

# FROM CONVENIENCE TO REPURCHASE: THE ROLE OF ONLINE SHOPPING EXPERIENCE AND DIGITAL TRUST AMONG GEN Z CONSUMERS

---

**Raditya Ferdianto<sup>1</sup>, Katon Pratondo<sup>2</sup>, M. Husin Nur Muzakki<sup>3</sup>, Neta Belliawan Nikmah<sup>4</sup>**

Program Studi Bisnis Digital, Institut Teknologi dan Bisnis Muhammadiyah Grobogan<sup>1</sup>

Program Studi Manajemen Ritel,

Institut Teknologi dan Bisnis Muhammadiyah Grobogan<sup>234</sup>

Correspondence Email : radityaferdianto@itbmg.ac.id, katonpratondo@itbmg.ac.id, mhusinnurmuzaki@itbmg.ac.id, netabelliawannikmah@itbmg.ac.id

*Received:*

17 July 2026

*Revised:*

27 July 2026

*Accepted :*

18 August 2026

*Published:*

24 August 2026

**Abstract:** *The advancement of digital technology and the swift expansion of e-commerce have transformed consumer shopping behavior, particularly among Generation Z as a cohort of digital natives. While the convenience of digital platforms significantly affects online buying choices, mere ease of use is insufficient to cultivate loyalty in a highly competitive market; consumers also heavily evaluate their degree of trust in the digital platform. Therefore, this study aims to examine the effect of convenience and digital trust on repurchase intention, along with its broader impacts among Generation Z consumers. This research utilizes a quantitative methodology through a survey technique, involving a sample of 130 Generation Z e-commerce consumers in Grobogan Regency. The data is analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The research findings are anticipated to demonstrate that both convenience and digital trust play a crucial role in driving repurchase intention. Ultimately, this study contributes theoretically to the advancement of digital consumer behavior models and presents practical implications for e-commerce platforms aimed at fostering loyalty among Generation Z consumers.*

**Keywords :** *Convenience, Online Shopping Experience, Digital Trust, Repurchase Intention, Generasi Z, E-commerce*

## INTRODUCTION

The advancement of digital technology has catalyzed substantial transformations in worldwide trade practices, including those in Indonesia. The e-commerce sector is among the fastest

growing, playing a crucial role in the contemporary digital economic environment. This expansion is propelled by the rising prevalence of the internet, the utilization of mobile devices, and the advancement of digital payment technologies that facilitate seamless online transactions (Laudon & Traver, 2021; Turban et al., 2018). Indonesia's e-commerce transactions are forecast to exceed USD 65 billion by 2024 and are anticipated to rise to USD 150 billion by 2030. This expansion is further bolstered by internet penetration, which has surpassed 79% of Indonesia's entire population (APJII, 2024), indicating that Indonesian society is progressively assimilating into the digital ecosystem.

In the context of digital consumer behavior, Generation Z has become the most dominant and strategic demographic group. As true digital natives, they exhibit a high level of technology adaptation and a strong preference for online shopping due to its practicality and speed (Priporas et al., 2017; Djafarova & Bowes, 2021). However, empirical phenomena reveal a significant challenge: Generation Z is characterized by low switching costs and fluctuating loyalty. Although various e-commerce platforms have provided advanced convenience features (e.g., one click payments, fast logistics) and strict security protocols, Gen Z consumers frequently switch between platforms. They are highly demanding; mere transactional functionality is no longer sufficient to retain them.

In digital marketing literature, ease of use or convenience is fundamentally explained within the Technology Acceptance Model (TAM), stating that perceived ease of use enhances user acceptance (Davis, 1989). Furthermore, in an online environment characterized by uncertainty, digital trust, perceptions regarding data security and platform credibility becomes equally crucial (McKnight et al., 2002). Traditionally, both convenience and digital trust are believed to foster consumer loyalty, which is operationalized as repurchase intention. the consumer's willingness to maintain a long term relationship and recommend the platform (Hellier et al., 2003).

Despite extensive literature, there remains a notable empirical gap regarding the direct impact of convenience and digital trust on repurchase intention. Recent literature presents inconsistent findings. Several studies assert that convenience and digital trust directly and significantly drive repurchase intention (Rita et al., 2021; Sharma & Klein, 2023). Conversely, other recent studies argue that in today's highly saturated e-commerce landscape, basic convenience and trust have merely become hygiene factors rather than primary differentiators, resulting in a weak or insignificant direct effect on repurchase intention (Wang & Chen, 2023; Susanto et al., 2022; Rahman et al., 2024). To resolve these inconsistencies, this study introduces Online Shopping Experience as a critical mediating variable, establishing the novelty of this research. It is theorized that seamless technological convenience and a secure foundation of digital trust do not always lead directly to repurchase. Instead, they first cultivate a positive, engaging, and superior online shopping experience, which in turn acts as the true driver of Gen Z's repurchase intention (Handoyo, 2024).

While this phenomenon occurs globally and nationally, it is also profoundly observed at the regional level, specifically among Generation Z e-commerce consumers in Grobogan Regency. The rapid adoption of digital platforms in this developing region presents a unique context to test this comprehensive consumer behavior model. Based on these issues, this research

aims to develop a more comprehensive digital consumer behavior model by integrating the variables of convenience, online shopping experience, digital trust, and repurchase intention in the context of Generation Z consumers on e-commerce platforms in Grobogan Regency.

