

The Influence of Site Popularity, Personal Integrative Benefits, and Social Integrative Benefits on repurchase Intention of E-Commerce Products in Banda Aceh: Satisfaction Asmediator

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ABSTRACT: The purpose of this study is to investigate how site popularity, personal integrative benefits, and social integrative benefits affect the repurchase intentions for e-commerce products in Banda Aceh. The study also explores the role of customer satisfaction as a mediator in this relationship. The research was conducted among all residents of Banda Aceh City and its surroundings who have shopped online on e-commerce platforms, such as Shopee, Tokopedia, Lazada, Blibli, Bukalapak, and others, more than once. A sample of 216 people was selected using Purposive sampling. The Structural Equation Modeling (SEM) was used to analyze the model. The results of the test indicate that site popularity, personal integrative benefits, and social integrative benefits do not have a direct influence on repurchase intentions. However, all three factors have a direct influence on customer satisfaction. Customer satisfaction, in turn, has a direct influence on repurchase intentions. Additionally, this study found that customer satisfaction mediates the relationship between site popularity, personal integrative benefits, and social integrative benefits on repurchase intentions. The limitation of the study is that it only focuses on the Theory of Reasoned Action (TRA) theory in the repurchase intention variable. Future researchers can expand the scope of the model and contribute to the literature on why consumers repurchase from a platform.

Keywords: *E-commerce*, Repurchase Intention, Site Popularity, Personal Integrative Benefits, Social Integrative Benefits, Consumer Satisfaction.

I. INTRODUCTION

The development of technology today is very rapid and has provided many benefits to humans. All technological developments are supported by the Internet. Internet technology is pushing businesses into the electronic age, changing the way consumers communicate, shop, buy, and evaluate products and services (Amoako, Doe, & Neequaye, 2023). The number of internet users in Indonesia increasing from year to year based on data from January 2022, the number of internet users in Indonesia reached 249.56 million out of a total population of 270 million (Wolff, 2023b). The average daily time spent by respondents in Indonesia using search engines is about 7 hours and 42 minutes. Meanwhile, they spend an average of 3 hours and 18 minutes on social media each day (Wolff, 2023a). The majority of Gen Z (35%) and Gen Y (26%) respondents use the internet for more than 6 hours per day. While those who access the internet more than 6 hours per day in the Gen X and Boomers groups are less, only 19% (Ahdiat, 2023). The majority or 74.9% of respondents use the internet to get information/news. Furthermore, respondents access the internet for social media use with a percentage of 74.02%. Then for the purchase of goods/services as much as 16.51% (Annur, 2023). According to Laudon (2017), *E-Commerce* is the use of the internet, web, and mobile applications and browsers that run on mobile devices to transact business. *E-commerce* in Indonesia such as Shopee, Tokopedia, Lazada, Blibli, and Bukalapak makes it easier for people to do online shopping activities. Online purchasing behavior is an assessment of how consumers and businesses use the internet along with other communication channels when choosing and buying products and services (Chaffey, 2009). Previous research has examined repurchase intentions through consumer satisfaction (Trivedi & Yadav, 2020); (Malekpour et al., 2022); (Miao et al., 2022). According to Ipsos survey results, among e-commerce players in Indonesia, Shopee, Tokopedia, Lazada, and TiktokShop, the one ranked first is Shopee. Shopee provides a place for sellers and buyers to interact and carry out buying and selling transactions online. Shopee

