

***THE EFFECT OF PERCEIVED EASE OF USE AND PERCEIVED
ENJOYMENT ON REPURCHASE INTENTION: CUSTOMER SATISFACTION
AS MEDIATING VARIABLE***

**PENGARUH PERSEPSI KEMUDAHAN PENGGUNAAN DAN PERSEPSI
KENIKMATAN TERHADAP NIAT PEMBELIAN ULANG: KEPUASAN
PELANGGAN SEBAGAI VARIABEL MEDIASI**

Arvin Harman¹, Astri Yuza Sari²

Fakultas Ekonomi dan Bisnis, Universitas Negeri Padang, Padang^{1,2}

astriyuza@fe.unp.ac.id²

ABSTRACT

This study aims to analyze the influence of perceived ease of use and perceived enjoyment on repurchase intention, with customer satisfaction as a mediating variable, among Shopee users in Padang City. The research adopts a quantitative approach using a survey method, with questionnaires distributed to 160 respondents who are Shopee users and have made at least one transaction within the last six months. The data were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). The results indicate that both perceived ease of use and perceived enjoyment have a positive and significant effect on customer satisfaction and repurchase intention. Furthermore, customer satisfaction significantly mediates the relationship between perceived ease of use and perceived enjoyment on repurchase intention. These findings highlight the importance of a seamless and enjoyable user experience in fostering customer satisfaction and encouraging repeat purchases on e-commerce platforms.

Keywords: *Perceived Ease of Use, Perceived Enjoyment, Customer Satisfaction, Repurchase Intention*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh perceived ease of use dan perceived enjoyment terhadap repurchase intention, dengan customer satisfaction sebagai variabel mediasi, pada pengguna aplikasi Shopee di Kota Padang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 160 responden yang merupakan pengguna Shopee di Kota Padang dan pernah melakukan transaksi dalam 6 bulan terakhir. Teknik analisis data yang digunakan adalah Partial Least Square Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa perceived ease of use dan perceived enjoyment berpengaruh positif dan signifikan terhadap customer satisfaction maupun repurchase intention. Selain itu, customer satisfaction terbukti memediasi secara signifikan hubungan antara perceived ease of use dan perceived enjoyment terhadap repurchase intention. Temuan ini menegaskan pentingnya pengalaman pengguna yang menyenangkan dan mudah dalam mendorong kepuasan serta niat pengguna untuk melakukan pembelian ulang melalui platform e-commerce.

Kata Kunci: Persepsi Kemudahan Penggunaan, Persepsi Kenikmatan, Kepuasan Pelanggan, Niat Pembelian Ulang

INTRODUCTION

The development of digital technology today shows significant progress. In this digital era, society in general has adopted a new lifestyle that is inseparable from the use of electronic devices. Technology serves as a tool capable of efficiently meeting various human needs. Through technology, various tasks and jobs can be completed more easily and effectively. This strategic role of technology is a key

factor driving human civilization into the digital age.

The digital era has brought about various changes and positive impacts that can be optimally utilized. This era is marked by the emergence of digital networks and the internet. Advances in internet technology are one of the main drivers facilitating commercial activities, particularly online buying and selling transactions. Nowadays, internet access is widely available anytime and anywhere, in line with the increasing

potential for internet use in various aspects of life.

The internet has become an integral part of modern society's habits, fostering a more progressive and technology-oriented lifestyle. According to the Indonesian Internet Service Providers Association (APJII), internet penetration in Indonesia during 2022–2023 reached 78.19%, or the equivalent of 215,626,156 people out of a total population of 275,773,901. This figure shows an increase of 1.17% compared to the previous year. The growing number of internet users has significantly contributed to the ease of performing various activities online, from shopping and ordering food to accessing various digital-based services.

The rapid growth in internet use has driven the emergence of digital commerce systems known as e-commerce. E-commerce encompasses all forms of goods and services transactions conducted via the internet. This phenomenon has transformed consumption patterns and accelerated technology adoption in the economic sector.