## **LITERATURE REVIEW**

### **Convenience and Online Shopping Experience**

In the dynamic digital commerce ecosystem, convenience represents the amount of time and effort consumers perceive they must expend to execute an online transaction. Conceptualized as a multi dimensional construct, e-commerce convenience is explicitly measured through access, search, transaction, and post purchase convenience (Chen & Lin, 2025; Mo et al., 2023). When platforms provide high convenience, it directly shapes the Online Shopping Experience (OSE), which encompasses the cognitive, affective, interactive, and aesthetic responses of a consumer (Klaus & Maklan, 2013). Based on the Technology Acceptance Model (TAM), technological ease acts as a catalyst for positive psychological states. Specifically, specific indicator interactions highlight this relationship: high transaction convenience such as a seamless, one click QRIS payment directly elevates the consumer's affective experience by eliminating checkout frustration, thereby fostering a highly enjoyable shopping journey (Chen & Lin, 2025; Wijaya & Pratama, 2025).

H1: Convenience has a positive and significant effect on Online Shopping Experience.

### **Digital Trust and Online Shopping Experience**

Alongside convenience, digital trust acts as a critical pillar in online transactions, defined as the consumer's willingness to be vulnerable to the actions of an online platform (Sharma & Klein, 2023). For Generation Z in Indonesia, this trust is comprehensively measured through security and privacy, platform credibility, vendor integrity, and benevolence (Patel & Kim, 2025; Rahman et al., 2024). A highly trusted platform is a prerequisite for an engaging online shopping experience. When an e-commerce platform demonstrates robust security and privacy (an indicator of digital trust), it significantly reduces the consumer's cognitive load and anxiety. This secure environment directly enhances the consumer's interactive and cognitive experience, allowing them to fully immerse themselves in exploring the platform's features without the fear of data breaches or cyber fraud (Susanto et al., 2022; Sudaryanto et al., 2025).

H2: Digital Trust has a positive and significant effect on Online Shopping Experience

### **Convenience and Repurchase Intention**

The ultimate goal of e-commerce platforms is to drive repurchase intention, defined as the individual's judgment regarding their likelihood to buy services or products again from the same platform (Zeithaml et al., 1996). For Generation Z consumers in developing regional markets like Grobogan Regency, repurchase intention is critically evaluated through future purchase probability, making the platform a primary choice, and willingness to provide recommendations (Lee et al., 2025). The relationship between convenience and loyalty is well documented; convenience reduces the time and psychological costs of shopping. When consumers perceive low effort in utilizing a platform—such as superior search convenience

through intuitive filtering they are more likely to exhibit a high future purchase probability (Wang & Chen, 2023; Rita et al., 2021). The seamlessness of the process naturally encourages consumers to return

H3: Convenience has a positive and significant effect on Repurchase Intention

### **Digital Trust and Repurchase Intention**

In a digital landscape characterized by high uncertainty, trust is a fundamental barrier to repeat transactions. Consumers constantly evaluate vendor integrity and platform credibility to determine their future actions (Susanto et al., 2022). High digital trust mitigates perceived risks, which directly bolsters the consumer's long term commitment. Specifically, when Gen Z consumers are entirely free from the anxiety of fraudulent transactions due to strict platform policies, it directly increases their willingness to provide positive recommendations or word of mouth to their peers and family members (Patel & Kim, 2025; Lee et al., 2025). Trust creates a safe harbor that organically translates into sustained consumer loyalty.

H4: Digital Trust has a positive and significant effect on Repurchase Intention

### **Online Shopping Experience and Repurchase Intention**

Beyond basic functionalities and security, the holistic online shopping experience plays a direct role in shaping consumer loyalty. Recognizing the highly competitive market, platforms in Indonesia have heavily invested in gamification, live streaming, and interactive UIs to capture Gen Z's attention. When platforms generate a strong aesthetic and affective experience, consumers derive pleasure and enjoyment from their interactions (Klaus & Maklan, 2013). This positive psychological state translates directly into behavioral loyalty. An engaging, entertaining, and informative journey acts as a powerful intrinsic motivator, pushing consumers to make the platform their primary choice for future shopping endeavors (Wijaya & Pratama, 2025).

H5: Online Shopping Experience has a positive and significant effect on Repurchase Intention.

### **The Mediating Role of Online Shopping Experience**

Addressing contemporary empirical gaps, recent studies argue that basic convenience and trust are increasingly perceived merely as hygiene factors by modern consumers; thus, their direct impact on loyalty is diminishing in highly saturated e-commerce markets (Wang & Chen, 2023; Rahman et al., 2024). To secure long term loyalty and prevent Gen Z from switching platforms, e-commerce companies must translate ease of use and security into an engaging and memorable journey. The online shopping experience bridges this gap by acting as a crucial psychological mechanism. When a platform is both convenient and trustworthy, it generates a superior customer experience. This resulting experience, rather than just the basic functionality, serves as the primary intrinsic motivation for Gen Z consumers to repeatedly choose the platform over its competitors (Sudaryanto et al., 2025; Mo et al., 2023).

H6: Online Shopping Experience significantly mediates the relationship between Convenience and Repurchase Intention.

H7: Online Shopping Experience significantly mediates the relationship between Digital Trust and Repurchase Intention.