sells various products, from clothing, accessories, and electronic equipment, to beauty products and others. Tokopedia has superior products, namely electronics, fashion, health and beauty, and other popular products. There are several reasons why Tokopedia is ranked second and is less popular with buyers, namely the promotions given do not attract buyers' interest, poor purchasing experience, lack of security in transactions, difficulties in payments, and other problems. Shopee is ranked first, this is because consumer satisfaction is influenced by experience in using e-commerce, thus encouraging the maintenance of consumer purchasing behavior and determining the intention to buy again (Oliver, 2010); (Kassim & Asiah Abdullah, 2010); (Chiu & Cho, 2019). Satisfied consumers show good intentions such as revisiting websites and repurchasing intentions (Carlson & O'Cass, 2010); (Chiu & Cho, 2019). In the first quarter of 2023, Indonesian e-commerce Shopee was ranked first on the most clicked e-commerce site in Indonesia, with more than 158 million clicks. Followed by Tokopedia and Lazada. (Ahdiat, 2023a). One of the factors that influence consumers' online repurchase intentions on e-commerce sites is the popularity of the site. From previous research it was found that repurchase intention is related to popularity through consumer satisfaction (Filiari & Lin, 2017); (Wang et al., 2018); (Chiu & Cho, 2019); (Garcia, 2020). But consumers prefer famous or popular sites not only because they provide quality or useful value, but also because they represent their self-image (Chang & Ko, 2014); (Chiu & Cho, 2019). However, brand image does not have a significant effect on repurchase intention (Rizki et al., 2022). There is another factor, namely personal integrative benefits, which can also influence repurchase intentions through consumer satisfaction. Personal integrative benefits such as reputation gain and self-presentation needs, evoke positive memories (Schmitt et al., 2015); (Zollo et al., 2020). Research states that interactions between consumers can increase feelings of community, which increases motivation to engage and jointly create value with the brand (Zollo et al., 2020). However, in other studies, personal integrative benefits are not significant and are contradictory in other studies because personal integrative benefits are desired rather than reasons to be more involved with the organization and customers through the system (Verhagen et al., 2015). Another important factor that influences repurchase intentions is social integrative benefits. This is by research conducted by Alnawas & Aburub (2016), which states that consumer interactions with well-known e-commerce can be an important source of value and can shape consumer satisfaction and purchase intentions in the future. However, social integrative benefits do not affect satisfaction. However, according to other research, social integrative benefits directly and indirectly have a positive impact on satisfaction (Han et al., 2018), and can influence repurchase intentions (Chou & Chen, 2018). According to Ajzen and Fishbein (1980), the Theory of reasoned action (TRA) focuses on individual behavior. Motivation is a possibility to determine involvement in the behavior that is owned. Emphasizes the relationship between attitudes, subjective norms, and behavior. This theory states that an individual's behavior is driven by their intention to act and their intention is influenced by their attitude towards this behavior and how their subjective norms (i.e. social influence) influence their thought patterns (Liu et al., 2017). This research focuses on repurchase intentions by testing the TRA model as well as through consumer satisfaction and the factors that influence it, namely site popularity, personal integrative benefits, and social integrative benefits.

II. LITERATURE

Repurchase Intention

Filiari & Lin (2017), stated that repurchase intention includes consumer satisfaction when expectations regarding product performance at the pre-purchase level are met by the consumer's experience in using the product at the post-purchase consumer decision-making process stage. There are several factors for repurchase intention, namely aesthetic and utilitarian factors (design attractiveness, perceived quality), sociocultural factors (subjective norms), and brand value factors (brand popularity) (Filiari & Lin, 2017); customer satisfaction, quality, loyalty, perceived value (Chatzoglou et al., 2022). Wijaya et al. (2018), stated that repurchase intention is the consumer's tendency to visit a website and consider providing products and services from the same online shop and have a commitment to the online shop. The indicators are returning to transacting online in the future, recommending to friends, intending to continue transacting online rather than stopping shopping online, intending to continue making transactions using traditional methods, intending to transact online at the same vendor (Terblanche, 2018); (Wijaya et al., 2018). In the process of repurchasing a product, there is a consumer decision-making process that involves a series of cognitive actions before consumers make a purchasing decision (Amoako et al., 2023), a positive evaluation of previous purchasing experiences (Garcia, 2020).

Site Popularity

Advances in information technology make it possible to rank websites as a benchmark or indicator for assessing the quality and popularity of a site or blog, measuring web popularity using 4 indicators, namely traffic range, bounce rate, search traffic and top keywords from search engines, site linking (Pujianto et al., 2016). Brand popularity is a consumer's assessment of the level of diffusion or popularity of a brand in the society where the consumer lives. This

refers to consumer perception (Filieri & Lin, 2017); awareness, brand consumption (Chiu & Cho, 2019); social influence, reference intensity, and collective consumption enhancing this effect (Luo et al., 2014).

