

The Influence of User Experience, Sytem Quality, and Product Quality on Repurchase Intention with User Satisfaction as an Variabel Intervening Among Uniqlo App User

Ronaldo Fransiskus^{1*}, Arlina Nurbaity Lubis², Fadli³

Master of Management Science, Faculty of Economics and Business, Universitas Sumatera Utara, Indonesia

Corresponding Author: Ronaldo Fransiskus ronaldofransiskus4@gmail.com

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ABSTRACT

This study aims to assess and analyze how user experience, system quality, and product quality impact repurchase intention, mediated by user satisfaction, among UNIQLO app users. The population includes UNIQLO app users in Medan City, although the exact number is not specified. A sample of 220 respondents was selected, and the analysis was conducted using the SEM-PLS method. Findings reveal that both user experience and product quality have a direct, positive, and significant effect on user satisfaction and repurchase intention. System quality also has a direct, positive, and significant impact on user satisfaction, but its direct influence on repurchase intention is positive yet not significant. Indirectly, user experience, system quality, and product quality positively and significantly affect repurchase intention through user satisfaction among UNIQLO app users.

INTRODUCTION

The rapid growth of e-commerce is fueled not only by the swift expansion of internet accessibility but also by the rising mobility and popularity of portable devices. The internet has simplified and enhanced the convenience of trade activities (Lin et al., 2016). According to a survey by the Indonesian Internet Service Providers Association (APJII), the Bangka Belitung Islands had the highest internet penetration in Sumatra in 2023, reaching 82.66%, followed by Jambi at 80.46%, West Sumatra at 80.31%, Bengkulu at 77.63%, Lampung at 75.86%, Riau Islands at 75.67%, South Sumatra at 70.02%, Aceh at 67.81%, and North Sumatra at 67.12% in the last position. Nevertheless, North Sumatra shows the highest online shopping penetration rate at 4.70%, surpassing other provinces on Sumatra island.

This indicates that secure internet server penetration in Sumatra has exceeded 54%. However, despite the readiness of these provinces to engage in an active electronic market, online shopping penetration (as a percentage of the total population) remains relatively low at 7.89% (ANRT, 2017). Such findings suggest that many online buyers in Medan may feel dissatisfied or hesitant to make repeat purchases. This could stem from concerns about online seller practices, such as subpar user experiences, inadequate system quality, or mismatched product quality and descriptions on digital platforms (Hallikainen & Laukkanen, 2018). In light of this, the present study uses data from visitor statistics for various e-commerce applications in Indonesia in 2023.

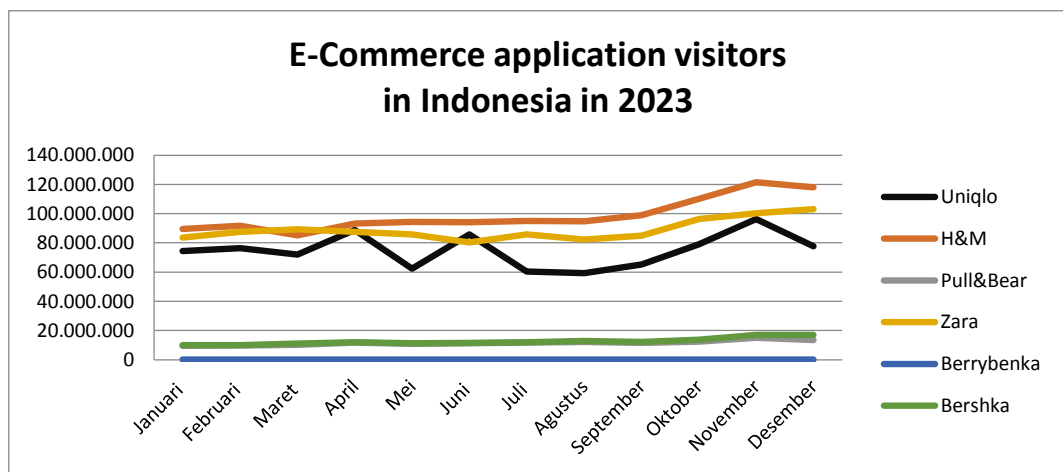


Figure 1. E-Commerce Application Visitors in Indonesia in 2023

Source: Similarweb.com, processed data (2023)

