

## DETERMINANTS OF REPURCHASE INTENTION ON E-GROCERY ALFAGIFT

Elistia<sup>1</sup>, Resty Emerellia Septiani<sup>2</sup>

<sup>1,2</sup>Faculty of Economics and Business, Universitas Esa Unggul, Jakarta

E-mail: <sup>1</sup>[elistia@esaunggul.ac.id](mailto:elistia@esaunggul.ac.id), <sup>2</sup>[restyemerells@student.esaunggul.ac.id](mailto:restyemerells@student.esaunggul.ac.id)

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### ABSTRACT

The rapid development of technology affects people's online shopping activities through e-grocery applications, which are widely used because they provide convenience for customers. Repurchase intention is one of the most important things because it will show repurchase if the customer is satisfied with the product and service received. This study analyses the influence of customer trust, customer satisfaction, engagement, and repurchase intention. This type of research is descriptive causality with a quantitative approach through a purposive sampling technique with 207 Alfagift e-grocery customer respondents in the Tangerang City area—primary data analysis using the Structural Equation Model. The results of this study indicate that customer trust can increase customer satisfaction and engagement. Furthermore, customer satisfaction and engagement can increase repurchase intention. However, customer trust does not affect repurchase intention. Customer trust is the factor that has the most substantial impact on customer satisfaction. The most decisive impact on increasing repurchase intention is customer engagement, compared to customer satisfaction. However, customer trust has yet to be able to impact repurchase intention positively. Therefore, it is necessary to carry out a strategy to maintain and increase customer trust to impact repurchase intention in Alfagift e-grocery significantly.

### Corresponding Author:

Elistia

Faculty of Economic and Business, Universitas Esa Unggul,

Jalan Arjuna Utara No. 9, Kebon Jeruk, Jakarta Barat, Indonesia.

Email: [elistia@esaunggul.ac.id](mailto:elistia@esaunggul.ac.id)

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### 1. INTRODUCTION

The rapid development of technology can affect people's activities, just as people tend to use e-grocery applications to shop for daily necessities online. Currently, e-grocery applications are widely used because they provide convenience for customers, where they can comfortably buy all their daily needs. In general, e-grocery is a supermarket that develops online or retail services [1]. E-grocery provides many diverse benefits to customers, such as product prices that have been listed so that they can make price comparisons, delivery services, easy application use, and much more [2]. In Indonesia, many people shop online to meet their daily needs using mobile devices or websites that direct them to various applications to buy daily necessities. Indonesia is listed in the top five countries worldwide, with a high % growth rate of e-grocery shopping of 30% [3]. People's purchasing power is good enough that people have begun to switch from shopping at conventional stores to e-grocery. Alfagift is an e-grocery application that sells various kinds of daily necessities online. Nowadays, many customers want to shop easily and conveniently. E-grocery can be a solution for customers who want convenience in shopping.

That way, Alfagift must be able to meet customer needs in order to increase online repurchase intention.

Repurchase intention is critical because it will show whether a customer is satisfied with the service of products and services received. Repurchase intention is important because it describes a relatively high level of customer satisfaction [4]. In addition, many factors affect repurchase intention, one of which is customer trust, as explained by [5] in his research on the relationship between customer trust and repurchase intention. With customer trust, it will increase the possibility of customers not choosing products from other e-groceries because customers have trusted the previous e-grocery and already have a good shopping experience. Another thing that is also important is customer satisfaction; a customer will experience satisfaction if his expectations are met and feel very happy if his wish comes true. Customer satisfaction is closely related to service or product quality, which will directly impact the performance of an e-grocery. Customer satisfaction is a customer view assessed as a response to goods or services consumed [6]. Customers who are satisfied with a product or service provided tend to buy back in the same place rather than having to buy it elsewhere, which is not sure to satisfy them [7].

In addition, the way that is done is with an approach between customers and companies called customer engagement. Customer engagement is also relevant because the more they get, the more likely a product or brand can become known and always be remembered by customers. It can affect increased sales [8]. High engagement can also indicate that the e-grocery has a good customer relationship. That way, e-grocery becomes easier to find information about the needs and desires of customers and can make potential customers believe that e-grocery can be trusted [9].

