

Factors That Influence Repurchase Intention: A Systematic Literature Review

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Abstract

This research is a systematic literature review of factors that influence repurchase intention. Repurchase intention is important for companies because it will shape customer behavior to become loyal, customers usually tend to have an interest in buying products or services repeatedly so that the company will benefit from products or services that have been sold. The aim of this research is to provide insights into the research trends and issues in the studies of Repurchase Intention. The literature search focused on finding journals published between 2018 and 2023. Only English-language journals with the keyword Repurchase Intention were used in this research. Researchers found 80 journals that matched these keywords but after reading the collected articles thoroughly and removing duplicate and irrelevant articles, the authors produced 50 articles to be used in this research. The findings highlight key drivers for increasing sales: Satisfaction, Trust, Perceived Value, Price, and Word of Mouth. Additionally, 14 moderating factors were identified, with Age being the most prominent in four articles. Korea, India, and Indonesia lead research contributions, each with six articles. Structural Equation Modeling (SEM) is the prevailing measurement method, while other approaches persist. Companies are recommended to prioritize these core factors for consumer engagement. Future research should delve into unexplored moderating factors and alternative measurement methods, enriching our understanding of this vital field.

Keyword: Systematic Literature Review, SLR, Repurchase Intention

I. INTRODUCTION

Repurchase Intention has an important role, since the Covid-19 pandemic resulted in 63.9% of business experiencing a negative impact with the percentage of business surviving less than 30%. The main causes of this are a decrease in orders, distribution difficulties, and obtaining raw goods, so the solution that can be taken is reducing employees. As a result, there has been a shift in work from being an employee to becoming an entrepreneur, both in traditional and conventional ways, namely through e-marketplaces [1]. Based on user data and e-marketplace penetration levels in Indonesia 2017-2023 as shown in Figure 1 [2].

Based on the graph, e-marketplace users in 2017 were recorded at 139 million users and will always experience a positive increase to 203.5 million users in 2022. This year, it is projected to reach 212.2 million users.

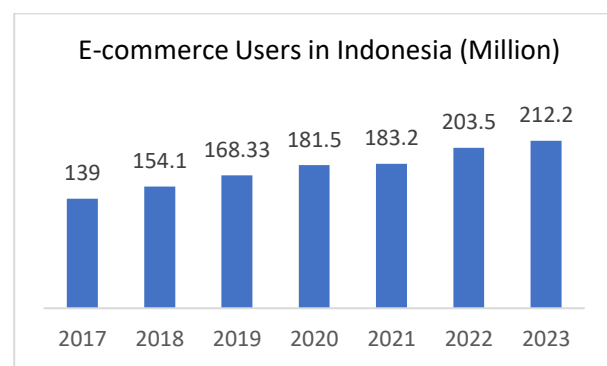


Figure 1. E-commerce Users in Indonesia

As time progresses, consumer habits in carrying out transactions to fulfill their needs are also changing [3]. The most significant change includes the digitalization of the economy through service provider platforms that are easily accessible to the public. In Indonesia, interest in shopping online is 72% with 66% of them thinking that shopping online is very efficient because it does not require direct purchases at

the target store, 61% agree that purchasing through the marketplace makes it easier for potential buyers to sort the desired items by looking at them. one online shop to another online shop, and there are 58% of people who think that access to shopping has become easier and more enjoyable [4]. Online shopping encounters several barriers, including the absence of physical interaction, which results in a deficiency of essential buyer information, dissatisfaction with acquired products, and complexities in navigating online shopping applications. In the realm of e-commerce, customer repurchase intention stands as a pivotal strategy for driving profits. Consequently, comprehending customers' intentions to engage in repeat online purchases assumes paramount importance for the seamless continuity of online businesses [5]. Based on various previous studies, there are many factors that influence repurchase intention such as e-trust, E-Wom, Hedonic value, satisfaction, etc. [6]. Moderating factors are factors that influence or change the relationship between two other variables in a study. Researchers only found moderating factors in the manuscript written by Edwin Pramana on the topic of mobile payments. Understanding the moderation of these factors is important in designing effective marketing and customer relationship management strategies. By identifying and understanding how certain factors influence consumers' repurchase intentions in different contexts, companies can optimize their efforts to retain and increase customer loyalty. Due to the large number of repurchase intention models that have been developed, there is no definite model for the repurchase intention model. Therefore, it is necessary to conduct a literature review to build a proposed model and obtain an empirical model for further model development [6].