As shown in Figure 1, Uniqlo ranks third in visitor numbers among e-commerce platforms in Indonesia from Q3 2023 through early Q4 (October). This suggests that Uniqlo still trails behind the top two e-commerce companies, H&M and Zara, despite being backed by Fast Retailing Co, Ltd, one of Japan's largest fashion brands (selera.id, 2020). While a high visitor count may signal user interest in a product or service, it doesn't necessarily lead to immediate purchases. Although this indicator can be promising, companies should consider additional factors to better understand and leverage these visits, ensuring that user interest translates into actual purchasing behavior.

This research aims to examine the impact of user experience on repurchase intention among Uniqlo e-commerce users, assess how user experience affects user satisfaction, and explore the effect of user experience on repurchase intention via user satisfaction. It also seeks to analyze the influence of system quality on repurchase intention, evaluate how system quality affects user satisfaction, and investigate the effect of system quality on repurchase intention through user satisfaction. Additionally, this study examines the impact of product quality on repurchase intention, assesses the effect of product quality on user satisfaction, explores the influence of product quality on repurchase intention through user satisfaction, and analyzes the effect of user satisfaction on repurchase intention among Uniqlo e-commerce users.

LITERATURE REVIEW

E-commerce

Dave Chaffey (2011) defines e-commerce as any electronic medium used to facilitate information exchange between organizations and customers. Today, e-commerce also encompasses various activities, including transactions between businesses and internal processes that companies employ to support buying, selling, leasing, planning, and other business operations.

User Experience

User Experience (UX) is a field that focuses on the overall user interaction with a product (Treder, 2013). Research by Nguyen, N. Q., Nguyen, H. L., & Trinh, T. G. (2024) indicates that the customer experience of Vietnamese women has a positive association with repurchase intentions when using applications. Similarly, studies by Tsen-Yao Chang and Shao-Wei Huang (2023) reveal that user experience significantly enhances user satisfaction. Findings by Shantika & Setiawan (2019), Shidqi et al. (2022), and Safrina et al. (2023) further support that customer satisfaction mediates the relationship between customer experience and repurchase intention. Based on these studies, the following hypotheses are proposed: Hypothesis 1: User experience positively and significantly impacts repurchase intention. Hypothesis 2: User experience positively and significantly influences user satisfaction. Hypothesis 3: User experience positively and significantly affects repurchase intention through user satisfaction.

System Quality

System quality refers to evaluating how effectively a service meets client expectations. Service providers often assess the quality of their offerings to enhance service delivery, quickly address issues, and better understand customer satisfaction (Patterson & Spreng, 1997). Research by Nguyen Ngoc Duy Phuong and Tran Thi Dai Trang (2022) indicates that quality has an indirect positive effect on consumers' repurchase intentions. Similarly, AK Noronha and PS Rao (2019) found that website quality positively influences repurchase intentions when booking travel tickets. According to Vikas Kumar and Ogunmola Gabriel Ayodeji (2022), user satisfaction can mediate the effect of system quality on repurchase intentions in e-commerce settings in India.

Based on these findings, the following hypotheses are proposed: Hypothesis 4: System quality has a positive and significant effect on repurchase intention. Hypothesis 5: System quality has a positive and significant effect on user satisfaction. Hypothesis 6: System quality positively and significantly affects repurchase intention through user satisfaction.