## METHOD

This study employs a quantitative approach with an explanatory cross-sectional survey design to rigorously examine the causal relationships and mediating mechanisms among convenience, digital trust, online shopping experience, and repurchase intention. The research targets Generation Z e-commerce consumers in Grobogan Regency, Indonesia, utilizing a purposive sampling technique based on specific criteria: individuals aged 17–27 years, who have completed mobile e-commerce transactions at least twice in the past six months, and habitually read product reviews. This procedure yielded a final valid sample of 130 respondents, which complies with the minimum threshold guidelines for Partial Least Squares Structural Equation Modeling (Hair et al., 2022). Prior to the main data collection, a pilot test involving 30 respondents was conducted to rigorously establish the instrument's initial validity and reliability. The primary data were gathered via an online questionnaire utilizing a five point Likert scale adapted from established international literature. The instrument measures convenience (access, search, transaction, and post purchase convenience) (Chen & Lin, 2025; Mo et al., 2023), digital trust (security and privacy, platform credibility, vendor integrity, and benevolence), the mediating variable of online shopping experience (cognitive, affective, interactive, and aesthetic experience) (El Abed & Castro Lopez, 2024; Lee, Kim & Fiore, 2010), and repurchase intention (future purchase probability, primary choice, and word of mouth) (Patel & Kim, 2025; Lee et al., 2025). Data analysis was executed using the Partial Least Squares Structural Equation Modeling (PLS SEM) approach via SmartPLS software. The analytical procedure involved evaluating the outer measurement model specifically assessing convergent validity, discriminant validity, and internal consistency reliability followed by the inner structural model assessment, where direct effects and mediation hypotheses were tested through a 5,000 resample bootstrapping procedure. Throughout the entire research process, strict ethical standards were maintained by ensuring voluntary participation, obtaining informed consent, and guaranteeing total data confidentiality for academic purposes.

## RESULT AND DISCUSSION

### Outer Model

The measurement model in the context of Partial Least Squares Structural Equation Modeling (PLS SEM) serves to assess the validity and reliability of indicators in measuring latent constructs, which refers to the relationship between indicators or manifest variables and the latent construct being measured (Syaiful, 2018). Convergent validity is tested by examining the factor loading values of each indicator against the latent construct to be measured, with values above 0.7 considered adequate. Additionally, the reliability of the construct is evaluated thru Composite Reliability (CR) and Average Variance Extracted (AVE), where a CR value above 0.7 and an AVE value above 0.5 indicate that the indicators are consistent in measuring the intended latent construct (Hair et al., 2019). External model testing is important to ensure that the research instruments used are valid and reliable, so that the analysis results are more accurate and dependable.

**Table 1. 1** Measurement Evaluation Models

| Latent Variables           | Convergent Validity | Internal Composite Reliability | Discriminant Validity |       |       |       |
|----------------------------|---------------------|--------------------------------|-----------------------|-------|-------|-------|
|                            | Indicators          | Loading                        | AVE                   | CR    | C.A   | HTMT  |
| Convenience                |                     | > 0.70                         | >0.50                 | >0.70 | >0.70 | < 1   |
|                            | C.1                 | 0.842                          | 0.707                 | 0.923 | 0.897 | Valid |
|                            | C.2                 | 0.858                          |                       |       |       |       |
|                            | C.3                 | 0.855                          |                       |       |       |       |
|                            | C.4                 | 0.835                          |                       |       |       |       |
| Digital Trust              | C.5                 | 0.812                          |                       |       |       |       |
|                            | DT.1                | 0.869                          | 0.707                 | 0.924 | 0.897 | Valid |
|                            | DT.2                | 0.836                          |                       |       |       |       |
|                            | DT.3                | 0.849                          |                       |       |       |       |
|                            | DT.4                | 0.832                          |                       |       |       |       |
| Online Shopping Experience | DT.5                | 0.818                          |                       |       |       |       |
|                            | OSE.1               | 0.784                          | 0.651                 | 0.903 | 0.866 | Valid |
|                            | OSE.2               | 0.805                          |                       |       |       |       |
|                            | OSE.3               | 0.797                          |                       |       |       |       |
|                            | OSE.4               | 0.791                          |                       |       |       |       |
| Repurchase Intention       | OSE.5               | 0.856                          |                       |       |       |       |
|                            | RI.1                | 0.841                          | 0.717                 | 0.910 | 0.868 | Valid |
|                            | RI.2                | 0.843                          |                       |       |       |       |
|                            | RI.3                | 0.836                          |                       |       |       |       |
|                            | RI.4                | 0.867                          |                       |       |       |       |

This research uses the Partial Least Squares (PLS) methodology to assess the validity and reliability of the model constructs with SmartPLS software. The analytical procedures include the evaluation of the external model and the internal model of the research framework. The assessment of the external model aims to analyze the validity and reliability of indicators and constructs, as proposed by (Hair et al., 2019). This evaluation is structured based on three main criteria: (1) Convergent validity, which requires external loading values to exceed 0.7 and Average Variance Extracted (AVE) values to exceed 0.5; (2) Internal consistency, assessed based on a Cronbach's alpha coefficient greater than 0.7 and a Composite Reliability value also exceeding 0.7; and (3) Discriminant validity, determined using the Fornell-Larcker criterion, where the square root of AVE (diagonal value) must exceed its correlation with other constructs, and the Heterotrait Monotrait (HTMT) ratio must remain below 1. Based on these criteria, the indicators and constructs included in this study are declared valid and reliable.

