer decision making. The higher perceived ease of use, the higher re-purchase interest of consumers to continue in using it. If consumers feel the ease in making purchases on Lazada in using e-commerce and the higher the level of ease felt by buyers. Therefore, the higher the positive responses felt by Lazada buyers it can encourage an increase in repeat purchases on Lazada. This is because if the perception of ease in getting a product increases and the intention to buy back also increases.

## CONCLUSIONS

Based on the results of data analysis and discussion above, these can be concluded that price fairness has a positive effect on repurchase intention. Besides, promotion has a positive effect on repurchase intention. Last, perceived ease of use has a positive effect on repurchase intention.

## Limitations and Directions for Further Research

Despite the rigorous nature of this study, there are still several limitations existed on this study. First of all, this study was conducted in Lazada, which might indicate that the results of this study might not be able to be generalized properly on the other e-commerce consumers. Therefore, author suggest for future study to conduct a study using this model by increasing the number of respondents participating in the study.

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