Research related to customer trust, customer satisfaction, and repurchase intention variables has been conducted before. Where customer trust positively affects customer satisfaction [10], [12], and affects repurchase intention [13], [15]. Furthermore, customer satisfaction has a positive influence on repurchase intention [12], [16], [17]. Previous research related to repurchase intention has been conducted by [12]. However, the research only looks at customer trust and customer satisfaction. In this study, there are differences from previous studies. The first difference is the addition of customer engagement variables, which in the end, form a new research model by combining all these variables consisting of customer trust, customer satisfaction, customer engagement, and repurchase intention. Second, the object of this research focuses on Alfragift e-grocery customers in Tangerang City. In comparison, the previous research from [12], focused more on online stores in Korea. This study aims to analyze the effect of customer trust, customer satisfaction, customer engagement, and repurchase intention by e-grocery today, especially Alfragift. This research is expected to contribute to the marketing management theory/science level and positively increase customer repurchase intention at e-grocery Alfragift.

## 2. RESEARCH METHOD

This research design uses descriptive causality research with a quantitative method approach which is processed and tested using the Structural Equation Model Partial Least Square (SEM-PLS) 4.0. Research questionnaires were filled out online for data collection. This questionnaire uses Likert scale measurements with a scale of 1-5 (1 = strongly disagree once and 5 = strongly agree), so that primary data is obtained, which is first recorded and obtained directly from the source with a specific purpose. Where the customer trust variable is measured using 3 statements adapted from [18]. The customer satisfaction variable is measured using 6 statements adapted from [12], [18]. Customer engagement variables are adapted from [9] which consists of 11 statements. For the variable repurchase intention measured using 6 statements adapted from [9], [19]. Total measurement instruments amounted to 26 statements. The population in this study is Alfragift users in the Tangerang City area. Data retrieval, processing, and analysis were conducted during January 2022. The sampling method uses non-probability sampling with purposive sampling techniques. The sample of this study is customers who have shopped on the Alfragift application at least two times for the last three months and live in the Tangerang City area who belong to the millennial generation, aged at least 20 years – 40 years with a total sample was 207 respondents.

Data analysis using 2 measurement models [20], namely Outer Model Analysis there are 5 parameters, namely: Convergent Value of Validity/loading factor ( $>0.70$ ), and Average Variance Extracted (AVE) ( $>0.50$ ), Discriminant Validity, Reliability Analysis ( $>0.70$ ), Cronbach's Alpha ( $>0.60$ ). Meanwhile, Evaluation of Structural Model Measurement (Inner Model Analysis) uses 4 parameters, namely: Path coefficients value, Adjusted R-Square value, Stone Geisser Value, Partial influence measure. Hypothesis tests involving structural relationships among constructs will only be reliable or valid if the measurement model explains how these constructs are measured [21]. Significance testing using a critical t-value (t value) for a one-sided test is 1.65 and for a significance level p-value of 5% (0.05).

## 3. RESULTS AND ANALYSIS

### 3.1. Results

#### 3.1.1. Measurement Model Results

Testing of the Outer Model Analysis measurement model includes a convergent validity test of validity discriminants. While in testing construct reliability used Cronbach's alpha and composite reliability. If all indicators in the SEM-PLS model meet the requirements of convergent validity and reliability tests, then the results of the SEM-PLS analysis can be used to test the research hypothesis. The Construct Validity and Reliability test on the reflective measurement model was carried out based on recommendations from [21], [22] where the loading factor value required in Smart PLS 4.0 is  $\geq 0.70$ . In this study, each construct had an AVE value of more than 0.50, and the minimum acceptable size of the loading factor was more than 0.70. From the results of SmartPLS 4.0 processing shown in figure 2, there are 26 indicators, the results are as many as 25 indicators that have a loading factor value of  $> 0.7$  and an AVE value of  $> 0.5$ , while 1 other indicator (CE7) does not meet the minimum requirements, so it is removed. Construct reliability can be judged by Cronbach's alpha and composite reliability in each construct. The recommended composite reliability and Cronbach's alpha are greater than 0.6. The reliability test results in table 2 show that the construct has a composite reliability greater than 0.7 and a cronbach's alpha value greater than 0.6. In conclusion, all constructs meet the required reliability. The values of loading factor, cronbach's alpha, composite reliability, and AVE for each complete construct can be seen in table 1.