Personal Integrative Benefits

Personal integrative benefits i.e. self-efficacy from achieving a particular community status may represent a further type of benefit that is of value to the customer, as well as conveying new ideas of great potential, the customer may win a reputation as well as gain status related to high-impact skills involving increased credibility status, self-efficacy (Lorenzo-Romero et al., 2014); and self-realization (Han et al., 2018). These benefits relate to the ability of mobile applications to increase credibility, status and consumer trust; enhance its reputation or prestige among similar customers and application sponsors; and allow consumers to achieve a sense of self-efficacy (Alnawas & Aburub, 2016).

Social Integrative Benefits

Social integrative benefits are derived from the social and relational relationships that develop over time between consumers and other users of the same application, indicators of which are: social identification, sense of belonging, social connection, relationships with relevant people, social insight, discussion and interaction, replacement of friendship in the real world (Alnawas & Aburub, 2016). Social benefits refer to the establishment of good interpersonal relationships and the expansion of community social networks, so that community members gain a sense of belonging and social identity (Han et al., 2018); and relational and social ties (Lorenzo-Romero et al., 2014).

Consumer Satisfaction

According to Armstrong & Kotler (2015, p. 42), customer satisfaction depends on the product's perceived performance relative to the buyer's expectations. If product performance does not meet customer expectations, then the customer is dissatisfied. If the product performance meets customer expectations, then the customer is satisfied. Satisfaction by comparing previous experiences with current experiences (Liang et al., 2018); customer perceptions of a series of product performance attributes (Heriyana et al., 2019). Satisfaction in using a mobile application results from the user's assessment and impression of the application's performance in several aspects, namely experience, pre-purchase, using the application, pre-purchase using the application (Alnawas & Aburub, 2016).

E-Commerce

Following Laudon (2017), E-commerce is the process of conducting business transactions using the Internet, web, and mobile applications, as well as browsers running on mobile devices. This includes activities such as online shopping, online banking, and online ticket booking. Additionally, E-commerce allows businesses to reach out to a wider audience and engage with customers from all over the world. Chaffey (2009) describes E-commerce as an electronically mediated exchange of information between organizations and their external stakeholders. This means that E-commerce is not limited to just online transactions, but also includes the exchange of information such as emails, documents, and data. Furthermore, E-commerce has become an essential tool for businesses to connect and collaborate with their suppliers, partners, and customers cost-effectively and efficiently.

Conceptual framework

Popularly, consumer satisfaction has a positive influence on repurchase intentions and also differences in gender and age roles (Chiu & Cho, 2019); cultural and social factors, for example, the environment because many people use smartphones (Filieri et al., 2017). However, site popularity does not have a direct effect on repurchase intentions (Garcia, 2020). Personal integrative benefits and social integrative benefits do not have a direct relationship with purchase intentions (Alnawas & Aburub, 2016). However, the personal benefits and motivation of customers participate in creative activities (Lorenzo-Romero et al., 2014). Consumer satisfaction influences repurchase intentions (Chiu & Cho, 2019); (Malekpour et al., 2022); (Runaika & Nizam, 2020); perceived benefits (Han et al., 2018); social benefits (Chou & Chen, 2018); (Trivedi & Yadav, 2020). Thus the hypothesis can be set:

H₁ = Site popularity affects repurchase intention

H₃ = Personal integrative benefits affect repurchase intention

H₃ = Social integrative benefits affect repurchase intention

H₄ = Customer satisfaction affects repurchase intention

The popularity of sites that are well-known and have a good reputation in the eyes of consumers tends to increase consumer satisfaction (Chiu & Cho, 2019); (Garcia, 2020). Consumers feel more confident when using sites they know and trust. Satisfaction with popular cars is lower than satisfaction with unpopular cars, this is due to higher expectations and prices, intense competition, over-hype effects, focus on popularity rather than quality, and so on

(Wang et al., 2018). Personal integrative benefits and social integrative benefits influence consumer satisfaction (Alnawas & Aburub, 2016); and perceived benefits (Han et al., 2018). Thus the hypothesis can be set:

- H₅ = Site popularity affects customer satisfaction
- H₆ = Personal integrative benefits affect consumer satisfaction
- H₇ = Social integrative benefits affect consumer satisfaction

