

The Influence of Digital Marketing and Ease of Transaction on Rerepurchase Intention on Shopee E-Commerce (A Case Study Conducted on Unram Students)

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ABSTRACT

This study aims to analyze the influence of Digital Marketing and Ease of Transaction on ReRepurchase Intention on the Shopee E-Commerce platform, with a case study focused on students of the University of Mataram (UNRAM). The population in this study includes all UNRAM students, while the sample used consists of 100 respondents who have made purchases on Shopee. This study is included in the associative research type. Data were analyzed using the SPSS application version 2.6 for Windows by applying several statistical tests, including validity tests, reliability tests, classical assumption tests, F tests, significance tests (t tests), coefficient of determination tests (R^2), and multiple linear regression analysis. The results of the study indicate that both variables, namely Digital Marketing and Ease of Transaction, partially have a significant effect on ReRepurchase Intention. Based on these findings, it is recommended that Shopee continue to improve its digital marketing strategy and simplify the transaction process to increase user convenience and satisfaction, which ultimately can encourage consumer intentions to make repeat purchases.

INTRODUCTION

In today's modern era, the internet has become an inseparable part of human life. Nearly all daily activities, from communication and information searches to buying and selling transactions, now depend on advances in internet technology. The internet's vital role in people's lives has also driven the increase in its user base in Indonesia. Data from the Indonesian Internet Service Providers Association (APJII) shows that in 2018, the number of internet users in Indonesia reached 171.17 million, and this figure continues to grow, reaching 210.03 million in 2021.

Kotler and Armstrong (2012) define e-commerce as an online channel accessed via computer, used by businesses to conduct their activities and by consumers to obtain information, from providing information services to making purchasing decisions. Meanwhile, according to Loudon (1998), e-commerce is an electronic transaction process between sellers and buyers that takes place from one company to another using a computer as an intermediary (Fitryani & Aditya Surya Nanda, 2021).

Currently, many companies are beginning to harness the potential of e-commerce to grow their businesses. One e-commerce company experiencing rapid growth in Indonesia is Shopee. Founded in Singapore in 2015, Shopee has since expanded to other Asian countries such as Malaysia, Thailand, Taiwan, Vietnam, the Philippines, and Indonesia. Shopee is an example of a company that has recognized the opportunities posed by the development of internet technology by introducing an e-commerce platform as its primary business strategy (Munajati, 2023).

In practice, Shopee implements a digital marketing strategy as part of its technology-based marketing efforts. Chaffey (2002) states that digital marketing is the use of digital technology through various online channels such as websites, email, databases, digital television, social media, blogs, podcasts, and feeds, to support marketing activities. It is hoped that by implementing digital marketing, Shopee will be able to encourage increased rePurchase Intentions among its app users (Chayati et al., 2023).

The e-commerce company Shopee also offers easy transaction features for its customers. These transaction conveniences include bank transfers, payments via Indomaret or Alfamart, ShopeePay, Paylater, Oneklik, Kredivo, and Cash on Delivery (COD). The provision of these easy transaction features is expected to increase rePurchase Intention among Shopee app users during online shopping activities. (Chayati et al., 2023)

Based on this background, researchers believe it is important to conduct further research into the influence of digital marketing and ease of transactions offered by the Shopee e-commerce platform, and how these two factors influence consumer rePurchase Intention. Therefore, this study is entitled: "The Influence of Digital Marketing and Ease of Transaction on RePurchase Intention on Shopee E-commerce."

THEORETICAL REVIEW

Digital Marketing

According to Ridwan Sanjaya and Josua Tarigan (2009:47), digital marketing refers to marketing activities, including branding, that are carried out through internet-based media such as blogs, websites, email, Google AdWords, and various social media platforms. In contrast, Malik (2017) views digital marketing as the utilization of the internet and interactive technologies to build and exchange information between companies and consumers. This process can be realized through websites, search engine optimization and marketing, online banners, social networking sites, viral campaigns, email promotion, and affiliate programs (Sopiyan, 2022).

Yazer Nasdini (2012:32) put forward several indicators that can influence the effectiveness of Digital Marketing, namely:

1. **Accessibility**
Refers to the extent to which users can access information and services offered through online advertising, especially through social media or websites.
2. **Interactivity**
It is the level of two-way interaction between advertisers and consumers, which reflects the ability of reciprocal communication and response to user input.
3. **Entertainment**
Shows the extent to which advertising content is able to provide entertainment or enjoyment to the audience, while also inserting informative promotional messages.
4. **Credibility**
Describes the extent to which online advertising is perceived as trustworthy, unbiased, competent, and presents credible and clear information by consumers.
5. **Irritation**
It is a negative perception of online advertising that is perceived as annoying, manipulative, or even misleading, resulting in an unpleasant experience for consumers.
6. **Informativeness**
Demonstrates the ability of advertising to provide relevant and accurate information about a product or service, thereby helping consumers make economical decisions (Mewoh et al., 2019).