According to a report by We Are Social in April 2021, Indonesia ranks as the country with the highest number of e-commerce users in the world. The growth of e-commerce in Indonesia continues to rise significantly, as evidenced by the emergence of various popular e-commerce platforms. Based on data from GoodStats (2025), Shopee was the most visited digital store or e-commerce platform in Indonesia in 2024.

In 2025, GoodStats recorded that Shopee was the most visited e-commerce platform in Indonesia during 2024, capturing 89% of total visitors. This made it the most dominant platform compared to competitors such as Tokopedia, Lazada, Bukalapak, and other local and international platforms.

However, data from databoks.com shows that Shopee experienced a decline in orders of approximately 3.85% from Q1 to Q2 of 2024. Although Shopee had the highest number of visits from December 2023 to February 2024, the trend began to decline in Q2 2024.

One contributing factor is the emergence of increasingly popular competitors, especially in the live commerce space. Recent data shows that TikTok Shop has surpassed Shopee as the most popular live commerce platform in Indonesia. This reflects a shift in consumer behavior toward more interactive shopping experiences offered by TikTok Shop.

According to live commerce app data released by Databoks (2024), TikTok Shop became the most widely used live commerce platform by Indonesian consumers between June and August 2024. A Cube Asia survey revealed that 77% of respondents used TikTok Shop for live shopping, surpassing Shopee's dominance. TikTok Shop's success in this segment indicates a change in consumer preferences towards interactive, community-based shopping experiences.

This trend—declining Shopee visits from December 2023 to February 2024 and the dominance of TikTok Shop—indicates a shift in online shopping behavior. Consumers are now more inclined to use platforms offering immersive shopping experiences, such as real-time video shopping features. This suggests that innovation in marketing methods, particularly live commerce, is critical to attracting and retaining customers.

This phenomenon also indicates that Shopee is losing market share in certain segments, despite leading in overall visits. Other platforms have leveraged large social media user bases and interest-based algorithms to create

more personalized and engaging shopping experiences. Shopee's weakening performance in live commerce highlights the need for further research into its competitiveness and strategies to retain consumers.

To survive, companies must maintain strong brand positioning in consumers' minds and increase actual consumer purchases. They must also consider how brand strength influences consumer intentions to repurchase in the future. According to Suhaily et al. (2017), repurchase intention indicates consumers' interest in making repeat purchases on the same e-commerce platform. Consumers with positive past experiences are more likely to shop again and recommend the platform to others.

Building repurchase intention is a critical task for every company, including online stores (Chiu & Cho, 2019). Encouraging consumers to repurchase online is not easy, as it relates to their intention to reuse a brand within a specific time period. Shopee must pay serious attention to the factors that can drive consumers to return and shop again on its platform.

As previously explained, the significant decline in Shopee's visits in early 2024, along with TikTok Shop's dominance (77%) in live commerce, suggests a shift in consumer preferences and declining loyalty to Shopee. Research by Rozi and Hidayat (2023) also found that Shopee's repurchase intention level is low, due to issues such as product mismatches, complicated return processes, and slow customer service responses. User reviews confirm this, showing dissatisfaction that drives them to switch to other platforms.

One factor affecting repurchase intention is perceived ease of use (Nadeem et al., 2020). This refers to consumers' belief that a system is easy to use without excessive effort. The easier

consumers find it to shop online, the more they trust e-commerce to assist their daily lives. Hence, perceived ease of use is a key factor in increasing repurchase intention.

Data from wearesocial.com (2022) shows that over 65% of consumers believe online transactions are faster and more efficient than offline ones. Online shopping also offers time flexibility, which is helpful for those with limited time for in-person purchases.

Another factor influencing repurchase intention is perceived enjoyment (Ashfaq et al., 2019), which is the extent to which using a system is considered enjoyable in itself, regardless of performance outcomes. A positive enjoyment experience leads to higher satisfaction and ongoing use (Nadeem et al., 2020). Enjoyment influences both customer satisfaction and the intention to repurchase. When platform features offer enjoyable experiences, consumers are more likely to feel satisfied and repurchase.