Product Quality

Product quality is defined as a product's capability to deliver performance that meets or exceeds customer expectations, including its durability, reliability, accuracy, ease of use and repair, and other beneficial attributes (Kotler and Armstrong, 2016). Research by Seong Soo Cha and Su Han Lee (2021) highlights that online product quality significantly influences repurchase intentions. Werdiastuti, P.E., & Agustiono, A. (2022) found that product quality positively impacts customer satisfaction. Additionally, Aprilia, Yunita & Andarini, Sonja (2023) demonstrate that product quality positively and significantly affects repurchase intention, with user satisfaction successfully mediating this relationship. Based on these findings, the following hypotheses are proposed: Hypothesis 7: Product quality has a positive and significant effect on repurchase intention. Hypothesis 8: Product quality has a positive and significant effect on user satisfaction. Hypothesis 9: Product quality positively and significantly influences repurchase intention through user satisfaction.

User Satisfaction

According to Kotler et al. (2022), customer satisfaction is the feeling of pleasure or disappointment a person experiences when comparing the perceived performance of a product or service to their expectations. Pradana and Sanaji (2018) found a positive and significant relationship between consumer satisfaction and repurchase intention. Based on these findings, the researcher proposes the following hypothesis: Hypothesis 10: User satisfaction has a positive and significant effect on repurchase intention.

Drawing from the literature review and prior studies, a conceptual framework can be developed. Sugiyono (2016) defines the conceptual framework as a representation of the research variables and how theories connect to the variables being investigated, specifically the independent and dependent variables. The conceptual relationships between these variables will be described as follows:

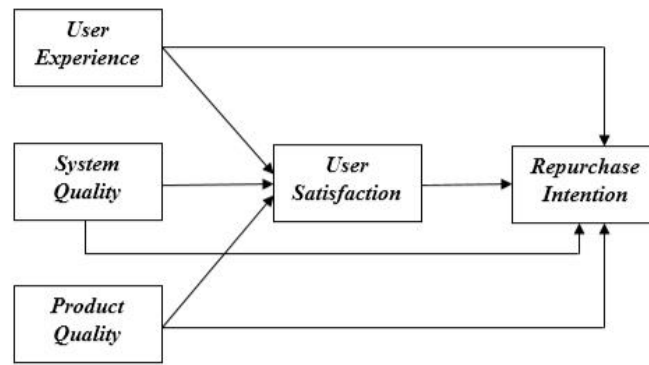


Figure 2. Conceptual Framework

METHODOLOGY

Research Population and Sample

The population for this study consists of consumers who engage in online transactions on Uniqlo's e-commerce platform in Indonesia. The research will focus on consumers in Medan City who have made at least two purchases on Uniqlo's e-commerce site. A total of 220 samples were selected for the study. The sampling technique employed was purposive sampling, with the criterion that participants must have made at least two purchases through the Uniqlo application.

Data Analysis

The data analysis was conducted using SEM-PLS Version 4.1, which included validity and reliability tests. The Outer Model was evaluated through Convergent Validity, Discriminant Validity, and Composite Reliability. The Inner Model was assessed using Composite Reliability and Cronbach Alpha, along with bootstrapping techniques.

RESEARCH RESULT

Descriptive Analysis Results

According to Ghozali (2016), descriptive statistics are performed to understand and summarize the data utilized in research, focusing on the average value (mean). These statistics offer a clearer and more accessible interpretation of the data. The table includes the frequency of data along with their percentages, minimum and maximum values, and average values, which are derived from the responses collected from participants.

Table 1 Mean Range Score

<i>Interval Mean</i>	Category
1,00 - 1,79	Strongly Disagree
1,80 - 2,59	Don't agree
2,60 - 3,39	Disagree
3,40 - 4,19	Agree
4,20 - 5,00	Strongly agree

Source: Ghozali (2016)

Based on the responses from the participants, this section illustrates how the answers are distributed in relation to the questions posed in the questionnaire. Below, you can observe the distribution of respondents' answers concerning the variables User Experience (X1), System Quality (X2), Product Quality (X3), User Satisfaction (Z), and Repurchase Intention (Y). The frequency of the respondents' answers is presented in the table below:

Table 2 Descriptive Analysis

No	Variabel	Mean	Category
1	User Experience	3,83	Agree
2	System Quality	3,81	Agree
3	Product Quality	3,77	Agree
4	User Satisfaction	3,85	Agree
5	Repurchase Intention	3,77	Agree

The overall average score for the user experience variable is 3.83, falling within the "agree" category. The average score for the system quality variable is 3.81, also categorized as "agree." For the product quality variable, the overall average is 3.77, which is in the "agree" category. The user satisfaction variable has an average score of 3.85, again in the "agree" category. Finally, the average score for the repurchase intention variable is 3.77, placing it in the "agree" category as well.