Ease Of Transaction

According to Davis et al. (1989), perceived ease of use is defined as the extent to which users believe a technology or system can be operated easily without significant obstacles. Meanwhile, Basu (2008:39) defines ease of use as the minimal sacrifice customers make to obtain a product or service in an efficient, convenient, and uncomplicated manner. In Turban's view (2010:18), ease of transaction should allow users to carry out the transaction process simply, without going through complex or confusing stages (Lest et al., 2018).

The ease of shopping variable indicator refers to Pudjihardjo's research (2015), namely:

1. Ease of navigation:
This means that consumers can easily find where to shop or which store to shop at.
2. Ease of understanding:
This means that consumers can easily understand the flow of shopping, payment, and collection.
3. Ease of transactions:
This means that consumers can easily pay directly or by bank transfer.
4. Flexible transaction options:
This means that consumers can easily choose their payment method, whether cash on delivery (COD) or direct payment (Suyitno & Khijatul Istiadah, 2018).

Repurchase Intention

Hellier et al. (2003:1770) stated that reRepurchase Intention is a planned decision by someone to use the same service in the future, taking into account certain situations and accompanied by a level of satisfaction or liking for the service. According to Ndubisi & Chiew (2005:40), repurchase varies depending on the durability or longevity of the product in question.

There are several indicators of reRepurchase Intention according to Ferdiand (2002:129), namely:

1. Transactional Intention
Transactional intention refers to the extent to which a person is interested or intends to make a transaction, particularly when purchasing a product or service. This reflects an individual's desire not only to express interest in a product but also to move towards a purchase decision. This is also evident in concrete actions, such as completing a registration form or completing a payment.
2. Referential Value
Referential intention refers to a person's desire to recommend or share information about a product, service, or brand to others, such as friends, family, or colleagues. This indicates an individual's level of trust and satisfaction with the product or service they use, such that they feel compelled and comfortable recommending it.
3. Preferential Intention
Preferential intention refers to a person's inclination or attraction toward a product, service, or brand, which can be defined as an individual's tendency to choose that option over available alternatives. This reflects a choice based on personal judgment, previous experience, or positive perceptions regarding the quality, value, or features offered by the product or brand.
4. Exploratory Intention
This intention reflects an individual's behavior of continually seeking information about a product that interests them and seeking data that supports the product's positive aspects.

The Influence of Digital Marketing on RePurchase Intention on Shopee E-Commerce at the University of Mataram

Sanjaya and Tarigan (2009:47) define digital marketing as marketing activities, including branding, that utilize various web-based media such as blogs, websites, email, Google AdWords, and social networks. Several previous studies, such as those conducted by A. Putri & Marlien (2022), Mewoh et al. (2019), and Sopiyan (2022), show that digital marketing has a positive and significant influence on consumer rePurchase Intentions.

H1: It is suspected that Digital Marketing has a positive and significant effect on RePurchase Intention.

The Influence of Ease of Transaction on RePurchase Intention on Shopee E-Commerce at the University of Mataram

Turban (2010:18) suggests that transaction convenience should ideally be designed to be practical and not cause difficulties for users during the transaction process. Consistent with this, research conducted by Adhitya and Fauziah (2023), Lestari (2018), and Heni, Mursito, and Damayanti (2020) shows that transaction convenience has a positive and significant impact on consumer rePurchase Intentions.

H2: It is suspected that Ease of Transaction has a positive and significant influence on Purchasing Decisions.