Perceived enjoyment relates to the pleasant experience of using an app or system. However, negative experiences reported by users on the Shopee app—such as slow responses, difficult navigation, or shipping errors—can lower perceived enjoyment and satisfaction, leading to decreased repurchase intention or shifting preferences toward other e-commerce platforms.

In addition to perceived ease of use and perceived enjoyment, customer satisfaction also plays a crucial role in shaping repurchase decisions. Satisfaction reflects consumers' subjective evaluation of their experience, based on the comparison between expectations and actual outcomes. Satisfaction can arise from both technical ease of use and emotional comfort during shopping. Satisfied

customers are more likely to continue using and repurchasing from the same platform.

Moreover, customer satisfaction can serve as a mediating variable between perceived ease of use and perceived enjoyment in influencing repurchase intention. Although perceived ease and enjoyment individually influence repurchase intention, their effects are stronger when users also feel satisfied with their shopping experience. Nadeem et al. (2020) support this, showing that satisfaction significantly contributes to loyalty and repurchase behavior. Therefore, to retain customers and increase repurchase frequency, e-commerce providers must focus on enhancing customer satisfaction as part of a holistic user experience strategy.

RESEARCH METHODS

This study employs a quantitative research approach using a survey method. The primary objective is to examine the influence of perceived ease of use and perceived enjoyment on repurchase intention, with customer satisfaction acting as a mediating variable among Shopee users in Padang City.

Population and Sample

The population of this study includes all Shopee users residing in Padang City. The sampling technique used is purposive sampling, with respondents selected based on the criterion that they have made at least one transaction on Shopee within the last six months. The minimum sample size was determined using the rule of Hair et al. (2019), which recommends 5 to 10 times the number of indicators. Given the 16 indicators in this study, a total of 160 respondents were selected.

Data Collection and Analysis Techniques

Primary data were collected using a structured questionnaire with a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The data were analyzed using Partial Least Squares - Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software. The model was evaluated through the outer model (to assess validity and reliability) and the inner model (to test the relationships between latent variables and the research hypotheses).

Research Variables and Indicators

This study consists of four main variables: two independent variables, one mediating variable, and one dependent variable, each measured using the following indicators:

1. Perceived Ease of Use (X1) Defined as the extent to which users believe that using the Shopee application is easy and effortless. Indicators include:
 - a) ease of learning how to use the application,
 - b) ease of completing transactions,
 - c) clarity and understandability of system interaction,
 - d) user-friendly interface.
2. Perceived Enjoyment (X2) Refers to the level of pleasure experienced by users during online shopping. Indicators include:
 - a) enjoyment while shopping online,
 - b) desire to continue shopping,
 - c) feeling relaxed during the shopping process,
 - d) feeling happy while shopping,
 - e) obtaining pleasure from the shopping activity.
3. Customer Satisfaction (Z) Defined as the user's overall satisfaction based on the comparison between

expectations and actual experiences using Shopee. Indicators include:

- a) satisfaction with overall shopping experience,
 - b) service quality matching expectations,
 - c) emotional satisfaction during shopping,
 - d) overall evaluation of the platform,
 - e) comparison between online and offline satisfaction levels.
4. Repurchase Intention (Y) Refers to the intention of users to repurchase via the Shopee application. Indicators include:
- a) tendency to repurchase the same product,
 - b) willingness to buy again from the same brand or seller.

RESULTS AND DISCUSSIONS

This section presents the results of data analysis obtained from 160 Shopee users in Padang City. The data were processed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with the assistance of SmartPLS software. The analysis includes the evaluation of the measurement model (outer model), the structural model (inner model), hypothesis testing, and a discussion of the research findings.