### Inner Model

The internal model evaluation in this study focuses on assessing the structural relationships among the latent variables, namely Convenience, Digital Trust, Online Shopping Experience, and Repurchase Intention. The research results show that Convenience and Digital Trust both have a significant positive impact on Experience and repurchase. Meanwhile, Online Shopping

Experience has a significant positive impact on repurchase and plays a significant role as a mediator in the relationship between Convenience and Digital Trust on Repurchase Intention, indicating its crucial role in transforming consumer comfort and trust into repeated consumer purchasing decisions. The coefficient of determination ( $R^2$ ) value indicates that the model has a moderate to substantial explanatory power, and the path coefficients are statistically significant, confirming the robustness of the hypothesized relationships. The inner model in Partial Least Squares Structural Equation Modeling (PLS SEM) refers to the relationships between latent constructs in the research model. In this study, the inner model is used to test hypotheses regarding the relationships between constructs. The analysis of the inner model involves testing the strength and direction of the relationships between these constructs through path coefficients and t values generated from bootstrapping (Priyono, 2016).

**Table 1.2** Path Coefficients Test Results (Direct Effect)

|                                                   | Original Sample | T-Statistics | P-Value | Ket      |
|---------------------------------------------------|-----------------|--------------|---------|----------|
| Convenience > Repurchase Intention                | 0.236           | 3.181        | 0.002   | accepted |
| Digital Trust > Repurchase Intention              | 0.233           | 3.459        | 0.001   | accepted |
| Convenience > Online Shopping Experience          | 0.362           | 6.241        | 0.000   | accepted |
| Digital Trust > Online Shopping Experience        | 0.363           | 5.242        | 0.000   | accepted |
| Online Shopping Experience > Repurchase Intention | 0.391           | 4.745        | 0.000   | accepted |

### Effects of Convenience on Repurchase Intention

The hypothesis testing regarding the influence of convenience on repeat purchases shows that usability has a significant positive impact on consumer repeat purchases in online shopping. This is evidenced by the statistical results, where the T-Statistic value is 3.181 and the P value is 0.002, which does not exceed the significance threshold of 0.05. This shows that the easier it is for customers to make online purchases, the greater their desire to do so again. Several indicators show this ease, namely ease of access, ease of search, ease of evaluation, ease of transaction, and ease of ownership. In terms of search convenience, customers can easily find the products they need through the search feature, product categories, and location. Factors that indicate transaction convenience include an easy payment process, checkout, and various digital payment methods that make the transaction experience more practical and effective. However, the speed of delivery, ease of order tracking, and accuracy of product receipt indicate possession convenience, which makes customers satisfied. When there is a good shopping experience, customers tend to return to that platform. This result aligns with consumer behavior theory, which states that the ease and efficiency of service are important factors in retaining loyal customers and their intention to purchase e-commerce products again.

This research supports Ferdianto, R., & Hendar. (2022) in their previous study which states that the perception of ease and usefulness can enhance and encourage them to make repeat purchases. Additionally, Valarie A. Zeithaml's (2018) research shows that the ease of digital services is an important part of creating customer satisfaction and loyalty in online

based businesses. In the context of customers in Grobogan Regency, the increasing use of marketplaces and digital services makes consumers increasingly consider aspects of practicality and efficiency in shopping, so ease becomes an important factor in determining the desire to repurchase.

### **Effect of Digital Trust on Repurchase Intention.**

According to data analysis conducted on customers who made online purchases in Grobogan Regency, digital trust has been proven to have a positive and significant effect on the desire to repurchase. This indicates that when customers have more trust in online platforms, they are more likely to make repeat purchases. Some important indicators that form digital trust are reliability, credibility, transparency, integrity, and security. The aspect of trust is reflected in the platform's ability to provide services and products that consistently meet customer expectations, fostering a sense of confidence to return for transactions. Consumers feel safe when making purchases with online platforms because of their credibility, which shows that they have a good reputation, accurate information, and trustworthy customer reviews. Additionally, the transparency of the transaction process, such as the openness of price information, product descriptions, shipping costs, and return policies, adds to customers' confidence in the platform. When it comes to integrity, customers see that both sellers and the platform are committed to acting honestly, fulfilling service promises, and being accountable for transactions conducted. Meanwhile, security is very important because user privacy, payment security, and personal data protection can reduce the perceived risks for customers when shopping online. When customers believe that the platform can protect and secure their digital transactions, they will be more likely to make repeat purchases. In line with recent previous research (Rita et al., 2021; Sharma & Klein, 2023), these findings indicate that digital trust, also known as electronic trust, has a significant impact on the desire to repurchase online. As further corroborated by Rahman et al. (2024), trust provides a vital sense of comfort, loyalty, and confidence to customers, effectively mitigating the perceived risks inherent in digital environments and encouraging repeat transactions on e-commerce platforms.

### **Effect of Convenience on Online Shopping Experience**

The factor of convenience has been proven to have a positive and significant impact on consumers' online shopping experience, as shown by the data analyzed from research involving customers who made online purchases in Grobogan Regency. The results show that the easier it is for customers to make online purchases, the better their shopping experience. In this study, five key indicators are used to measure ease: ease of access, ease of search, ease of evaluation, ease of transaction, and ease of ownership. Ease of access describes the convenience for consumers to access online shopping platforms anytime and anywhere without time and location constraints. Ease of search indicates the convenience for consumers in finding information about products thru search features, product categories, and system recommendations, which helps them quickly and accurately locate the desired products. This provides time efficiency and reduces the effort for consumers to obtain the desired product. Additionally, the assessment of convenience relates to the ease with which customers can compare products, read reviews, view specifications, and evaluate product quality before

making a purchase. Possession convenience relates to the ease with which consumers obtain products, such as delivery speed, order accuracy, and the ease of receiving purchased items. Meanwhile, transaction convenience reflects the ease of the payment process, checkout, and transaction security that makes customers feel comfortable when shopping online.