Site popularity refers to the level of recognition, attention, and attractiveness that a website has among users and potential audiences that influences consumer satisfaction and generates repurchase intentions (Garcia, 2020); (Chiu & Cho, 2019). Thus the hypothesis can be set:

- H₈ = Customer satisfaction mediates the site popularity effect on repurchase intention
- H₉ = Customer satisfaction mediates the personal integrative benefits effect on repurchase intention
- H₁₀ = Customer satisfaction mediates the social integrative benefits effect on repurchase intention

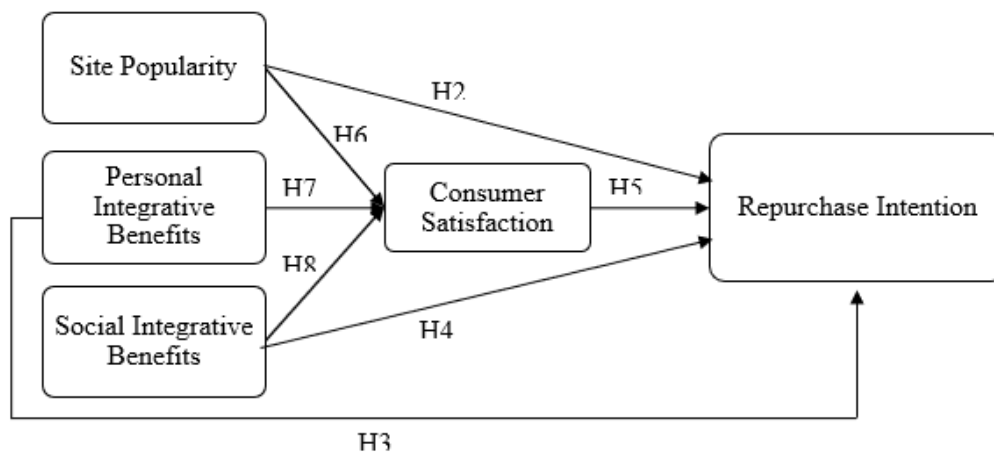


Figure 1.
Research Model

III. METHOD

The research object is the E-commerce platform, regarding the repurchase intentions by online consumers, site popularity, personal integrative benefits and social integrative benefits, and consumer satisfaction as mediation. The research subjects were residents of the Banda Aceh city and its surroundings who had shopped online more than once.

In this research, the sampling technique used nonprobability sampling with purposive sampling (Sekaran & Bougie, 2016 ; p. 246). The sample from this research must meet the following requirements:

- A. Customers from the baby bomber generation, Gen X, Gen Y, and Gen Z
- B. Customers who have shopped online more than once
- C. Customers who live in Banda Aceh and surrounding areas

The number of samples used follows the theory of (Hair Jr, Black, Babin, & Anderson, 2018), which states that the minimum sample size is 5 - 10 times the number of indicators used, so the sample size was :

$$\begin{aligned} \text{Sample size} &= \text{Number of Indicators} \times 5 - 10 \\ &= 24 \times 9 \\ &= 216 \text{ respondents} \end{aligned}$$

The data used was primary. It can be obtained from questionnaire-type survey methods through the internet or web surveys such as *Google Forms*, *instant messaging* (WhatsApp and Telegram), and social media (Instagram, TikTok, Facebook). The questionnaire is distributed in the form of links one by one (*personal chat*) and in bulk (*group*). This

research uses a Likert scale. In this study, it builds constructs from previous theories that are binding on the measurement of repurchase intentions, namely