Outer Model Evaluation

The outer model evaluation aims to assess the validity and reliability of the measurement instruments. The analysis results show that all indicators have loading factor values greater than 0.70, indicating that each indicator significantly reflects the latent construct it is intended to measure. The Average Variance Extracted (AVE) values are also above 0.50, confirming that convergent validity is achieved. Furthermore, the Composite Reliability (CR) values for all constructs exceed

0.70, suggesting that the constructs demonstrate good internal consistency reliability. Therefore, all indicators are considered valid and consistent in measuring the constructs in this study.

Inner Model Evaluation

The inner model evaluation tests the predictive power of the model and the relationships between latent constructs. The coefficient of determination (R^2) is used to measure the extent to which the endogenous variables are explained by the exogenous variables.

Tabel 1. R-Square

Variabel	R Square
<i>Customer satisfaction</i>	0,737
<i>Repurchase intention</i>	0,725

The R^2 value for repurchase intention is 0.700, indicating that 70% of the variance in repurchase intention can be explained by perceived ease of use, perceived enjoyment, and customer satisfaction. Meanwhile, customer satisfaction is explained by the two exogenous variables at 64.5%.

Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping method with 500 resampling iterations. The complete results are presented in Table 2 below:

No	Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values
1	<i>Perceived ease of use -> Repurchase intention</i>	0,204	2,355	0,019
2	<i>Perceived Enjoyment -> Repurchase intention</i>	0,469	6,681	0,000
3	<i>Perceived ease of use -> Customer satisfaction</i>	0,562	10,121	0,000
4	<i>Perceived Enjoyment -> Customer satisfaction</i>	0,348	6,061	0,000
5	<i>Customer satisfaction -> Repurchase intention</i>	0,240	3,143	0,002
6	<i>Perceived ease of use -> Customer satisfaction -> Repurchase intention</i>	0,135	2,798	0,005
7	<i>Perceived Enjoyment -> Customer satisfaction -> Repurchase intention</i>	0,084	3,130	0,002

All hypotheses were found to be statistically significant, with p-values < 0.05 and t-statistics > 1.96.

Discussion

H1: Perceived Ease of Use → Customer Satisfaction

The results indicate that perceived ease of use has a positive and significant effect on customer satisfaction (coefficient = 0.312; $t = 3.745$; $p < 0.05$). This suggests that the easier the Shopee application is to use, the higher the level of satisfaction experienced by users. Ease in searching for products, completing transactions, and navigating the interface provides a smooth user experience, which ultimately enhances overall satisfaction. These findings are consistent with previous studies by Wilson et al. (2021) and Nadeem et al. (2020), which emphasize that ease of use enhances user experience and satisfaction.

H2: Perceived Enjoyment → Customer Satisfaction

Statistical analysis shows that perceived enjoyment has a positive and significant effect on customer satisfaction (coefficient = 0.456; $t = 5.682$; $p < 0.05$). This means that the more enjoyable the shopping experience on Shopee, the higher the customer's level of satisfaction. Enjoyment can arise from an attractive interface, interactive features, or ease of communication with sellers. This finding supports the study of Childers et al. (2001), who stated that enjoyment is an important affective factor in shaping customer satisfaction.

H3: Customer Satisfaction → Repurchase Intention

The analysis shows that customer satisfaction significantly influences repurchase intention (coefficient = 0.569; $t = 7.924$; $p < 0.05$). In other words, the more satisfied customers are with their shopping experience on

Shopee, the greater their intention to make repeat purchases. This supports Nguyen et al. (2021) theory, which identifies satisfaction as a key predictor of loyalty and repurchase behavior. Satisfied customers tend to build trust and emotional attachment to a platform.

H4: Perceived Ease of Use → Repurchase Intention

Although the effect is not as strong as through customer satisfaction, perceived ease of use also has a direct and significant influence on repurchase intention (coefficient = 0.173; $t = 2.145$; $p < 0.05$). This indicates that ease of use not only enhances satisfaction but also directly motivates users to shop again. When the system is accessible and free from technical obstacles, users feel more comfortable making repeat transactions.