Table 1. Loadings Factor, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)

Variable	Indicator	Factor loading	Cronbach's Alpha	Composite Reliability	AVE
Customer Trust (CT)	CT1	0.894	0.861	0.915	0.782
	CT2	0.867			
	CT3	0.892			
Customer Satisfaction (CS)	CS1	0.855	0.930	0.945	0.741
	CS2	0.843			
	CS3	0.862			
	CS4	0.837			
	CS5	0.888			
	CS6	0.879			
Customer Engagement (CE)	CE1	0.840	0.950	0.957	0.693
	CE2	0.818			
	CE3	0.795			
	CE4	0.877			
	CE5	0.824			
	CE6	0.761			
	CE8	0.839			
	CE9	0.837			
	CE10	0.855			
	CE11	0.870			
Repurchase Intention (RI)	RI1	0.853	0.941	0.954	0.774
	RI2	0.903			
	RI3	0.841			
	RI4	0.910			
	RI5	0.896			
	RI6	0.872			

Tests for discriminant validity are performed to ensure that each concept of each latent variable is different from other variables. The model in validity discriminant shows if the AVE value for each exogenous construct exceeds the correlation between the construct and the other constructs. The results of the validity discriminant test using the Fornell-Larcker Criterion value are by looking at the Fornell-Larcker Criterion value in Table 2. The results of the validity discriminant test show that the Fornell-Larcker Criterion value for all constructs is higher than the correlation with other potential constructs. Therefore, it can be concluded that the model meets the validity discriminant.

Table 2. Discriminant Validity Test Results (Fornell-Larcker Criterion)

	CE	CS	CT	RE
CE	0.832			
CS	0.829	0.861		
CT	0.748	0.848	0.884	
RE	0.889	0.808	0.729	0.880

### 3.1.2. Structural Model Measurement Results

The path coefficient value indicates a significant level of hypothesis testing. The value of the t-value path coefficient must be higher than the t-critical value of 1.65. Hypothesis testing is seen from the bootstrapping analysis of path coefficients, namely by comparing the t-value with the t-critical. If the value of t-value > t-critical (1.65), then the hypothesis that has been formulated is accepted. If the value of t-value < t-critical (1.65), then the hypothesis that has been formulated is rejected. The analysis results on bootstrapping the path coefficients can be seen in number 1, showing t-values for all paths in the structural model tested greater than the critical t 1.65. The results of the t-test analysis prove that the customer trust variable positively affects customer satisfaction, with a t-value of 34,269, greater than 1.65. The customer trust variable directly and significantly affects customer engagement, with a t-value of 21,596 greater than 1.65. The customer satisfaction variable positively and significantly affects repurchase intention, with a t-value of 2,539 greater than 1.65. The customer engagement variable positively and significantly influences repurchase intention, with a t-value of 9,235 greater than 1.65. The customer trust variable does not significantly affect repurchase intention because it has a t-value of 0.540, smaller than 1.65. From the results of the picture above, it can be concluded that customer trust has the most significant influence on customer satisfaction, with a t-value of 34,269. In contrast, customer trust does not significantly affect repurchase intention because it has a t-value of 0,540.