Research conducted by [7] states that price perception, brand image perception, service quality, product quality, customer satisfaction, perceived value, and information are very influential in consumers' buying interests, especially herbal products on online shopping consumers. Alexander Wirapraja's research [3] regarding repeat purchases shows that consumer repurchase intention is influenced by e-satisfaction, e-wom, e-trust, and information quality. This research also explains the importance of providing comfort to potential consumers so that consumers become regular customers. Other research [8] shows that there are factors of trust, customer satisfaction, and perceived effectiveness of e-commerce institutional mechanism (PEEIM) that influence repurchase intention in blanja.com Indonesia. Research conducted by [9] examined Online Repurchase Intention of Gold Jewelry as well as Trust and E-Satisfaction which are the main factors in Repurchase Intention. Based on the 4 studies above, there is a slight difference in the research conducted by [10] which examined Consumer Loyalty to the Use of e-Marketplaces in Indonesia. If in the four previous studies Trust and Satisfaction were key factors, this research shows that E-Service Quality is the determining factor in Repurchase intention.

Based on the research above, the five articles only discuss factors that directly influence repurchase interest. Five previous studies only focused on examining repeat purchase intentions in one area only (S-commerce, E-Commerce, E-

Marketplace, Herbal Products, Gold Jewelry). Meanwhile, in this research, researchers will examine repurchase intentions from various fields. Apart from that, based on the five journals above, only one research paper, namely Alexander Wirapraja's research, discusses the Repurchase Intention measurement method. However, there is not a single Repurchase Intention text that discusses the Moderating Repurchase Intention factor. Based on the explanation of the background to the problem above, the aim of this research is to provide insight into research trends and problems in Repurchase Intention research. There is not a single Repurchase Intention manuscript that discusses the Moderating factor of repurchase intention.

Based on the explanation of the background to the problem above, the aim of this research is to provide insights into the research trends and issues in the studies of Repurchase Intention. The expected final result is that this research can help companies determine consumer perception measurement variables to expand their marketing network. Repurchase intention is important for companies because it will shape customer behavior to become loyal, customers usually tend to have an interest in buying products or services repeatedly so that the company will benefit from the products or services that have been sold. Building loyal behavior is much cheaper than attracting new customers, because if you want to get new customers, companies have to spend more on promotion costs, especially companies that run their business online via an e-marketplace. Based on the research objectives, research questions (RQ) were formulated in Table 1 as follows:

Table 1. Research Question

ID	Research Question	Motivation	Ref
RQ 1	What factors are most used to build repurchase intention models?	Identify the factors most used to build the model	[10] [9] [7] [3]
RQ 2	What are the most used moderating factors in building models?	Identify the most used moderating factors in building models	[11]
RQ 3	Which countries research repurchase intention most often?	Identify countries that most frequently research repurchase intention	[11] [9]
RQ 4	What is the most widely used method of measuring repurchase intention?	Identify the most widely used method measuring the level of repurchase intention	[12] [3]

II. METHOD

The method used in this research is systematic literature review or abbreviated as (SLR) in reviewing documents. SLR is an overview technique that offers practitioners and researchers a categorized and organized perspective of the literature produced in a particular period [3] [13] [14].

The first step that must be taken in a Systematic Literature Review is to determine the research question, which the researcher has done in the previous chapter. The next step is to search for previous research by determining the appropriate database, by selecting the appropriate keywords. In this process, data collection, search process, Inclusion and Exclusion Criteria will be carried out. Then link all the journals obtained. The next step is to build inclusion and exclusion criteria to filter journals. Lastly, review the journal and display the research results [15], for more details see Figure 2.

