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The Influence of Shopping Orientation, Online Trust, and Purchasing Experience on Purchasing Interests Back Through Consumer Satisfaction

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ABSTRACT

The objective of this study was to investigate the potential impact of Shopping Orientation, Online Trust, and Purchase Experience on Repurchase Intention. This investigation aimed to identify whether these factors had an influence, either individually or collectively, either through the mediating variables of Consumer Satisfaction or directly. The research employed a descriptive quantitative methodology. The population for this study consisted of students enrolled in the Bachelor of Management programme at Pamulang University who made purchases at the TikTok Shop. A total of 250 respondents were selected as the sample. The data collection was conducted using a questionnaire, while the data analysis involved employing several techniques such as instrument testing, classic assumption testing, path testing, coefficient of determination, t-test, and arithmetic f-test. The findings of this study indicate that Shopping Orientation, Online Trust, and Purchase Experience have a positive and significant impact on TikTok Shop Consumer Satisfaction. Similarly, Shopping Orientation, Trust, Purchase Experience, and Consumer Satisfaction also have a positive and significant influence on Repurchase Intention on TikTok Shop.

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INTRODUCTION

Research Background

The growing population of Internet users in Indonesia presents a highly favorable market for the e-commerce business. Consequently, Indonesia has witnessed the rise of ecommerce and major marketplaces with substantial financial resources, such Shoope, Zalora, Matahari Mall, Bukalapak, Lazada, Blibli, Tokopedia, and others. In addition to the emergence of formal shopping websites, there is also a proliferation of individuals using e-commerce platforms on social media such as Instagram, Facebook, Twitter, Line, and other recently emerging platforms.

The advent of online shopping platforms has brought about a transformation in shopping habits, particularly among individuals who utilize the Internet. Consumers can purchase products online by browsing the websites of online shopping providers, without the need to physically visit the shopping location. To complete the payment, the buyer can send funds straight to the vendor. In addition to direct transfer, the purchaser can also utilize a third-party service or joint account to ensure the protection of funds.

Problem Identification

Based on the background that has been presented above, then the problems that can be identified are as follows: 1) Interest in shopping in TikTok Shop is not so high as compared to the number of visitors to the largest online site in Indonesia. 2) Lack of satisfaction shopping at TikTok Shop because there are still complaints from consumers. 3) Shopping orientation to the original goods is decreasing because of the many sold counterfeit goods. 4) Many stores in the TikTok Shop are less trustworthy so lowering the level of consumer confidence. 5) The experience of not sending the goods purchased makes consumers disappointed even though the money already spent is not wasted

Formulation of the Problem

Based on the background and identification of the problems that have been raised above, then the formula of the problem in this study is among other things as follows:

1. How does shopping orientation influence consumer satisfaction (students) from the Pamulang University Management Study Program who shop at the TikTok Shop?
2. How does trust influence consumer satisfaction (students) from the Pamulang University Management Study Program who shop at the TikTok Shop?
3. How does the purchasing experience influence consumer satisfaction (students) from the Pamulang University Management Study Program who shop at the TikTok Shop?
4. What is the influence of shopping orientation on repurchase interest (students) from the Management Study Program at Pamulang University who shop at the TikTok Shop?
5. How does online trust influence repurchase interest (students) from the Pamulang University Management Study Program who shop at the TikTok Shop?

6. What is the influence of purchasing experience on repurchase interest (students) from the Management Study Program at Pamulang University who shop at the TikTok Shop?
7. How does consumer satisfaction influence repurchase interest (students) from the Pamulang University Management Study Program who shop at the TikTok Shop?
8. What is the influence of shopping orientation, online trust and purchasing experience on consumer satisfaction (students) from the Pamulang University Management Study Program who shop at the TikTok Shop?
9. What is the influence of shopping orientation, online trust and purchasing experience on repurchase intention (students) of the Pamulang University Management Study Program who shop at the TikTok Shop?
10. What is the influence of shopping orientation, online trust, purchasing experience and consumer satisfaction on repurchase interest (students) from the Pamulang University Management Study Program who shop at the TikTok Shop?
11. What is the influence of shopping orientation through consumer satisfaction on repurchase interest (students) from the Pamulang University Management Study Program who shop at the TikTok Shop?
12. What is the influence of online trust through consumer satisfaction on repurchase interest (students) from the Pamulang University Management Study Program who shop at the TikTok Shop?
13. What is the influence of purchasing experience through consumer satisfaction on repurchase interest (students) from the Pamulang University Management Study Program who shop at the TikTok Shop?

LITERATURE REVIEW

Marketing Management

Understanding Marketing Management

Marketing management is inherently connected to fulfilling client demands. Marketing management is to comprehend customer behavior, generate, convey, deliver value and contentment to consumers.