1. Repurchase intentions are measured using indicators, namely returning to online transactions in the future, recommending it to friends, Intending to keep transacting rather than not shopping online, Intending to keep transacting in online applications rather than transacting in traditional ways, Intending to transact online in the same application (Wijaya, Farida, & Andriyansah, 2018).
2. Site popularity is measured using indicators, namely traffic range, bounce rate, search traffic and top keywords from search engines, and site linking(Pujianto, Naproni, & Kadarsih, 2016).
3. Personal integrative benefits are measured using indicators, namely. credibility, status, individual self-confidence, personal values, and self-insight(Alnawas & Aburub, 2016).
4. Social integrative benefits are measured using indicators, namely. identification of others, sense of belonging, Individuals to establish relationships with family, friends, and society, develop and improve consumer relationships with appropriate others, add insight to others, and find common ground for discussion and social interaction (Alnawas & Aburub, 2016).
5. Consumer satisfaction is measured using indicators, namely buying experience, pre-purchase experience (for example; consumer education, product search, quality of information about products, product comparison), purchase experience using the application (for example payment procedures), pre-purchase experience using the application (for example customer support and after-sales support, handling returns/ refunds, delivery services)(Alnawas & Aburub, 2016).

The analytical technique used is SEM (*Structural Equation Model*) obtained from the AMOS statistical software package. as well as indirect hypothesis testing using theory (Baron & Kenny, 1986).

IV. RESULT

Direct Hypothesis Testing

Testing the effect of the direct hypothesis can be seen below.

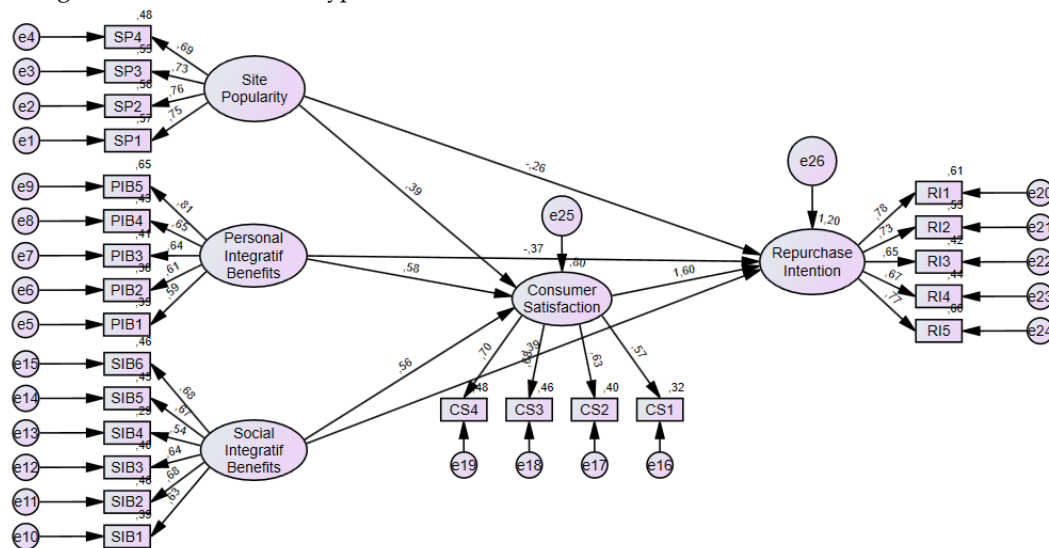


Figure 2. SEM-AMOS Test Results

Table 1 SEM-AMOS Test Results

			Estimate	Stand Estimate	S.E	CR	P
Consumer Satisfaction	<---	Site Popularity	0.255	0.392	0.049	5,151	***
Consumer Satisfaction	<---	Personal Integrative Benefits	0.457	0.577	0.079	5,782	***
Consumer Satisfaction	<---	Social Integrative Benefits	0.435	0.562	0.074	5,857	***
Repurchase Intention	<---	Consumer Satisfaction	2,127	1,602	0.573	3.71	***

			Estimate	Stand Estimate	S.E	CR	P
Repurchase Intention	<---	Site Popularity	-0.225	-0.261	0.155	-1,456	0.145
Repurchase Intention	<---	Personal Integrative Benefits	-0.39	-0.371	0.267	-1.46	0.144
Repurchase Intention	<---	Social Integrative Benefits	-0.404	-0.393	0.256	-1,579	0.114