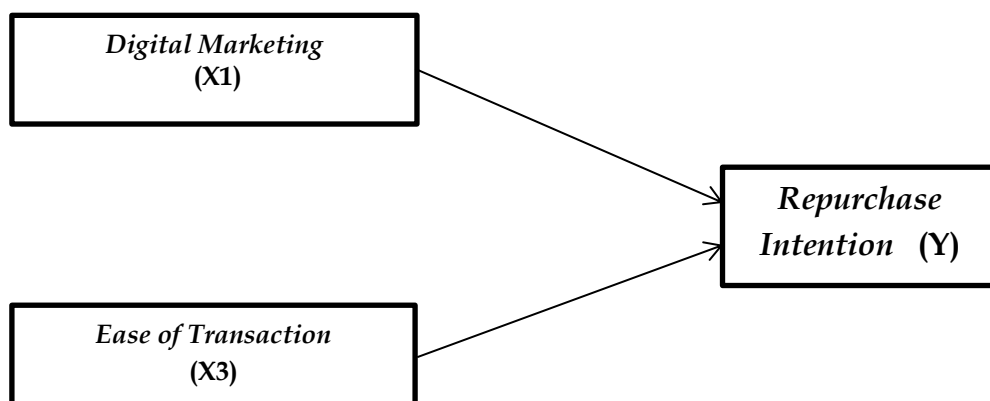


Figure 1. Conceptual Framework

METHODOLOGY

This study applies a causal associative research design using a quantitative approach to test the causal relationship between the variables studied. The population in the study were students at the University of Mataram who had shopped online using the Shopee application. Through a purposive sampling technique, 100 samples were obtained as the final sample. This study will be conducted at the University of Mataram in 2025. This study uses data collection techniques, namely questionnaires and online surveys. SPSS 26 is used as a data analysis tool.

RESULTS

Validity Test

Table 1. Validity Test Results

Variable	rcount	Rtable	Information
X1.1	0,807	0,164	Valid
X1.2	0,749	0,164	Valid
X1.3	0,602	0,164	Valid
X1.4	0,702	0,164	Valid
X1.5	0,750	0,164	Valid
X1.6	0,737	0,164	Valid
Variable	rcount	Rtable	Information
X2.1	0,630	0,164	Valid
X2.2	0,835	0,164	Valid
X2.3	0,754	0,164	Valid
X2.4	0,717	0,164	Valid
Variable	rcount	Rtable	Information
Y.1	0,745	0,164	Valid
Y.2	0,718	0,164	Valid
Y.3	0,752	0,164	Valid
Y.4	0,751	0,164	Valid

Based on the results of table 1. the questionnaire distributed to 100 respondents can be seen that all indicators are above 0.5 and the r value is greater than the r table value, which is around 0.164, so it can be said to be valid.

Reliability Test

Table 2. Reliability Test

Variable	N of items	Cronbach Alpha	Standart	Information
Digital Marketing (X1)	6	0,819	0,70	Reliabel
Ease of Transaction (X2)	4	0,727	0,70	Reliabel
ReRepurchase Intention (Y)	4	0,726	0,70	Reliabel

The Cronbach's Alpha coefficient value obtained was greater than 0.70, indicating that all items in the questionnaire have a high level of reliability. This indicates that the instrument is consistent and suitable for use in research.

Classical Assumption Test
Normality Test

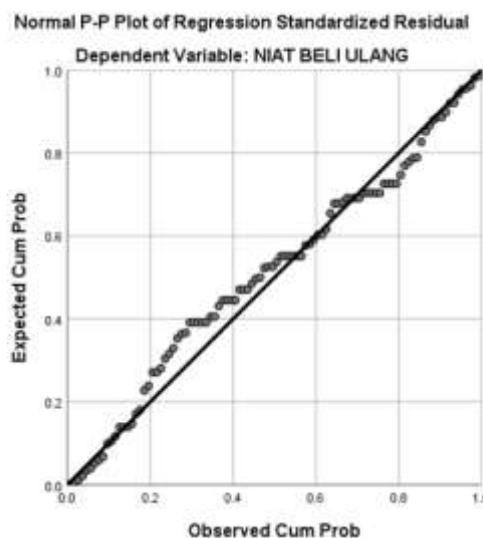


Figure 2. Results of Normality Test

Based on Figure 2, it can be seen that the data distribution in the Normal Histogram meets the assumption of normality. This is reinforced by the P-Plot graph, which shows the points lying around the diagonal line, thus concluding that the data is normally distributed.

Multicollinearity Test

According to Asnawi and Mayhuri (2011), the multicollinearity test aims to test whether a correlation is found between the independent variables in the regression model.

Table 3. Multicollinearity Test Results Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	<i>Digital Marketing</i>	.555	1.803
	<i>Ease of Transaction</i>	.555	1.803

a. Dependent Variabel: REREPURCHASE INTENTION

Based on the data in Table 2, it is known that the tolerance value for the independent variable Digital Marketing is 0.555, which is greater than the minimum limit of 0.10, and the VIF value is 1.802, which is still below the threshold of 10. Similarly, for the Ease of Transaction variable (X2), the tolerance value is also 0.555 (>0.10) and the VIF value is 1.802 (<10). Thus, it can be concluded that there is no problem of multicollinearity between the independent variables in this study, because the correlation between these variables is not significant.