The results of this study are in line with the opinion of Jiang et al. (2013), who state that “convenience online shopping refers to the reduction of consumers’ time and effort associated with purchasing or using services.” In other words, convenience is the ability of online services to reduce the time and effort of consumers during the purchasing process. The concept explains that the customer experience with online shopping will be better if there is easy access, information search, product evaluation, transaction, and product receipt. Furthermore, as stated by Duarte et al. (2018), ease “is an important factor in creating a positive customer experience in the online shopping environment.” This shows that convenience is an important component in creating a positive customer experience. Furthermore, research conducted by Khairial and Ridanasti (2023) found that all aspects of online shopping convenience positively impact customer satisfaction and their behavior when using marketplaces in Indonesia. Therefore, it can be concluded that the online shopping experience of customers in Grobogan Regency is improving along with the level of convenience they have.

### **Effect of Digital Trust on Online Shopping Experience**

The results of the data analysis show that digital trust has a positive and significant impact on the online shopping experience of consumers in Grobogan Regency. These findings indicate that the level of consumer trust in digital markets and platforms is strongly related to the quality of their online shopping experience. In this study, digital trust is built through indicators of reliability, credibility, transparency, integrity, and security that support each other to create a comfortable and safe transaction experience. Credibility indicates the level of trustworthiness of the platform and sellers, which can be seen from the store’s reputation, customer reviews, product ratings, and provided information. Reliability is reflected in the ability of sellers or marketplaces to provide consistent services, such as timely delivery of goods, product quality that matches the description, and quick and stable customer service responses, making customers feel more confident in making online purchases. In addition, transparency is very important to create a good shopping experience for customers. This is done by informing them about prices, product details, shipping costs, and return policies, so that customers feel comfortable and not disadvantaged when making a purchase. An additional factor that helps is integrity, which relates to the honesty, commitment, and consistency of the seller in fulfilling their service promises to customers. Ultimately, this can build long term trust based relationships. On the other hand, security is very important because it relates to the protection of personal data, the security of digital payments, and the security of consumer accounts when shopping online. A high perception of security makes customers feel safer and minimizes the risk of fraud and data breaches. When digital trust in digital platforms increases, this condition makes online shopping in Grobogan Regency more enjoyable, effective, and satisfying.

Moreover, the findings of this study strongly support previous theories and recent empirical research which state that digital trust is a key component influencing comfort, satisfaction, and customer experience in e-commerce activities. For instance, Sudaryanto et al., (2025) assert

that robust digital trust significantly mitigates perceived risks, thereby allowing consumers to engage in a more immersive and enjoyable online shopping journey. Similarly, Sharma and Klein (2023) highlight that elements such as payment security and vendor transparency are fundamental antecedents that elevate both the cognitive and affective dimensions of the digital customer experience. Furthermore, Handoyo (2024) emphasize that in a highly competitive e-commerce landscape, a high level of consumer trust is the primary catalyst that transforms a mere transaction into a highly satisfying online experience. Consequently, when customers feel that the platform they use is trustworthy, safe, and transparent during digital transactions, they tend to make online purchases more frequently and experience greater overall satisfaction.

**Table 1.3** Path Coefficients Test Results (Indirect Effect)

|                                                                      | Original Sample | T-Statistics | P-Value | Ket      |
|----------------------------------------------------------------------|-----------------|--------------|---------|----------|
| Convenience > Online Shopping Experience<br>> Repurchase Intention   | 0.142           | 3.499        | 0,001   | accepted |
| Digital Trust > Online Shopping<br>Experience > Repurchase Intention | 0.142           | 3.396        | 0,001   | accepted |

### **The Role of Online Shopping Experience Mediation on Convenience toward Repurchase Intention**

The analysis results show that factors related to the online shopping experience can positively and significantly mediate the relationship between ease of use and the desire to repurchase. The results indicate that when consumers can access the application, find products quickly, conduct transactions easily, and have sufficient time, they are more likely to have a pleasant and satisfying online shopping experience. When customers' shopping experience is better, they have a better shopping experience, which means they will use the platform more frequently. This condition aligns with the digital consumer behavior theory, which states that customer experience enhances loyalty and repurchase intention in e-commerce due to emotional and cognitive factors.

The results of this study support the conclusions of L Nurcholis and R Ferdianto (2021), which state that the ease of customer interaction with digital systems shapes the online shopping experience, thereby a good shopping experience increases the likelihood of customers making repeat purchases. Additionally, the research conducted by Anderson and Srinivasan (2003) found that a pleasant experience during the online transaction process can enhance customer loyalty and encourage the desire to repurchase. Empirically, the significant positive mediation results of this study indicate that consumers consider the practical aspects of platform usability as well as the overall experience they have when interacting with the market or e-commerce. When customers have a fast, easy, safe, and seamless experience, they have a positive perception and are more likely to make a repeat purchase. Therefore, the experience of buying goods online serves as a psychological tool to counterbalance the effect of convenience on the desire to repurchase.