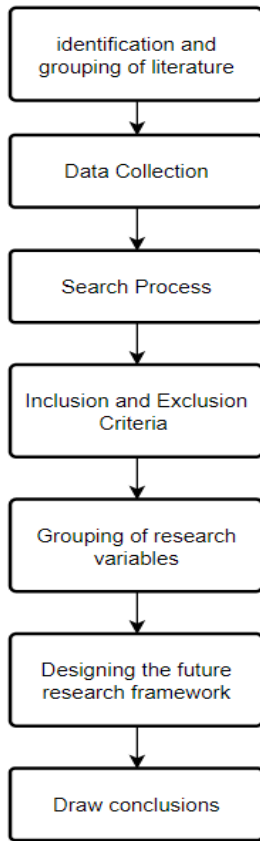


Figure 2. Methods

A. Data Collection

The literature search focused on finding journals published between 2018 and 2023. Research from this time period was chosen because it has relevance to the latest scientific developments and thus has received recognition in the scientific community. Researchers used the keyword "Repurchase intention" in searching for journals. Only English-language journals with the keyword Repurchase Intention were used in this research. Researchers found 80 journals that matched these keywords, but after reading the collected articles thoroughly and removing duplicate and irrelevant articles, the authors produced 50 articles to be used in this research. The distribution of literature by year can be seen in Figure 3.

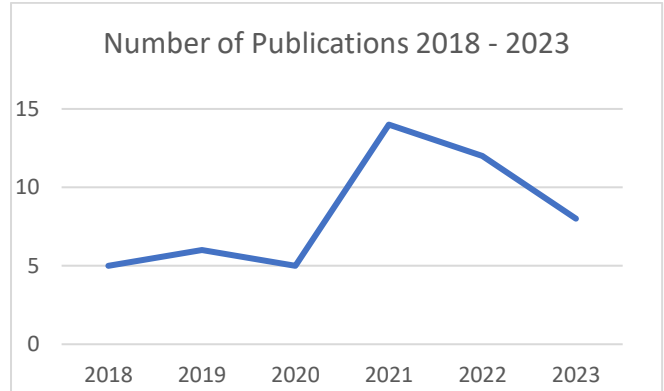


Figure 3. Number of Journal Publications 2018 - 2023

Figure 3 explains the distribution of articles by year. The three most popular journals based on consecutive years are 2021, 2022 and 2023. In 2021 there are 14 journals, 2022 there are 12 journals and 2023 there are 8 journals. Meanwhile, there are 16 journals with publication years from 2018 to 2020, while research for the last 3 years has been conducted in 34 journals.

B. Search Process

The search process involved seeking sources within the realm of internationally and nationally published scientific journals, with a smaller inclusion of conference data and statistics. Journal publications within the years 2018 to 2023 were considered. A breakdown of articles based on publication year is depicted in Figure 3. In Figure 4, it is apparent that the collected articles were sourced from various databases, including Science Direct, Google Scholar, Emerald Insight, Research Gate, Sage Publication, Taylor & Francis, Multidisciplinary Digital Publishing Institute (MDPI), PLOS ONE, and Google Scholar. The distribution of literature based on the database is illustrated in Figure 4.

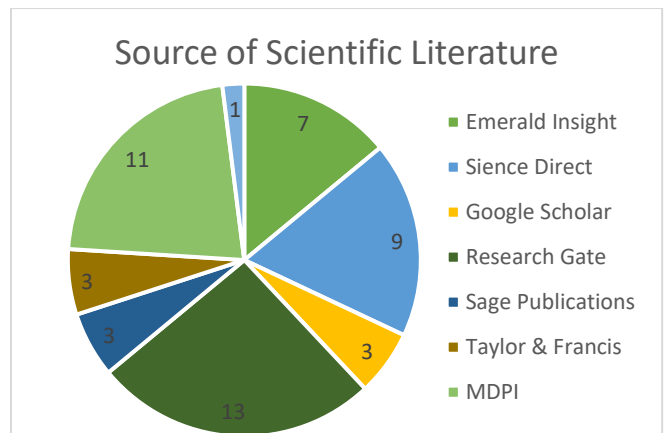


Figure 4. Source of Scientific Literature

The journals obtained are described in detail in Table 2 below.