Source: Primary Data, 2024 (processed)

a. Site Popularity on Repurchase Intention

Based on Table 1, the estimated parameter values for testing site popularity on repurchase intentions show a C.R value of $-1.456 \leq 1.96$ with a probability of $0.145 \geq 0.05$ so Ho1 is not accepted. The estimate is -0.261 or -26.1%, meaning if a site's popularity increases by 1 point, repurchase intentions will decrease by -26.1% (not significant enough). Thus, it is stated that site popularity does not have a significant effect on repurchase intentions for e-commerce products in Banda Aceh. According to Martin Fishbein's theory, Theory of Reasoned Action (TRA) explains human social behavior in the form of factors that influence a person to act. The factors are as expected, changes in a person's behavior, norms, and control beliefs will influence their intentions and actions (Atjen, 2016). The results of this study are different, stating that the popularity of e-commerce has a significant effect on repurchase intentions (Filieri & Lin, 2017); (Chiu & Cho, 2019); (J. H. Kim, 2018). The differences in the results of this research with previous research are due to research characteristics, research objects, research subjects, and demographics.

b. Personal Integrative Benefits on Repurchase Intention

Based on Table 1, the estimated parameter values for testing personal integrative benefits on repurchase intentions show a C.R value of $-1.46 \leq 1.96$ with a probability of $0.144 \geq 0.05$ so Ho2 is not accepted. The estimate is -0.371 or -37.1%, meaning if personal integrative benefits increase by 1 point, repurchase intentions will decrease by 37.1% (not significant enough). Thus, it is stated that personal integrative benefits do not have a significant effect on repurchase intentions for e-commerce products in Banda Aceh. Kotler & Lee (2019) explain that Ajzen and Fishbein's theory of reasoned action suggests that an individual's behavioral interest is influenced by two key factors. The first factor is the individual's belief in the outcomes of the behavior they perform, while the second factor is the individual's perception of the opinions of those closest to them about the behavior. In conclusion, people will take an action if it has positive value from existing experiences and the action is supported by the individual's environment. This is because personal integrative benefits must have a strong relationship to influence repurchase intentions. This is consistent with Alnawas & Aburub (2016); Chuah et al. (2022); Han et al. (2018), which state that personal integrative benefits do not have a significant effect on consumer purchase intentions. However, these results are different from research from Kumar & Kashyap (2022), which states that personal integrative benefits do not affect repurchase intentions.

c. Social Integrative Benefits on Repurchase Intention

Based on Table 1, the estimated parameter values for testing social integrative benefits on repurchase intentions show a C.R value of $-1.579 \leq 1.96$ with a probability of $0.144 \geq 0.05$ so Ho3 is not accepted. The estimate is -0.393 or -39.3%, meaning if social integrative benefits increase by 1 point, repurchase intentions will decrease by 37.1% (not significant enough). Thus, it is stated that social integrative benefits do not have a significant effect on repurchase intentions for e-commerce products in Banda Aceh. Based on the results of this research, the factors that influence a person's repurchase intention must be expected factors such as consumer satisfaction. This is consistent with Alnawas & Aburub (2016), stating that personal benefits and social benefits do not affect purchase intentions. However, the results of this research are different from research by Chou & Chen, (2018); Gao et al. (2023); Han et al (2018) stated that social integrative benefits have a positive effect on repurchase intentions. Based on the results of this research, the factors that influence a person's repurchase intention must be expected factors such as consumer satisfaction.

d. Consumer Satisfaction on Repurchase Intention

Based on Table 1, the estimated parameter values for testing consumer satisfaction with repurchase intentions show a C.R value of $3.71 \geq 1.96$ with a probability of $*** \leq 0.05$ so that Ha4 is accepted. The estimate is 1.602 or 160.2%, meaning if consumer satisfaction increases by 1 point, repurchase intentions will increase by 160.2%. Thus, it is stated that consumer satisfaction has a significant effect on repurchase intentions for e-commerce products in Banda Aceh. In building repurchase intentions, it is important to make consumers feel satisfied with the products they buy. So the more satisfied consumers are with the product they have purchased, the greater the opportunity for consumers to make a

repeat purchase or have the intention to repurchase. This is consistent with Malekpour, Yazdani, & Rezvani, (2022); Trivedi & Yadav (2020); Tandon et al. (2020), which state that consumer satisfaction influences repurchase intentions.