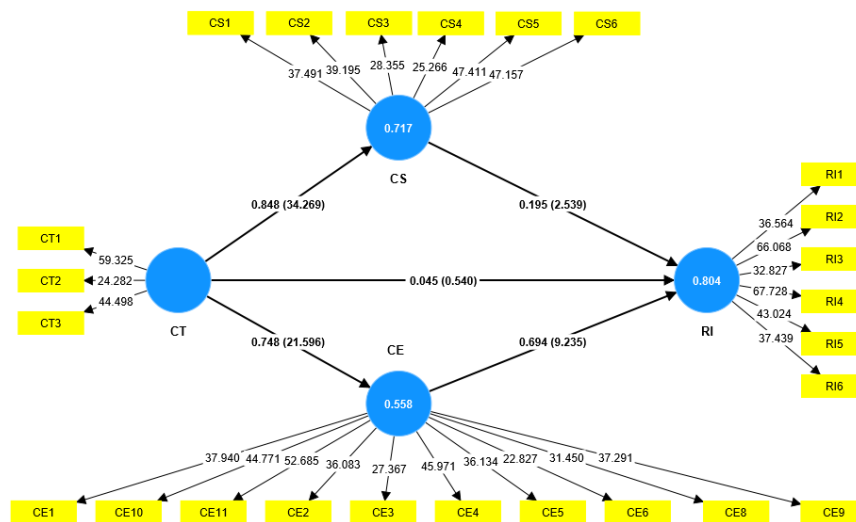


Figure 1. Output Results of Inner Model Analysis

The R-square ( $R^2$ ) value in the structural model for each endogenous latent is determinable if  $>0.67$  can be interpreted as strong, 0.32-0.66 moderate and 0.19-0.32 weak [23]. It can be seen from table 3 and figure 1 that the Adjusted  $R^2$  value of the customer engagement variable is 0.558 which shows that the customer trust variable can moderately explain the diversity of respondents by 55.8% and the remaining 44.2% is explained by other variables that do not exist in this study. The customer satisfaction variable of 0.717 shows that the customer trust variable can strongly explain the diversity of respondents by 71.7% and the remaining 28.3% is explained by other variables that do not exist in this study. Furthermore, the repurchase intention variable of 0.804 shows that the customer satisfaction and customer engagement variables can strongly explain the diversity of respondents by 80.4% and the remaining 19.6% is explained by other variables that are not yet in this study.

Table 3. R-Square Test Results

	R-square	R-square adjusted	Interpretation
Customer Engagement	0.560	0.558	Moderate
Customer Satisfaction	0.719	0.717	Strong
Repurchase Intention	0.807	0.804	Strong

Furthermore, the Q-square ( $Q^2$ ) results show good model measurements to produce observation and estimation parameters. If the  $Q^2$  value is greater than 0 (zero), then the model is considered to have relevant predictive values [24]. In this study the  $Q^2$  calculation result on the customer engagement variable is 0.552, the customer satisfaction variable is 0.713, and the repurchase intention variable is 0.522 which means that these variables in this study have a good predictive correlation because the  $Q^2$  results exceed zero. The results of the  $Q^2$  test can be seen in table 4 below:

Table 4. Q-Square Inner Model Test Results

Variable	Q <sup>2</sup> predict
Customer Engagement	0.552
Customer Satisfaction	0.713
Repurchase Intention	0.522

The f-square ( $f^2$ ) is calculated to measure the partial significant effect of an exogenous variable on an endogenous variable. The estimated value of  $f^2$  is 0.02; 0.15; 0.36 indicates that the influence values are weak, moderate, and strong. Based on the results of this data processing has an  $f^2$  value, the influence of customer trust variables on customer engagement is 1.272 (strong), the influence of customer trust variables on customer satisfaction is felt to be 2.552 (strong), the influence of customer trust variables on Repurchase intention of 0.003 (weak), effect of Customer Engagement variable on repurchase intention of 0.762 (strong), effect of Customer Satisfaction on repurchase intention of 0.038 (weak). The results of the  $f^2$  test can be seen from the following table 5:

Table 5. F-Square Inner Model test results

	Customer Engagement	Customer Satisfaction	Repurchase Intention
Customer Engagement			0.762
Customer Satisfaction			0.038
Customer Trust	1.272	2.552	0.003

Moreover, fit model is a value that shows the level of conformity for the whole in a model that can be calculated with the residual value in a model predicted by comparing with actual data [25]. Based on the results of the analysis of the Standardized Root Mean Square (SRMR) value of  $0.048 < 0.08$ , the model can be declared fit with data.