Hypothesis Test Results

Path models are graphical representations that visually illustrate the hypotheses and relationships among the variables being studied in SEM (Hair et al., 2021). The testing of all hypotheses employs the Partial Least Square (PLS) method, analyzing both direct and indirect effects, as presented in the table:

Table 3 Hypothesis Test

Hypothesis	Original Sample (O)	T statistics (O/STDEV)	P values	Hypothesis Category
User Experience -> User Satisfaction	0,383	8,012	0,000	Accepted
User Experience -> Repurchase Intention	0,200	3,408	0,001	Accepted
System Quality -> User Satisfaction	0,301	8,023	0,000	Accepted
System Quality -> Repurchase Intention	0,074	1,449	0,147	Rejected
Product Quality -> User Satisfaction	0,400	10,042	0,000	Accepted
Product Quality -> Repurchase Intention	0,178	3,209	0,001	Accepted
User Satisfaction -> Repurchase Intention	0,458	6,291	0,000	Accepted
User Experience -> Repurchase Intention	0,176	4,960	0,000	Accepted

User Satisfaction -> Repurchase Intention				
System Quality -> User Satisfaction -> Repurchase Intention	0,138	5,233	0,000	Accepted
Product Quality -> User Satisfaction -> Repurchase Intention	0,183	5,075	0,000	Accepted

Source: Output SmartPLS

DISCUSSION

Testing the Influence of User Experience on Repurchase Intention

The findings from this first hypothesis were accepted. The results indicate that user experience directly influences repurchase intention, with a coefficient of 0.383 and t-Statistics (8.012) greater than the t-table value (1.65), along with a significance level of (0.000) less than 0.05. Therefore, user experience has a positive and significant impact on repurchase intention for Uniqlo application services. This implies that as user experience improves, the intention to repurchase from Uniqlo online will also significantly increase, and vice versa.

According to Ho and Chung (2020), repurchase intentions are influenced by the positive effects of user experience with the application on brand perception, value, and consumer views of the services provided. Users seek comfort while using an application, and those that are easy to use are likely to be used repeatedly. Conversely, if the user experience is heavy, slow, or visually unappealing, it can lead to a negative impression. Previous user experiences will shape their interest in making future online purchases (Hasan, 2018). Therefore, companies and developers must ensure a pleasant user experience with their applications, as this will help them identify areas for improvement to enhance the overall experience of their online shopping platforms (Hsu & Chen, 2012). This is further supported by research from Safrina et al. (2023), which indicates that customer experience positively impacts repurchase interest.

Testing the Effect of User Experience on User Satisfaction

The findings for this second hypothesis were accepted. The results indicate that user experience has a direct impact on user satisfaction, with a coefficient of 0.200 and t-Statistics (3.408) exceeding the t-table value (1.65), alongside a significance level of (0.000) less than 0.05. Therefore, user experience has a positive and significant effect on user satisfaction with Uniqlo application services. This suggests that as user experience improves, user satisfaction will also significantly increase, and vice versa.

When consumers feel that the performance of a specific service meets their expectations, they are more likely to be satisfied (Suhartanto et al., 2019). Customers maintain their satisfaction based on the comfort, emotions, and experiences they have with the company. Therefore, it is essential for companies to ensure that all services function effectively (Sanny et al., 2019).

The findings of this research align with those of Pei et al. (2019), which demonstrate that user experience significantly and positively influences user satisfaction.