Heteroscedasticity Test

According to Ghozali (2005), the heteroscedasticity test is carried out to determine whether there is inequality in the residual variance in the regression model, namely whether the residual variance differs between one observation and another.

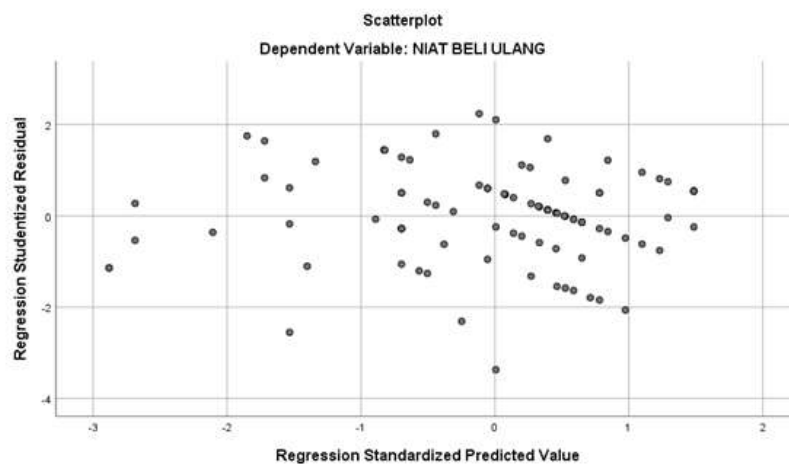


Figure 3. Heteroscedasticity Test Results

Based on the results in the image above, it appears that the points in the P-Plot are evenly distributed and do not cluster at any particular point. Therefore, it can be concluded that this regression model does not experience heteroscedasticity.

Multiple Linear Regression Test

Table 4. Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.536	1.239		3.660	.000		
	DIGITAL MARKETING	.262	.061	.404	4.313	.000	.555	1.803
	EASE OF TRANSACTION	.346	.082	.393	4.195	.000	.555	1.803

a. Dependent Variable: REREPURCHASE INTENTION

$$Y = \alpha + b_1X_1 + b_2X_2 + \epsilon$$

Information : $Y = 4,536 + 0,262X_1 + 0,346X_2 + e$

Konstanta : 4,536

b_1 : $0,262X_1 = \text{Digital Marketing}$

b_2 : $0,346X_2 = \text{Ease of Transaction}$

Based on the obtained regression equation, it can be explained as follows:

1. The constant value (a) is 4.536, indicating that when the Digital Marketing and Ease of Transaction variables are zero, the level of reRepurchase Intention is 4.536.
2. The regression coefficient for the Digital Marketing variable (b_1) is 0.262, meaning that every one-unit increase in the Digital Marketing variable will lead to a 0.262 increase in reRepurchase Intention, assuming other variables remain constant.
3. The regression coefficient for the Ease of Transaction variable (b_2) is 0.346, indicating that every one-unit increase in the Ease of Transaction variable will increase reRepurchase Intention by 0.346, assuming other variables remain constant.

From the multiple linear regression equation, it can be seen that the independent variables, namely Digital Marketing and Ease of Transaction, have a positive effect on the dependent variable, namely reRepurchase Intention. This means that changes in the independent variables are in the same direction as changes in the dependent variable.

Hypothesis Testing

F Test (Model Feasibility)

Table 5. F-Test Results (Model Feasibility)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	181.351	2	90.676	54.411	.000 ^b
	Residual	161.649	97	1.666		
	Total	343.000	99			

a. Dependent Variable: Repurchase Intention

a. Predictors: (Constant), EASE OF TRANSACTION, DIGITAL MARKETING

The analysis results obtained a calculated F value of 54.411, which is greater than the F table value of 3.936, with a significance level of 0.000, which is below 0.05. This indicates that the regression model involving the variables of Digital Marketing and Ease of Transaction is feasible to use and both variables have a positive and significant influence on the variable of ReRepurchase Intention on the Shopee E-Commerce platform.

t-test (Partial)

Table 6. Results of the t-Test (Partial)

Variabel	T hitung	t tabel	Sig.
<i>Repurchase Intention</i>	3.660	1.660	.000
<i>Digital Marketing</i>	4.313	1.660	.000
<i>Ease of Transaction</i>	4.195	1.660	.000

Based on the results displayed in the table, the following explanations can be obtained:

- a. The calculated t-value for the Digital Marketing variable is 4.313. This value is compared with the t-value at a significance level of 0.05 and degrees of freedom (df) = 100, which is 1.660. Since the calculated t-value (4.313) is greater than the t-value (1.660), it can be concluded that Digital Marketing has a positive and significant effect on ReRepurchase Intention on Shopee e-commerce.
- b. The calculated t-value for the Ease of Transaction variable is 4.195. With a significance level of 0.05 and df = 100, the t-value remains at 1.660. Since the calculated t-value (4.195) is greater than the t-value (1.660), it can be concluded that Ease of Transaction also has a positive and significant effect on ReRepurchase Intention on Shopee e-commerce, in the context of a case study of students at the University of Mataram (UNRAM).