### 3.1.3. Hypothesis Testing

Hypotheses can be accepted or rejected by looking at the significant values of t-values and p-values. At a significant level of 5% (the confidence level is 95%), if the t-value result is greater than the t-critical 1.65 and the p-value is less than 0.05 then the declared hypothesis is accepted. Based on the results of the analysis, it was stated that of the 7 existing hypotheses, 6 hypotheses were proven to be accepted and 1 hypothesis was not accepted or insignificant. The results of the hypothesis test can be seen in figure 1 above and table 6 below:

Table 6. Test Results of the Direct Effect

Hypothesis	Original sample (O)	t-values	p- values	Result	Conclusion
H1: CT → CS	0.848	34.269	0.000	Significant	Accepted
H2: CT → CE	0.748	21.596	0.000	Significant	Accepted
H3: CS → RI	0.195	2.539	0.006	Significant	Accepted
H4: CE → RI	0.694	9.235	0.000	Significant	Accepted
H5: CT → RI	0.045	0.540	0.294	Insignificant	Rejected

The first hypothesis (H1) with the results of the analysis that customer trust has a positive influence on customer satisfaction which obtains a positive coefficient value (original sample) of 0.848 (84.8%), while the t-value is 34.269 and a significant value of 0.000, so that H1 is accepted, meaning that there is a significant and positive influence of customer trust variables on customer satisfaction on Alfagift e-grocery. The second hypothesis (H2) with the results of customer trust has a positive effect on customer engagement which obtained a positive coefficient (original sample) value of 0.748 (74.8%), a t-value of 21.596 and a significance level of 0.000, meaning that there is a positive and significant influence of customer trust felt on customer engagement on e-grocery Alfagift, so H2 is accepted. The third hypothesis (H3) with the results of customer satisfaction has a positive effect on repurchase intention. Customer satisfaction obtained a positive coefficient (original sample) value of 0.195 (19.5%), a t-value of 2.539 and a significant level of 0.006, meaning that there is a positive and significant influence of customer satisfaction on repurchase intention on Alfagift e-grocery, so that H3 is accepted. The fourth hypothesis (H4) with customer engagement results has a positive influence on repurchase intention. Customer engagement obtained a positive coefficient (original sample) value of 0.694 (69.4%), a t-value of 9.235 and a significant level of 0.000 which is a positive and significant relationship of customer engagement to repurchase intention on Alfagift e-grocery, so that H4 is accepted. The fifth hypothesis (H5) with the results of the analysis that customer trust does not have a

positive effect on repurchase intention by 0.045 (4.5%), while the t-value is only 0.540 and a significant value of 0.294, so H5 is not accepted because the results are not significant.

Table 7. Test Results of the Indirect Effect

Hypothesis	Original sample (O)	t-values	p-values	Result	Conclusion
H6: CT → CS → RI	0.165	2.525	0.006	Significant	Accepted
H7: CT → CE → RI	0.519	8.458	0.000	Significant	Accepted

The sixth hypothesis (H6) examines the effect of Customer Satisfaction (CS) mediation between Customer Trust (CT) on Repurchase Intention (RI) obtained a t-value of 2.525 with a p-value of 0.006. That is, customer satisfaction mediates fully mediated the relationship between customer trust and repurchase intention. The seventh hypothesis (H7) examines the effect of Customer Engagement (CE) mediation between Customer Trust (CT) on Repurchase Intention (RI) obtained a statistical t-value result of 8,458 with a p-value of 0.000. That is, customer engagement mediates fully mediated the relationship between customer trust and repurchase intention.