## **The Role of Online Shopping Experience Mediation on Digital Trust toward Repurchase Intention**

The results of the data analysis show that the online shopping experience variable can positively and significantly mediate the relationship between digital trust and repurchase intention. These findings indicate that the higher the level of consumer trust in digital platforms, the better the online shopping experience perceived by consumers, which ultimately increases the consumers' intention to make repeat purchases. Digital trust provides a sense of security in transactions, confidence in service quality, and assurance in personal data protection, making consumers feel comfortable throughout the purchasing process. A positive shopping experience, such as ease of app navigation, transaction speed, delivery accuracy, and responsive service, becomes an important factor that strengthens consumers' decision to shop again on the same platform.

Thus, the online shopping experience serves as a psychological mechanism that bridges the influence of digital trust on the formation of repurchase intention. These findings are in line with the research by Gefen et al. (2003), which explains that trust in the digital environment can enhance loyalty and repurchase intention through a positive user experience on e-commerce systems. Additionally, Rosemary Van der Heijden's (2004) research shows that customer experience in online shopping is a key determinant in building long term relationships between consumers and digital platforms. Moreover, these foundational perspectives are strongly corroborated by recent empirical studies. For instance, Sudaryanto et al., (2025) highlight that in today's highly competitive e-commerce landscape, digital trust functions as a critical prerequisite that activates a seamless customer experience, which then acts as the primary catalyst for continuous usage. Furthermore, Wang and Chen (2023) emphasize that a secure and trustworthy platform significantly amplifies the cognitive and affective dimensions of the shopping experience, thereby solidifying repurchase intentions, particularly among younger demographics like Generation Z. The results of this study also reinforce the theory of digital consumer behavior, which states that consumers not only consider aspects of trust but also emotional and functional experiences during transactions before deciding to make a repeat purchase.

Based on the research results, it can be concluded that digital trust has a positive and significant impact on repurchase intention, both directly and through the mediation of online shopping experience. This indicates that the higher the level of consumer trust in digital platforms, the better the online shopping experience perceived by consumers, thereby encouraging an increased intention to repurchase. The online shopping experience has proven to be a mediating variable that strengthens the relationship between digital trust and the consumer's decision to transact again. These findings emphasize that in the context of digital business and e-commerce, companies not only need to build trust through transaction security and service credibility but also must create a shopping experience that is comfortable, easy, responsive, and enjoyable to maintain consumer loyalty and enhance the sustainability of future purchases.

## CONCLUSION

Based on the research results, it can be concluded that convenience has a positive and significant effect on repurchase intention among online shopping consumers in Grobogan Regency. The higher the ease perceived by consumers in accessing the platform, searching for products, evaluating products, making transactions, and receiving products, the higher the consumers' desire to make repeat purchases. The ease of the online shopping process creates a more practical, efficient, and comfortable shopping experience, thereby increasing consumer satisfaction and loyalty toward the e-commerce platform used. Therefore, the aspect of convenience becomes an important factor that online business operators need to pay attention to in order to retain consumers and sustainably increase repurchase intention. And convenience also has a positive and significant impact on the online shopping experience of customers in Grobogan Regency. This shows that a person's online shopping experience is better when it is easier for them to do so. Easy access to the platform, easy search to find product information, easy evaluation to compare and assess products, easy payment and transaction process, and easy receipt to receive products quickly and accurately are all examples of the convenience demonstrated. Each aspect of this convenience has the ability to enhance a shopping experience that is more efficient, comfortable, practical, and enjoyable for customers. Therefore, stores and e-commerce operators must enhance service convenience at every step of the purchasing process to ensure a positive online shopping experience and increase customer satisfaction.

According to the conducted research, it can be concluded that digital trust has a positive and significant effect on the desire to repurchase items. Consumers are more likely to make repeat purchases if they have more trust in the online platform. With consistent service, reliable information, transaction transparency, a commitment to honesty, and data and payment security, that trust is built, which can create a sense of safety, comfort, and consumer confidence when transacting online. Customers become more loyal and will continue to use the platform for their next purchases. And digital trust also has a positive and significant effect on the online shopping experience of customers in Grobogan Regency. The level of customer trust in digital platforms and online sellers is proportional to the quality of the online shopping experience. Dependability in providing consistent service, credibility that demonstrates reputation and trustworthy information, transparency that shows transaction information, integrity thru honesty and seller commitment, and security that keeps consumer data and payments safe. These five metrics have the ability to enhance the overall online shopping experience by providing a sense of security, comfort, and customer satisfaction throughout the transaction process. Therefore, marketplaces and online business operators must pay attention to digital trust as an important element to enhance customer loyalty and provide a positive e-commerce experience.

## Managerial Implications

This study shows that companies, particularly e-commerce and digital businesses, need to enhance digital convenience and trust as a primary strategy to create a positive online shopping experience that can drive consumer repurchase intentions. In terms of convenience, businesses must ensure that online shopping is easy, fast, and efficient thru a user friendly application or website interface, an easy to use product search system, various payment methods, a practical checkout process, and fast and easily trackable delivery services. With this ease, customers

will feel more comfortable and satisfied when shopping online. Additionally, businesses must enhance digital trust by improving service trust, maintaining the credibility of the store and products, providing clear information transparency, upholding service integrity, and enhancing the security of payment systems and customer data protection. Businesses can take tangible actions, such as providing accurate product descriptions, openly displaying customer reviews, offering clear warranties and return policies, using digital transaction security systems, and improving fast and solution oriented customer service. Consumers will have a more positive and enjoyable online shopping experience if they find online shopping easy, safe, and trustworthy. A positive experience will increase customer satisfaction and comfort, encouraging them to make purchases again on that platform. Therefore, digital ease and trust should be considered a long term business strategy to maintain competitiveness in the digital era and build customer loyalty, not just as an operational component.