Testing the Effect of User Experience on Repurchase Intention through User Satisfaction

The findings for this third hypothesis were accepted. The results indicate that user experience positively and significantly affects repurchase intention through user satisfaction, with a coefficient of 0.176 and t-Statistics (4.960) greater than the t-table value (1.65), along with a significance level of (0.000) less than 0.05. Therefore, it is confirmed that user experience significantly influences repurchase intention through user satisfaction. This suggests that user satisfaction can serve as an indirect mediator of the relationship between user experience and repurchase intention.

Rose et al. (2012) emphasized that to enhance consumer satisfaction in online purchases, marketers must understand the customer's experience throughout the purchasing process. Satisfaction encompasses a person's emotions during an online purchase. If a customer feels satisfied with their purchase, they are more likely to return and shop at the same place again (Rose et al., 2012). The findings of this research align with those of Suandana et al. (2016) and Mahendra and Idris (2017), which showed that consumer satisfaction can mediate the effect of customer experience on repurchase intentions.

Testing the Effect of System Quality on Repurchase Intention

The findings for this fourth hypothesis were rejected. The results indicate that system quality has a direct impact on repurchase intention, with a coefficient of 0.074 and t-Statistics (1.449) being less than the t-table value (1.65), along with a significance level of (0.147) greater than 0.05. Therefore, system quality does not have a positive and significant effect on repurchase intention for Uniqlo application services.

System quality evaluates the technical effectiveness of a system, specifically its accuracy and efficiency in generating information. High system quality, reflected in the benefits of the system's output, can impact the frequency of system usage. A quality information system leads users to consistently utilize it (Oktavia, 2016). Therefore, companies must continually enhance their system applications to maintain user interest in using the application. The findings of this research align with those of Widodo et al. (2013), which indicate that system quality does not influence the level of system usage. Widodo et al. (2013) further explained that the time spent using the system is unrelated to its quality and is more closely tied to the obligation to use it.

Testing the Effect of System Quality on User Satisfaction

The findings for the fifth hypothesis were accepted. The results demonstrate that system quality has a direct impact on user satisfaction, with a coefficient of 0.301 and t-Statistics (8.023) exceeding the t-table value (1.65), along with a significance level of (0.000) less than 0.05. Therefore, system

quality positively and significantly influences user satisfaction with Uniqlo application services. This implies that as system quality improves, user satisfaction will also significantly increase, and vice versa.

Santos (2003) further describes service quality in the online context as a comprehensive assessment of the services offered in the online market, comparing consumer expectations with their actual perceptions of those services. Park and Kim (2003) emphasize the significance of studying online service quality, as it can enhance customer satisfaction, foster strong relationships with consumers, and ultimately boost company profitability. The findings of this research align with Jumardi's (2015) study, which indicates that system quality significantly positively impacts user satisfaction.

Testing the Effect of System Quality on Repurchase Intention through User Satisfaction

The findings for the sixth hypothesis were accepted. The results indicate that system quality positively and significantly affects repurchase intention through user satisfaction, with a coefficient of 0.138 and t-Statistics (5.233) exceeding the t-table value (1.65), along with a significance level of (0.000) being less than 0.05. Therefore, it is established that system quality significantly influences repurchase intention through user satisfaction. This suggests that user satisfaction can indirectly mediate the relationship between system quality and repurchase intention.

According to Bao and Zhu (2021) and Mohammadi and Dickson (2021), system quality positively influences satisfaction in the realm of online shopping. When consumers encounter functional problems, such as system crashes while using retail applications to browse or purchase products and services online, they may experience long wait times for information or service. The findings of this research align with those of Rizal et al. (2018), which demonstrated that satisfaction mediates the relationship between service quality and repurchase intention.

Testing the Effect of Product Quality on Repurchase Intention

The findings for the eighth hypothesis were accepted. The results indicate that product quality has a direct impact on repurchase intention, with a coefficient of 0.178 and t-Statistics (3.209) exceeding the t-table value (1.65), along with a significance level of (0.001) being less than 0.05. Therefore, product quality positively and significantly influences repurchase intention for Uniqlo application services. This implies that as product quality improves, repurchase intention will also significantly increase, and vice versa.