### 3.2. Analysis

Based on the results of the first hypothesis research, customer trust can increase customer satisfaction in an e-grocery, which means that higher customer trust leads to higher customer satisfaction. The results showed that the relationship between customer trust and satisfaction has the highest coefficient value. Alfagift is an e-grocery that can be trusted by customers so that customers have the trust to shop for their needs at Alfagift e-grocery. To optimize customer trust, Alfagift e-grocery always focuses on payment security systems, such as customer data security, ensuring the highest security payment system, and updating customer privacy policies occasionally. When customers believe in a guaranteed payment system, it can make a good impression and experience in the minds of consumers. Customers can feel safe in making purchase transactions, leading to satisfaction at Alfagift e-grocery. The stronger a customer's trust, the more satisfied the customer is when shopping at the e-grocery. Therefore, customer trust and satisfaction support the concept of using e-grocery when customers shop at an e-grocery [7]. The results of this study are in line with [12], [26], [27] previously stated that customer trust has a positive and significant influence on customer satisfaction.

The second hypothesis proves that the high level of customer trust indicates that customer engagement has a strong enough involvement with an e-grocery. In addition, there is a belief that Alfagift e-grocery can prioritize customer trust, and this trust makes it a significant driver in improving a relationship with customer engagement. The highest factor of customer engagement is the absorption dimension (behavior), where customers give more time, such as when customers are only focused on Alfagift e-grocery, and there is interaction or reciprocal relationships between customers and companies, such as when customers feel comfortable when shopping using Alfagift e-grocery. Next, customer engagement in the dedication dimension (emotional) shows that customers feel proud and inspired, like when customers do not hesitate to use Alfagift e-grocery to make purchases. Furthermore, customer engagement has a vigor dimension (cognitive) where customers feel happy and excited when someone discusses Alfagift e-grocery. Customer Engagement plays an essential role in the sustainability of an e-grocery and is considered an effective strategy for companies to increase customer value [28]. Customer trust plays an important role in influencing customer engagement from a business and customer relationship perspective, so it can be defined as the intensity of customer participation in customer trust. [29] have shown that customers who have strong trust in a product or service and are faced with essential goals will rise to a position at a high level of engagement. Customer trust refers to the interaction formed between all parties; customers who are involved in online shopping activities tend to have more interaction with an e-grocery; their participation can be seen from the level of customer trust that has a positive impact on the e-grocery [30]. Therefore, the higher the customer trust in an e-grocery, the more customers are motivated to participate and actively engage to start shopping at the e-grocery. The results of this study are in line with [31], [32] which states that customer trust has a positive and significant effect on customer engagement.

Furthermore, the third hypothesis shows that customer satisfaction can increase repurchase intention, that the higher customer satisfaction, the higher the customer's intention to return to shopping using Alfagift e-grocery. This phenomenon can occur because to repurchase Alfagift e-grocery, consumers must feel satisfied and happy with the services provided by the e-grocery. If the customer is satisfied with the service provided, the customer's intention to make another purchase later will increase and will not switch to another e-grocery. Repurchase intention is based on satisfaction with the previous shopping experience. Consumers who get a positive experience after shopping at Alfagift e-grocery will be motivated to repurchase the product at the same e-grocery in the future. Customers can feel that getting a better experience makes them more likely to make repeat purchases. So, when Alfagift e-grocery can create a pleasant shopping

experience for customers, it not only has an impact on customer satisfaction but also on repeat purchase intent. Customer satisfaction is consumer behavior, one of the beneficial factors for companies [33]. The power of customer satisfaction is critical in driving repurchase intention. Customer satisfaction is vital to repeat purchases in the future, which explains that customers tend to repurchase intentions based on their satisfaction with previous shopping experiences, thus forming customer loyalty. Customers are more likely to repurchase the intention of the same e-grocery after they are satisfied with the product or service that has been provided [34], [35]. The results of this study are in line with [12], [16], [17] who explained that customer satisfaction has a significant influence on repurchase intention.

Then in the fourth hypothesis, customer engagement is proven to increase the repurchase intention of Alfagift e-grocery. This analysis can be seen in the strong relationship between customers and an e-grocery that involves them in two-way communication and responsive interactions. Customer engagement is a marketing activity focusing on customer behavior and psychology. The higher the customer enthusiasm felt when shopping at Alfagift e-grocery, the higher the objective assessment made by customers of an e-grocery will encourage customers to repurchase intention. Customers who engage in online shopping activities are satisfied and have a more positive perception of their relationship with an e-grocery, so the customer repurchases intention. Repurchase intention results from the previous consumer purchase process, which was assessed positively [36]. Based on the description, repurchase intention is a planned way for the customer to buy an item or service that is used to meet his life needs by the customer's interest in buying a product and will be a repurchase decision in the future. The results of this study are in line with research conducted by [8], [9], [37] which states that customer engagement has a positive and significant effect on repurchase intention.

