

Determinants of Repurchase Intention on Shopee: Product Quality, Perceived Enjoyment, Perceived Security, and Perceived Ease of Use with Customer Satisfaction as a Moderating Variable

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ABSTRACT

The increasing development of e-commerce in Indonesia has driven platforms such as Shopee to prioritise customer retention alongside customer acquisition by fostering repurchase intention. This study aims to investigate the effects of perceived quality, perceived enjoyment, perceived security, and perceived ease of use on Shopee users' repurchase intention, while considering customer satisfaction as a moderating variable. A quantitative research approach was employed, with data gathered via an online survey involving 384 active Shopee users in Indonesia. Structural Equation Modelling Partial Least Squares (SEM-PLS) was utilised to analyse the data and evaluate the relationships among the proposed variables. The results demonstrate that all examined variables positively and significantly influence repurchase intention. Moreover, customer satisfaction was found to strengthen the relationship between perceived enjoyment and perceived security and repurchase intention, highlighting the novelty of this study.

JEL Codes:

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