e. Site Popularity on Consumer Satisfaction

Based on Table 1, the estimated parameter values for testing site popularity on consumer satisfaction show a C.R value of $5.151 \geq 1.96$ with a probability of $*** \leq 0.05$ so that Ha5 is accepted. The estimate is 0.392 or 39.2%, meaning if the site's popularity increases by 1 point, consumer satisfaction will increase by 39.2%. Thus, it is stated that site popularity has a significant effect on consumer satisfaction with e-commerce products in Banda Aceh. This is consistent with Wang et al. (2018); Zhang et al. (2013); Chiu & Cho (2019); Garcia (2020), who states that site popularity affects consumer satisfaction.

f. Personal Integrative Benefits on Consumer Satisfaction

Based on Table 1, the estimated parameter values for testing personal integrative benefits on consumer satisfaction show a C.R value of $5.782 \geq 1.96$ with a probability of $*** \leq 0.05$ so that Ha6 is accepted. The estimate is 0.577 or 57.7%, meaning if personal integrative benefits increase by 1 point, consumer satisfaction will increase by 57.7%. Thus, it is stated that personal integrative benefits have a significant effect on consumer satisfaction with e-commerce products in Banda Aceh. This is consistent with Alnawas & Aburub (2016), which states that personal integrative benefits influence consumer satisfaction. However, the results of this study differ from Han et al. (2018), stating that the relationship between self-realization/personal benefits and customer satisfaction in this study is not significant.

g. Social Integrative Benefits on Consumer Satisfaction

Based on Table 1, the estimated parameter values for testing social integrative benefits on consumer satisfaction show a C.R value of $5.857 \geq 1.96$ with a probability of $*** \leq 0.05$ so that Ha7 is accepted. The estimate is 0.562 or 56.2%, and if social integrative benefits increase by 1 point, consumer satisfaction will increase by 56.2%. Thus, it is stated that social integrative benefits have a significant effect on consumer satisfaction with e-commerce products in Banda Aceh. This is consistent with research from Zhou et al (2014), stating that utilitarian and social benefits are more important for female users in predicting consumer satisfaction. However, the results of this study are the opposite of Alnawas & Aburub (2016); Han et al. (2018); Evelina (2022), state that social benefits do not affect consumer satisfaction.

Indirect Hypothesis Testing (Mediation)

h. Consumer Satisfaction as Mediator Between Site Popularity on Repurchase Intention

To find out briefly the results of hypothesis testing, we can see the results of the mediation effect analysis using the Z value from the Sobel test which is included in the calculation as follows:

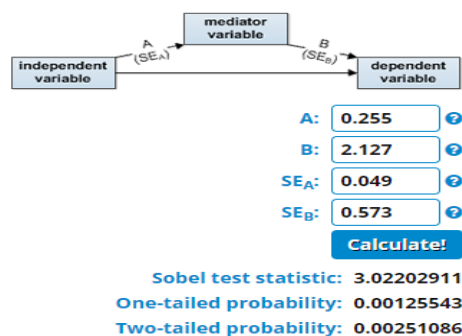


Figure 3. Sobel Test Calculation of Consumer Satisfaction as a Mediator Between Site Popularity on Repurchase Intentions

Based on Figure 3, the Sobel test calculation of the satisfaction impact as a mediator of site popularity and repurchase intentions states that the Z value is $3.02 \geq 1.96$ with $p 0.000 \leq 0.05$ so Ha8 is accepted. These results suggest that the indirect influence of site popularity on repurchase intentions is fully mediated by consumer satisfaction. Thus, consumer satisfaction has a significant effect as a mediator between site popularity and repurchase intentions for e-commerce products in Banda Aceh. This is consistent with research by Chiu & Cho (2019); Garcia (2020); and Zhang et al.