The fifth hypothesis states that the relationship between customer trust and repurchase intention does not support the hypothesis because customer trust when making purchases online varies. Some customers still need to gain complete trust in Alfagift's e-grocery. Due to negative concerns that arise in the minds of consumers about the service or suitability of the products that come are still not appropriate, and the payment system that not all customer's trust. That way, lack of trust can be the main reason customers decide not to shop for their daily necessities at Alfagift e-grocery. That could explain why the study did not statistically support the relationship between trust and online repurchase intent. The finding that customer trust does not significantly affect repurchase intention is also found in the study of [38], [39].

The relationship between customer trust and repurchase intention does not support the hypothesis. Because other factors can support customer trust so that customers can repurchase intentions, namely through customer satisfaction and customer engagement; through customer satisfaction mediation, a customer will be more confident to shop and intend to repurchase intention because customers already have a satisfied experience and assessment of Alfagift e-grocery. Not only that, but customer engagement can also mediate between customer trust and repurchase intention. When customers engage in online shopping activities, it will increase customer trust, and customers will also intend to repurchase intention. That could be another explanation for why the relationship between trust and online repurchase intent was not statistically supported in this study because there must be mediation. The finding that customer satisfaction and customer engagement can mediate between customer trust and repurchase intention is also found in the study [40], [41].

#### 4. CONCLUSION

This study shows that customer trust, satisfaction, and engagement can increase repurchase intention on Alfagift e-grocery using the preferences of customers who have shopped at Alfagift in the Tangerang City area as the object of research. Hypotheses 1, 2, 3, 4, 6, and 7 built in this study were successfully proven, where the overall hypothesis obtained that customer trust has a positive and significant influence on customer satisfaction and engagement. Customer satisfaction has a positive and significant influence on repurchase intention. Furthermore, customer engagement and customer satisfaction have a positive and significant influence on repurchase intention. Hypothesis 5 is rejected because customer trust has no impact on repurchase intention, but hypotheses 6 and 7 show that customer trust affects repurchase intention Through the mediation of Customer Satisfaction and Customer Engagement variables. This study shows that customer trust has the highest influence on customer satisfaction, while the lowest influence is found in the relationship between customer satisfaction and repurchase intention. In online retail, an e-grocery must know the importance of online customer satisfaction, trust, and engagement that will make customers repurchase online. Customers will repurchase products at the same e-grocery if the e-grocery succeeds in providing and improving its service quality. On the other hand, a lack of trust could be the main reason customers decide not to shop online. Therefore, there are further test results between customer trusts that cannot significantly affect repurchase intention.

There are several managerial implications in this study. First, e-grocery managers must be able to increase customer trust by improving existing services on Alfagift e-grocery. Privacy or security also positively affects customer trust. Thus, e-retailers must ensure the security and privacy of customer data. Customers will feel trustworthy when all information is available. The subsequent implication is that to

increase customer satisfaction, e-grocery managers must design and continue to improve the attractive features and promos on Alfagift e-grocery. Increased customer satisfaction occurs when customers receive high perceived profits, increasing online repurchase intent. In online commerce, customer satisfaction, trust, and engagement must be realized. Managers must also facilitate their customers through proper communication during the buying process to reduce perceived risks. This will create a good reputation in customers' minds about the store, which is critical in maintaining long-term customer relationships.

This research found several limitations of the first study; in this study, the respondents studied were customers who had shopped using Alfagift e-grocery domiciled in the Tangerang City area. As a result, the findings in this study could not present all e-grocery consumers Alfagift; therefore, for further research, researchers provide input to increase the range of the area studied. The following limitation of the study is that this research model only uses one dependent variable, namely repurchase intention, and considers several other variables that affect online repurchase intention.

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