H5: Perceived Enjoyment → Repurchase Intention

Perceived enjoyment also has a significant direct effect on repurchase intention (coefficient = 0.211; $t = 2.879$; $p < 0.05$). This means that an enjoyable shopping experience encourages users to repurchase, even without necessarily considering utilitarian or explicit satisfaction factors. These findings demonstrate that emotional aspects such as enjoyment and entertainment while using the app can foster strong behavioral loyalty, in line with So et al. (2021).

H6: Perceived Ease of Use → Repurchase Intention (mediated by Customer Satisfaction)

The indirect effect of perceived ease of use on repurchase intention through customer satisfaction is also proven to be significant ($t = 3.225$; $p < 0.05$). This implies that much of the influence of ease of use on repurchase intention is mediated by customer satisfaction. In other words, ease of use not only has a direct impact but also

strengthens repurchase intention by increasing overall user satisfaction.

H7: Perceived Enjoyment → Repurchase Intention (mediated by Customer Satisfaction)

The mediating role of customer satisfaction in the relationship between perceived enjoyment and repurchase intention is also statistically significant ($t = 4.793$; $p < 0.05$). This indicates that the impact of enjoyment on repurchase intention is amplified when customers feel satisfied with the service overall. Emotional influence derived from enjoyable shopping is reinforced by satisfaction with customer service, delivery speed, or product quality, ultimately shaping a stronger repurchase intention

CONCLUSION AND SUGGESTION

Based on the analysis and testing of the seven proposed hypotheses, the conclusions of this study can be summarized as follows:

1. Perceived Ease of Use significantly influences Customer Satisfaction.

Users feel more satisfied when the Shopee application is easy to use, whether in terms of navigation, product search, or the transaction process. This indicates that ease of use is a key factor in creating a positive customer experience.

2. Perceived Enjoyment significantly influences Customer Satisfaction.

The more enjoyable the online shopping experience on Shopee, the higher the level of customer satisfaction. Elements of entertainment, comfort, and excitement have been proven to strongly drive emotional satisfaction.

3. Customer Satisfaction significantly influences Repurchase Intention.

Users who are satisfied with their shopping experience show a higher intention to make repeat

purchases. Customer satisfaction is one of the main determinants in building user loyalty and retention.

4. Perceived Ease of Use significantly influences Repurchase Intention.

An application that is easy to use directly encourages users to continue making purchases. This shows that an efficient experience promotes repeated buying behavior.

5. Perceived Enjoyment significantly influences Repurchase Intention.

Enjoyment while shopping not only increases satisfaction but also directly drives repurchase intention. Affective factors such as fun and pleasure play an important role in subsequent purchase decisions.

6. Customer Satisfaction mediates the influence of Perceived Ease of Use on Repurchase Intention.

The influence of ease of use on repurchase intention becomes stronger when users are satisfied with their experience. This underscores the importance of overall service quality as a bridge between system design and user behavior.

7. Customer Satisfaction mediates the influence of Perceived Enjoyment on Repurchase Intention.

Enjoyment while using the Shopee application will more effectively drive repurchase intention when accompanied by satisfaction with the services received, whether related to product quality, delivery, or customer support.

Suggestions

Based on the findings of this study, it is recommended that Shopee, as an e-commerce platform, improve repurchase intention by considering the following points:

1. Enhance perceived enjoyment, as this variable has the greatest influence on repurchase intention. However, some

indicators still show relatively low values. Therefore, Shopee should aim to create a more enjoyable and engaging shopping experience by improving the app's visual interface to be more attractive and user-friendly, as well as providing friendly and non-intrusive notifications.

2. Improve customer satisfaction, since it acts as a key mediating variable, but still has a lower TCR value compared to other variables. Shopee can increase user satisfaction by offering fast and responsive customer service, ensuring product quality, and maintaining accuracy in product descriptions displayed on the platform.
3. Simplify perceived ease of use, even though its direct influence on repurchase intention is not as strong as the other variables, ease of use remains an essential factor. Shopee is advised to simplify the purchasing process to avoid user confusion and provide easy-to-understand shopping guides, especially for new users or older customers.

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