Table 2. Detail Journal

Journal	Quantity
Sustainability	[16] [17] [18] [19] [20]
Heliyon	[21] [22] [23]
International Journal of E-Business Research	[24] [25]
International Journal of Environmental Research and Public health	[26] [27]
Journal of Theoretical and Applied Information Technology	[28]
Foods (MDPI)	[29]
Jurnal Komunikasi: Malaysian Journal of Communication	[30]
Korean Journal of Food & Health Convergence	[31]
International Journal of Production Economics	[32]
Journal of Modelling in Management	[33]
Journal of Retailing and consumer services	[34]
Sage Journals	[35]
International Journal of Information Management	[36]
VINE Journal of Information and Knowledge Management Systems	[37]
Journal of Relationship Marketing	[38]
Journal Of Food Products Marketing	[39]
Journal of Consumer Behaviour	[40]
The Fifth Information Systems International Conference 2019	[41]
Transportation Research Interdisciplinary Perspectives	[42]
Jindal Journal of Business Research	[43]
International Research E-Journal on Business and Economics	[44]
Electronics MDPI	[45]
Degree project in information and communication technology	[46]
Journal of Asian Finance, Economics and Business	[47]
Marketing Intelligence & Planning	[48]
Young Consumers	[49]
Journal of Industrial Distribution & Business	[50]
Journal of Hospitality and Tourism Management	[51]
Australasian Marketing Journal	[52]
International Journal of Retail & Distribution Management	[53]
International Hospitality Review	[54]
Economies MDPI	[55]
PLOS ONE	[56]
Behavioral Sciences MDPI	[57]

Economic Research-Ekonomska Istraživanja	[58]
Management Matters	[59]
ABAC Journal	[60]
Journal Of International Food & Agribusiness Marketing	[61]
Lecturas de Economía	[62]
TQM Journal	[63]
Asia Pacific Journal of Marketing and Logistics	[64]
Journal of Global Information Management	[65]

C. Inclusion and Exclusion Criteria

The criteria for articles that will be used in research are that the article must build a model. Articles must contain the keyword Repurchase Intention and similar. Repurchase Intention topics can come from various topics. Besides, in conducting searches only consider scientific publications that have full-text content in English. See Table 3.

Table 3. Inclusion & Exclusion Criteria

No	Inclusion Criteria	Exclusion Criteria
1	Has the keyword Repurchase Intention, discussing the variable repurchase intention	Article is not in English
2	Articles must be experimental	The article does not develop a research model
3	Articles can be found in the leading database at least Google Scholar from 2018-2023	Incomplete article

III. RESULT AND DISCUSSION

A. RQ 1: What factors are most used to build repurchase intention models ?

Table 4 provides information on the factors that have been utilized in the construction of the repurchase intention model in prior research. Among the 50 articles analyzed, this study reveals that 28 factors play a role in influencing Repurchase Intention. The data has been arranged in descending order, starting with the most frequently employed factors. In this discussion, we will concentrate on the top five factors that have been extensively used in constructing research models.

Satisfaction or E-Satisfaction emerges as the foremost factor commonly employed in developing research models, as cited in 23 reference articles. The second most widely used factor in research is Trust, which is mentioned in 20 reference articles. This aligns with the findings of previous studies conducted by [9] and [3], both of which have established Satisfaction and Trust as the primary factors in building a Repurchase Intention research model. Occupying the third and fourth positions are Perceived Value and Price, with 13 and 12 reference articles, respectively. These findings are consistent with the research conducted by [7], which also identified

Perceived Value and Price as two of the seven factors influencing repurchase intention. Finally, the fifth-ranked factor is Word of Mouth or Electronic Word of Mouth (EWOM), referenced in 8 articles.