Product quality refers to a product's ability to deliver results or performance that meet or exceed customer expectations. As product quality increases, so does the likelihood of future purchasing intentions among customers (Kotler & Keller, 2016). The findings of this research align with this notion and also support the study by Seong Soo CHA and Su Han LEE (2021), which asserts that the quality of online products significantly affects repurchase intentions.

Testing the Effect of Product Quality on User Satisfaction

The findings for the ninth hypothesis indicate a positive and significant effect. The results reveal that product quality directly influences user satisfaction, with a coefficient of 0.400, a t-Statistics value of (10.042) surpassing the t-table value of (1.65), and a significance level of (0.000), which is less than 0.05. Consequently, product quality has a positive and significant impact on user satisfaction with Uniqlo application services. This implies that an increase in product quality will lead to a significant rise in user satisfaction, and vice versa.

The findings of this study align with those of Nasimi et al. (2018), which indicate that product quality significantly impacts customer satisfaction. Additionally, Sanny et al. (2019) state that product quality also has a partial positive and significant effect on customer satisfaction.

Testing the Effect of Product Quality on Repurchase Intention through User Satisfaction

The findings for the sixth hypothesis were accepted. The results indicate that product quality positively and significantly affects repurchase intention through user satisfaction, with a coefficient of 0.183 and t-Statistics (5.075) greater than the t-table (1.65), and a significance level of (0.000), which is less than 0.05. Therefore, it is confirmed that product quality significantly influences repurchase intention via user satisfaction. This suggests that user satisfaction can serve as an indirect mediator of the relationship between product quality and repurchase intention.

When evaluating the complexity, coherence, and readability of an application, it is crucial to design or rearrange the product display to enhance user engagement and satisfaction (Kumar, Purani, and Viswanathan, 2018). This is because customers who appreciate the quality of a product are likely to feel satisfied and more inclined to use the service provider again (Aslam et al., 2020). This study aligns with the findings of Aprilia, Yunita & Andarini, Sonja (2023), which indicate a positive and significant relationship between product quality and repurchase intention, with user satisfaction acting as a successful mediator.

Testing the Effect of User Satisfaction on Repurchase Intention

The findings from the research on the tenth hypothesis were confirmed. The results indicate that user satisfaction directly influences repurchase intention, with a coefficient of 0.458, t-Statistics of (6.291) exceeding the t-table value of (1.65), and a significance level of (0.000), which is less than 0.05. Therefore, user satisfaction has a positive and significant impact on repurchase intention for Uniqlo application services. This implies that an increase in user satisfaction will significantly lead to a rise in repurchase intention, and vice versa.

Consumer satisfaction has been demonstrated to influence various user groups regarding their intentions to continue mobile shopping (Shang and Wu, 2017). The convenience provided by technology allows customers to shop through mobile devices, integrating mobile shopping into their daily habits

(Wang et al., 2015). These findings align with the research by Sarkar and Khare (2019), which highlights the importance of consumer satisfaction as a key factor in encouraging users to remain engaged with an application and continue its use.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of this research, the following conclusions can be outlined:

1. User experience positively and significantly influences the satisfaction of Uniqlo application users.
2. System quality positively and significantly affects the satisfaction of Uniqlo application users.
3. Product quality positively and significantly affects on the satisfaction of users of the Uniqlo application.
4. User experience positively and significantly affects on the repurchase intention of Uniqlo application users.
5. System quality has a positive but insignificant impact on the repurchase intention of users of the Uniqlo application.
6. Product quality has a positive and significant impact on the repurchase intention of users of the Uniqlo application.
7. User experience positively and significantly influences repurchase intention through user satisfaction among users of the Uniqlo application.
8. System quality positively and significantly affects repurchase intention through user satisfaction among users of the Uniqlo application.
9. Product quality positively and significantly influences repurchase intention through user satisfaction among users of the Uniqlo application.
10. User satisfaction positively and significantly impacts the repurchase intention of users of the Uniqlo application.

ADVANCED RESEARCH

Future researchers are encouraged to enhance this study by incorporating additional factors that were not examined, such as User Interface, service quality, and others.

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