(2013), which states that popularity influences consumer satisfaction, and consumer satisfaction influences repurchase intentions.

i. Consumer Satisfaction as Mediator Between Personal Integrative Benefits on Repurchase Intentions

To find out briefly the results of hypothesis testing, it can be seen in the results of the mediation effect analysis using the Z value from the Sobel test which is included in the calculation as follows:

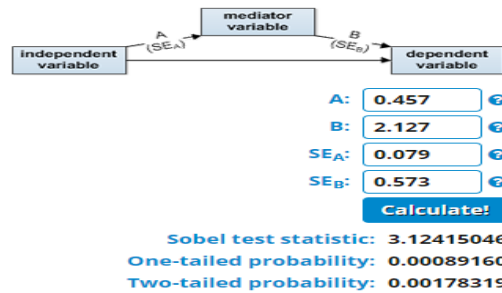


Figure 4 Sobel Test Calculation of Consumer Satisfaction as a Mediator Between Personal Integrative Benefits on Repurchase Intentions

Based on Figure 4, the results of the Sobel test calculation of the influence of consumer satisfaction as a mediator between personal integrative benefits on repurchase intentions state that the Z value is $3.12 \geq 1.96$ with $p 0.000 \leq 0.05$ so H_{a9} is accepted. These results suggest that the indirect influence of personal integrative benefits on repurchase intentions is fully mediated by consumer satisfaction. Thus, consumer satisfaction has a significant effect as a mediator between personal integrative benefits on repurchase intentions for e-commerce products in Banda Aceh. This is consistent with Alnawas & Aburub (2016); and Han et al. (2018), who stated that personal integrative benefits influence consumer satisfaction, and consumer satisfaction influences repurchase intentions.

j. Consumer Satisfaction as Mediation Between Social Integrative Benefits on Repurchase Intention

To find out briefly the results of hypothesis testing, we can see the results of the mediation effect analysis using the Z value from the Sobel test which is included in the calculation as follows:

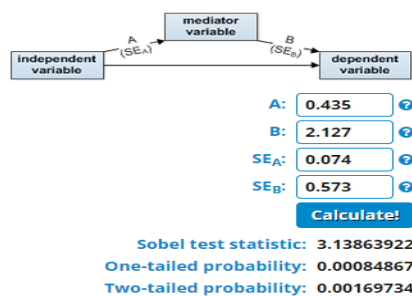


Figure 5. Sobel Test Calculation of Consumer Satisfaction as a Mediator Between Social Integrative Benefits on Repurchase Intentions

Based on Figure 5, the results of the Sobel test calculation of the influence of consumer satisfaction as a mediator between social integrative benefits on repurchase intentions state that the Z value is $3.14 \geq 1.96$ with $p 0.000 \leq 0.05$ so H_{a10} is accepted. These results state that the indirect influence of social integrative benefits on repurchase intentions is fully mediated by consumer satisfaction. Thus, consumer satisfaction has a significant effect as a mediator between social integrative benefits on repurchase intentions for e-commerce products in Banda Aceh. This is consistent with Chou & Chen (2018); S. J. Kim & Hyun (2022); Evelina (2022), who state that social integrative benefits influence consumer satisfaction, and consumer satisfaction influences repurchase intentions. However, the results of this study

contradict Alnawas & Aburub (2016), stating that social integrative benefits do not affect consumer satisfaction, but consumer satisfaction has an effect on repurchase intentions.

V. CONCLUSION

The study on e-commerce products in Banda Aceh found that site popularity, personal integrative benefits, and social integrative benefits do not directly influence the repurchase intentions of consumers. However, consumer satisfaction has a significant impact on repurchase intentions. The study also revealed that site popularity, personal integrative benefits, and social integrative benefits have a significant effect on consumer satisfaction. The research suggests that consumer satisfaction plays a vital role in mediating the effect of site popularity, personal integrative benefits, and social integrative benefits on repurchase intentions. These findings can be useful for developing future research and e-commerce strategies in Banda Aceh. It should be noted that the scope of the research was limited to the variables tested in this study. Future researchers can expand on the TRA theory in the repurchase intention variable to contribute to the literature on why consumers return to purchase from a particular platform.

The research suggests that e-commerce platforms can improve security measures, offer postage subsidies, promotions, big discounts, easy top-ups, and a variety of quality products to enhance customer satisfaction and encourage repeat purchases. Marketers can segment the market in Banda Aceh based on preferences, purchasing habits, and demographic characteristics. The company can analyze data to identify patterns and trends over time, and improve the design, functionality, and user experience of the website. This can be achieved by incorporating features such as community forums, product reviews, or social media sharing. The next researcher who will investigate this variable should conduct an in-depth literature review and develop a clear conceptual model.

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