Coefficient of Determination Test (R2)

Table 7. Results of the Determination Coefficient (R2) Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.727 ^a	.529	.519	1.29092

a. Predictors: (Constant), EASE OF TRANSACTION, DIGITAL MARKETING

c. Dependent Variable: PURCHASE INTENTION

The results of the determination test are a description of the ability of the independent variable to explain the variance of the dependent variable. In this study, the independent variables used are Digital Marketing (X1) and Ease of Transaction (X2) while the dependent variable used is ReRepurchase Intention (Y). After conducting the regression analysis, the determination value was obtained at 0.529, meaning that the ability of the independent variables, namely Digital Marketing (X1) and Ease of Transaction (X2), was 0.529 or 52.9% while the remaining 47.1% was influenced by other variables not included in this study or variables from outside the results of external variables.

DISCUSSION

Digital Marketing has a positive and significant influence on ReRepurchase Intention on Shopee E-Commerce at Mataram University

The results of the study indicate that digital marketing has a positive and significant impact on reRepurchase Intention on Shopee e-commerce at the University of Mataram, supported by several key indicators such as accessibility, interactivity, entertainment, trust, irritation, and informativeness. High accessibility allows students to easily access various promotions and offers through various digital channels. Good interactivity, such as live chat features and direct comments on social media, creates more intense user engagement. Entertainment elements in digital marketing content, such as creative videos and gamification, also attract the interest of young consumers. In addition, trust in the information conveyed by Shopee through digital campaigns strengthens students' confidence in making purchases. However, the low level of irritation with advertising—due to relevant and non-intrusive content, and the high informative value of the promotions delivered—makes digital marketing strategies increasingly effective in driving reRepurchase Intention.

Ease of Transaction has a positive and significant effect on ReRepurchase Intention on Shopee E-Commerce at the University of Mataram

The results of the study indicate that Ease of Transaction has a positive and significant influence on ReRepurchase Intention on Shopee E-Commerce at the University of Mataram, which is supported by several important indicators such as ease of navigation, ease of understanding, ease of transaction process, and flexibility of payment options. Ease of navigation on the Shopee application allows students to quickly find the products they are looking for without confusion, while the user-friendly interface makes every step in the shopping process easy to understand, even for new users. In addition, the simple and fast transaction process increases shopping convenience, so users feel efficient in completing purchases. Furthermore, the availability of various payment options—such as bank transfers, e-wallets, and paylater—offers flexibility that suits students' needs and preferences. All of these factors synergistically drive increased user satisfaction and shape the intention to continue making repeat purchases on Shopee.

CONCLUSIONS AND RECOMMENDATIONS

This study examines the influence of Digital Marketing and Ease of Transaction on Shopee E-Commerce (Case Study Conducted on UNRAM Students). Based on the results of the study conducted on students of the University of Mataram (UNRAM), it can be concluded that Digital Marketing and Ease of Transaction have a significant influence on rePurchase Intention on the Shopee E-Commerce platform. An attractive digital marketing strategy and an easy and efficient transaction system can increase user satisfaction and encourage them to make repeat purchases. Therefore, it is recommended for Shopee to continue developing innovations in Digital Marketing strategies, such as personalized promotions and effective use of social media, as well as maintaining and improving the ease of the transaction process to increase consumer loyalty, especially among students.

FURTHER STUDY

This study has limitations in scope and variables analyzed, namely limited to the influence of Digital Marketing (X1) and Ease of Transaction (X2) on RePurchase Intention on Shopee E-Commerce. Therefore, it is recommended that further research can expand the scope by adding other potentially influential variables, such as consumer trust, customer satisfaction, or product, in order to gain a more comprehensive understanding of the factors that influence consumer rePurchase Intention on e-commerce platforms. Therefore, further research is recommended to add other variables such as service quality, customer satisfaction, and others. The use of more complex analysis methods can also be considered to enrich the research results.

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