Table 4. Factors Adopted From Articles

No	Factor	Journal	Quantity
1	Satisfaction / E-Satisfaction	[28] [29] [33] [35] [36] [37] [39] [24] [25] [42] [43] [46] [47] [49] [50] [16] [17] [20] [57] [23] [60] [62] [64]	23
2	Trust	[32] [34] [37] [38] [39] [40] [24] [41] [25] [22] [44] [45] [48] [53] [17] [57] [58] [60] [62] [64]	20
3	Perceived Value	[28] [39] [43] [45] [51] [16] [18] [20] [57] [23] [58] [61] [64]	13
4	Price	[34] [39] [21] [46] [43] [31] [51] [26] [27] [53] [61] [64]	12
5	E-WOM / Word of Mouth	[30] [40] [18] [19] [16] [56] [58] [59]	8
6	Convenience	[29] [33] [33] [49] [51] [58]	6
7	Perceived ease of use / online EOU	[35] [37] [22] [44] [47] [60]	6
8	Product/food Quality	[50] [51] [26] [53] [57]	5
9	Loyalty (online, customer)	[29] [40] [24] [41] [23]	5
10	Service Quality	[30] [36] [27] [17] [64]	5
11	effort expectancy / expected effort	[32] [46] [17] [20]	4
12	Perceived Usefulness	[32] [33] [22] [44]	4
13	Hedonic value / motivation	[46] [51] [26] [65]	4
14	Platform/ website Quality	[28] [25] [50] [62]	4
15	Information Quality	[32] [57] [64]	3
16	Attitude	[39] [42]	2
17	Sosial influence	[46] [32]	2
18	Emotional value	[45] [49]	2
19	Emotional response	[27] [32]	2
20	Emotion / in shop emotion	[18] [23]	2
21	Experience / CS Experience	[54] [23]	2
22	Brand preference	[53] [21]	2

23	Brand Image	[56] [57]	2
24	Social benefit	[27] [55]	2
25	Economic benefit	[55] [17]	2
26	Perceived quality	[61] [63]	2
27	Ultitarian value / motivation	[26] [65]	2
28	Security	[64] [37]	2

Apart from the five factors described above, the development of the repurchase intention model also uses Convenience, Loyalty, Ease of Use, product quality, Perceived Usefulness, service quality, and effort.

Based on the findings obtained from RQ 1, the 5 factors most widely used in Repurchase intention research are Satisfaction, Trust, Perceived Value, Price, and E-WOM. These five factors can be used in creating new research with repurchase intention, but if you want to add other factors, researchers can also use other rarely used factors listed in table 4.

B. RQ 2: What are the most used moderating factors in building models?

This research found 11 out of 50 articles (22 percent) that used moderating factors in the relationships between variables in the theoretical model. Detailed information regarding moderating factors can be seen in Table 5. Moderating factor Age is most often used to determine whether there is a significant difference between young buyers and older buyers in the relationship between two variables. Another moderating factor is gender, which is used to determine whether there are significant differences between men and women in the relationship between two variables. The moderating factors Age, Gender, and Prior experience are moderating factors proposed by UTAUT (Unified Theory of Acceptance and Use of The Technology) [66]. One of the interesting moderating factors to discuss is Hedonic/Ultitarian, where this factor divides a person's shopping behavior into two groups, namely Hedonic or Ultitarian. This factor was introduced by Babin et al in 1994 [67].

Table 5. Moderating Factors Adopted From Articles

Moderating Factor	Journal	Quantity
Age	[28] [45] [50] [63]	4
Gender	[28] [45] [63]	3
Houseold size	[45] [51]	2
Prior experience	[36] [64]	2
Income	[45]	1
Income Usage	[51]	1
Educational	[45]	1
Visibility	[45]	1
S-Commerce Navigation	[48]	1
Hedonic / Ultitarian	[52]	1

Risk Perception	[26]	1
Perceived risk	[36]	1
Ethnicity	[63]	1
Technology Adoption	[65]	1

Based on the findings from RQ 2, of the 50 journals reviewed, only 11 journals used moderating factors. Therefore, further research can be directed toward using moderating factors.