### Limitations

Several limitations of this study should be considered when developing future research. First, this study only discusses customers who make online purchases in Grobogan Regency. Therefore, the results cannot be generalized to customers in other places who have different digital, social, and economic behaviors. Second, this study only discusses the factors of convenience and digital trust in the online shopping experience and their influence on the desire to repurchase. However, other factors, such as risk perception, customer satisfaction, service quality, price, promotion, and electronic word of mouth (e-WOM), may also influence consumer behavior. Third, because the data collection method is a questionnaire, the respondents' answers are highly dependent on their subjective perceptions and the level of honesty when filling out the research instrument. Additionally, because this research uses a cross sectional approach or data collection over a specific period, this study cannot depict the dynamic changes in consumer behavior in the long term. Therefore, it is hoped that future research will include more relevant variables, use mixed methods, and conduct longitudinal studies to obtain more in depth results on consumer behavior in online purchases.

### REFERENCES

- Anderson, R. E., & Srinivasan, S. S. (2003). E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology and Marketing*, 20(2), 123–138. <https://doi.org/10.1002/mar.10063>
- Alalwan, A. A., Dwivedi, Y. K., & Rana, N. P. (2018). Factors influencing adoption of mobile banking by Jordanian bank customers: Extending UTAUT2 with trust. *International Journal of Information Management*, 37(3), 99–110. <https://doi.org/10.1016/j.ijinfomgt.2017.01.002>
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2024). Data Riset Pengguna Internet di Indonesia Tahun 2024. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang#:~:text=APJII%20Jumlah%20Pengguna%20Internet%20Indonesia,jiwa%20penduduk%20Indonesia%20tahun%202023>.
- Azmi, M. W., & Patrikha, F. D. (2022). Pengaruh Online Customer Experience Terhadap Keputusan Pembelian dengan Kepercayaan Sebagai Variabel Intervening (Studi Pada Pembelian Elektronik di Marketplace Shopee). *Jurnal Pendidikan Tata Niaga*, <https://doi.org/10.26740/jptn.v10n1.p1610-1618>

- Berry, Leonard L., Kathleen Seiders, & Dhruv Grewal. 2002. Understanding Service Convenience. : Journal of Marketing Vol.66 (July 2002), 1–17
- Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25(3), 351–370. <https://doi.org/10.2307/3250921>
- Bilgihan, A. (2016). Gen y customer loyalty in online shopping: An integrated model of trust, user experience and branding. *Computers in Human Behavior*, 61, 103–113. <https://doi.org/10.1016/j.chb.2016.03.014>.
- Chiu, C. M., Chang, C. C., Cheng, H. L., & Fang, Y. H. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, 33(4), 761–784. <https://doi.org/10.1108/14684520910985710>
- Davis, F.D. 1989. "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology". *MIS Quarterly*. Vol. 13 No. 5: pp319-339.
- Duarte, P., e , Silva, S.C. , Ferreira, M.B. , 2018. How convenient is it? Delivering online shopping convenience to enhance m-banking adoption intention and encourage e-WOM. *J. Retail. Consum. Serv.* 44, 161–169.
- Djafarova, E., & Bowes, T. (2021). 'Instagram made me buy it': Generation Z impulse purchases in fashion. *Journal of Retailing and Consumer Services*. Vol. 59, h. 1-9. <https://doi.org/10.1016/j.jretconser.2020.102345>
- El Abed, M., & Castro-Lopez, A. (2024). The impact of AI-powered technologies on aesthetic, cognitive and affective experience dimensions: A connected store experiment. *Asia Pacific Journal of Marketing and Logistics*, 36(3), 715–735. <https://doi.org/10.1108/APJML-02-2023-0109>
- Fang, Y. H., Chiu, C. M., & Wang, E. T. G. (2014). Understanding customers' satisfaction and repurchase intentions: An integration of IS success model, trust, and justice. *Internet Research*, 24(4), 479–503. <https://doi.org/10.1108/IntR-01-2013-0016>
- Ferdianto, R. (2022). The Role of Perceived Usefulness and Perceived Ease of Use in Increasing Repurchase Intention in the Era of the Covid-19 Pandemic. *Research Horizon*, 2(2), 313–329. <https://doi.org/10.54518/rh.2.2.2022.53>
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51–90. <https://doi.org/10.2307/30036519>
- Hajli, N., & Sims, J. (2015). Social commerce: The transfer of power from sellers to buyers. *Technological Forecasting and Social Change*, 94, 350–358. <https://doi.org/https://doi.org/10.1016/j.techfore.2015.01.012>.
- Handoyo, S. (2024). Purchasing in the digital age: A meta-analytical perspective on trust, risk, security, and e-WOM in e-commerce. *Heliyon*, 10(8), e29714. <https://doi.org/10.1016/j.heliyon.2024.e29714>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) using R: A workbook. Springer. <https://doi.org/10.1007/978-3-030-80519-7>
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11/12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- Holloway, B. B., & Beatty, S. E. (2008). Satisfiers and dissatisfiers in the online environment:

- A critical incident assessment. *Journal of Service Research*, 10(4), 347–364. <https://doi.org/10.1177/1094670508314266>
- Huang, M., & Benyoucef, M. (2013). From E-commerce to Social Commerce : A close look at design features, *Electronic Commerce Research and Applications*, Volume 12, Issue 4, Pages 221-296.
- Jiang, Yang, dan Jun. “Measuring Consumer Perceptions Of Online Shopping Convenience”, *Jurnal of Service Management*. Vol.24, No.2, 2013, p.194.
- Khairial, & Ridanasti. (2023). The Effect of Online Shopping Convenience on Customer Satisfaction, Behavioral Intention and E-WOM. *Asian Journal of Economics Business and Accounting*. 23(24):290-303. <https://doi.org/10.9734/ajeba/2023/v23i241205>
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/10.1016/j.dss.2007.07.001>
- Kim, J., & Lennon, S. (2013). Effects of reputation and trust on online purchase. *Journal of Interactive Marketing*. 7(1). <https://doi.org/10.1108/17505931311316734>
- Klein, A., & Sharma, V. M. (2022). Consumer decision-making styles, involvement, and the intention to participate in online group buying. *Journal of Retailing and Consumer Services*, 64, 102808. <https://doi.org/10.1016/j.jretconser.2021.102808>
- Kotler, P., & Keller, K. (2016). *Marketing Management*. Edisi: 15e, United States of America: Pearson Education.
- KPMG. (2021). Building digital trust: The role of trust in digital transformation. KPMG International. <https://kpmg.com/kpmg-us/content/dam/kpmg/pdf/2023/building-trust-organization.pdf>
- Laudon, K., & Traver, C. (2021). *E-Commerce 2021-2022: Business, Technology and Society*, Global Edition. 17, United States of America: Pearson Higher Education.
- Lee, H.-H., Kim, J., & Fiore, A. M. (2010). Affective and cognitive online shopping experience: Effects of image interactivity technology and experimenting with appearance. *Clothing and Textiles Research Journal*, 28(2), 140–154. <https://doi.org/10.1177/0887302X09341586>
- Lemon, K., & Verhoef, P. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*. 80(6). <https://doi.org/10.1509/jm.15.0420>
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research*, 13(3), 334–359. <https://doi.org/10.1287/isre.13.3.334.81>
- Morgan, R. M., & Hunt, S. D. (1994). Commitment-trust theory of relationship marketing. *Journal of Marketing*. 58(3):20-38. <https://doi.org/10.2307/1252308>
- Nurcholis, L., & Ferdianto, R. (2021). How to expand repurchase intention? The intervening impact of attitude towards mobile shopping. *. Binus Business Review*, 12, 11-19. <https://doi.org/10.21512/bbr.v12i1.6454>
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce. *International Journal of Electronic Commerce*. 7(3):101-134
- Priporas, C., Stylos, N., & Fotiadis, A. (2017). Generation Z consumers’ expectations of interactions in smart retailing: A future agenda. *Computers in Human Behavior* 77:374e381. <https://doi.org/10.1016/j.chb.2017.01.058>

- Rose, S., Clark, M., Samouel, P., & Hair, N. (2012). Online customer experience in e-retailing: An empirical model of antecedents and outcomes. *Journal of Retailing*, 88(2), 308–322. <https://doi.org/10.1016/j.jretai.2012.03.001>
- Seiders, K., Voss, G. B., Godfrey, A. L., & Grewal, D. (2007). SERVCON: Development and validation of a multidimensional service convenience scale. *Journal of the Academy of Marketing Science*. 35(1):144-156. <https://doi.org/10.1007/s11747-006-0001-5>
- Sudaryanto, S., Hanim, A., Rosediana Dewi, I., Kartikasari, A. D., & Rusdiyanto, R. (2025). The mediating effect of customer trust of E-WOM and online customer reviews impacting purchase decision of household electronic products at a marketplace: evidence from Indonesia. *Cogent Business & Management*, 12(1). <https://doi.org/10.1080/23311975.2025.2503093>
- Turban, E., King, D., Lee, J., Liang, T., & Turban, D. (2018). *Electronic Commerce 2018: A Managerial and Social Networks Perspective*. <https://doi.org/10.1007/978-3-319-58715-8>
- Venkatesh, V., and Davis, F. D. 2000. “A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Studies,” *Management Science* (46:2), pp.186–205. <https://doi.org/10.1287/mnsc.46.2.186.11926>
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 8, 425–478.
- Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer experience creation: Determinants, dynamics and management strategies. *Journal of Retailing*, 85(1), 31–41. <https://doi.org/10.1016/j.jretai.2008.11.001>
- Y. H. Chen and S. Barnes, “Initial Trust and Online Buyer Behaviour,” *Industrial Management & Data Systems*, Vol. 107, No. 1, 2007, pp. 21-36. doi:10.1108/02635570710719034
- Zeithaml, Valarie A., Mary J. Bitner, & Dwayne D. Gremler (2018), *Services Marketing: Integrating Customer Focus Across the Firm*, Edisi 7, New York: McGraw-Hill Education..

Recomendasi: Layak dipublikasikan di Jurnal Ekonomi dan Bisnis