C. RQ 3: Which countries research repurchase intention most often?

Many countries have investigated the factors that influence repurchase intentions. This study found that 20 different countries had analyzed the determinants of mobile payment adoption during the period 2018 to 2023, as listed in Table 6. The most research was conducted in Indonesia, India and Korea with 6 articles each. Ranks 4 with 4 research articles are China. Based on the results obtained, research was conducted in most Asian countries (Indonesia, Korea, India, China). These findings open up opportunities for researchers to conduct research into repurchase intention, especially in European and African countries.

Table 6. Number of Journals in The Country

Country	Count of Journal
India	6
Indonesia	6
Korea	6
China	4
Amerika	3
Ghana	3
Thailand	3
Malaysia	2
Pakistan	2
Arab	1
Chile	1
Egypt	1
Nigeria	1
Norwegia	1
Philippines	1
Portugal	1
South Africa	1
Taiwan	1
Tiongkok	1
Turki	1
Yunani	1
North Macedonia	1
Tanzania	1
Spanish	1

D. RQ 4: What is the most widely used method of measuring repurchase intention?

Based on the collection of literature that is used as material in this literature study, several methodologies were found to be used in measuring the level of repurchase intention,

mapping against existing methodologies in previous studies with results as in Table 7. From the methodology mapping in Table 7 it is known that most of the scientific literature. There are 26 articles discussing methods for measuring repurchase intention factors using the SEM method. Another author used Partial Least Square SEM-PLS for 18 articles. Another method used to test hypotheses is Simple Linear Regression (SLR) and Multi Linear Regression (MLR) for 1 article. One-Way ANOVA and Two-Way ANOVA methods for one article each. An interesting finding is Yang et al's research combining SEM and neural networks [56]. From the findings obtained from RQ, the 3 most common methods are SEM and followed by SEM PLS. Although Structural Equation Modeling (SEM) is the dominant method for measuring repurchase intentions, it is important to acknowledge the existence of alternative approaches in the research landscape.

Table 7. Method for Measuring Repurchase Intention

No	Metode	Amount
1	SEM	26
2	SEM-PLS	18
3	Simple Linear Regression (SLR) and Multi Linear Regression (MLR)	2
4	One-Way ANOVA	1
5	Two-Way ANOVA	1
6	SEM-LISREL	1
7	SEM-PLS-ANN	1

IV. CONCLUSION

This study serves as a comprehensive examination of the existing literature, thoroughly scrutinizing the variables influencing repurchase intention, elucidating moderating aspects within the framework of repurchase intention, spotlighting nations actively engaged in researching this topic, and shedding light on the most prevalent methods employed for measurement. Among the extensive array of factors at play, it becomes evident that there is a cluster of 28 factors that hold paramount significance for bolstering sales, with the primary emphasis placed on factors such as Satisfaction, Trust, Perceived Value, Price, and Word of Mouth. Furthermore, the study has identified a dozen moderating factors, with Age emerging as the most frequently discussed factor across four separate articles. The prevalence of research articles in Korea, India and Indonesia, each boasting six publications, inherently unveils a wealth of research opportunities, particularly beckoning scholars to delve into the intriguing dynamics of repurchase intention in European and African contexts. While Structural Equation Modeling (SEM) stands as the dominant method for gauging repurchase intention, it's essential to acknowledge the existence of various alternative approaches in the research landscape. In light of these findings, a prudent recommendation is extended to businesses, urging them to diligently prioritize the quintessential factors outlined above to ensure the perpetuation of consumer interest in their products. For prospective research trajectories, the exploration of additional moderating factors within the repurchase intention

domain holds tremendous promise. Concurrently, the research community is encouraged to venture into the exploration of alternative methodologies for appraising repurchase intention, ultimately enriching the depth and breadth of understanding in this vital field.

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