Kotler and Armstrong (2012:29) define Marketing Management as the systematic undertaking by firms to generate value for consumers and establish robust connections with them, with the ultimate goal of extracting value from these clients. As stated by Sofjan Assauri (2013: 12), marketing management refers to the process of evaluating, planning, implementing, and regulating programs designed to generate, develop, and sustain revenues through targeted markets, with the ultimate aim of achieving long-term organizational goals.

Daryanto (2011:1) defines it as a social and managerial process by which individuals and groups fulfill their needs and desires by creating, offering, and exchanging something of value. Thamrin Abdullah and Francis Tantri (2016:22) define marketing management as the systematic process of strategizing and executing the production, pricing, promotion, and distribution of goods, services, and ideas. The ultimate aim is to establish mutually beneficial

transactions with specific target audiences, while simultaneously achieving the objectives of both the customers and the firm.

Based on the aforementioned marketing definitions, it is evident that marketing management involves a systematic arrangement of activities and communication processes aimed at effectively transmitting information about products and services to others, with the ultimate goal of creating value and contributing to the achievement of corporate objectives. These marketing operations encompass a sequence of procedures involving the formulation of plans, coordination, supervision, pricing regulation, distribution mapping, and promotional efforts.

Repurchase Interest

Understanding Repurchase Interest

Performance metrics repurchase interest, as defined by Peter and Olson (2014: 289), refers to the act of making multiple purchases or engaging in repeated buy activity. Customer pleasure can serve as a catalyst for recurrent purchases, fostering both product and store loyalty, and prompting positive word-of-mouth recommendations. Repurchase interest, as defined by Keller in Sulistyari (2012:20), refers to the likelihood of a customer purchasing a certain brand or switching from one brand to another. When the perceived advantages outweigh the effort required to obtain it, the desire to purchase it will be stronger. Based on the given definition, repurchase interest refers to the act of making multiple purchases after the initial one due to the belief that the advantages outweigh the sacrifices made to acquire the products and services.

Repurchase Interest Indicator

According to Ferdinand in Basrah and Samsul (2012:1-22) there are three indicators of repurchase interest, namely:

1. Referential interest: Consumers' willingness to recommend products they have consumed to others.
2. Preferential interest: Consumer behavior that makes the product they consume as the main choice.
3. Exploratory interest: Consumers' desire to always look for information about the products they are interested in.

Consumer Satisfaction

Understanding Consumer Satisfaction

As stated by E. M. Sangadji and Sopiah (2013: 177), consumer attitudes consist of three components: cognitive, emotional, and conative (psychomotor). Cognitive pertains to an individual's mental processes and thoughts, specifically connected to how consumers think and make sensible or reasonable decisions. Affective pertains to emotions, hence it is characterized by the experience of various emotional states such as happiness, sadness, cheerfulness, and so forth. Conative (psychomotor) refers to the aspect of behavior that involves action, such as a person's talents in activities like driving, athletics, cooking, and similar pursuits. According to Tjiptono (2014: 89), consumer satisfaction is the emotional reaction that occurs when evaluating the consumption of a product or service. According to Supranto (2012:44),

"customer satisfaction" is a term used by customers to describe a collection of observable actions or behaviors that are connected to a product or service.

Based on the aforementioned definition, customer satisfaction can be understood as the emotional response experienced by individuals following the purchase of a product, indicating their level of contentment or discontentment, in relation to their preconceived expectations. The amount of consumer satisfaction can be defined as the disparity between perceived performance and desired expectations. When the perceived performance falls short of expectations, consumers will naturally feel disappointed. Conversely, if the perceived performance meets or exceeds expectations, consumers will feel delighted. Consumer satisfaction value increases proportionally with the quality or performance value of a product or firm.

Consumer Satisfaction Indicators

According to Kotler and Armstrong (2012:255) indicators of consumer/customer satisfaction include, among others:

1. Re-purchase (buy back)
2. Word of Mouth (Conveying through the mouth)
3. Copyright Create Brand (creating a brand)
4. Service (service)
5. Purchasing Decisions (purchasing decisions)

Shopping Orientation

Understanding Shopping Orientation

According to Gehrt and Shim in Kusuma and Septarini (2013), the fundamental concept of shopping orientation is that individuals with varying orientations would exhibit distinct features and behavior. In their study, Kusuma and Septarini (2013) define shopping orientation as a retail lifestyle or style that prioritizes purchasing activities. Li et al in Ling (2010) define shopping orientation as a specific aspect of a shopper's lifestyle that encompasses their shopping actions, opinions, and interests. The shopping orientation of consumers plays a crucial role in influencing their purchasing decisions on online platforms (Kwek, Tan, & Lau, 2010).

Based on the aforementioned criteria, shopping orientation can be seen as an individual's inclination towards making purchases, which is influenced by their social, economic, cultural, and personal objectives in buying.

Shopping Orientation Indicator

According to Seock in Kusuma and Septarini's (2013) study, shopping orientation may be categorized into seven dimensions:

1. Shopping enjoyment refers to the personal satisfaction one experiences while engaging in the act of shopping.
2. Brand/fashion consciousness refers to an individual's knowledge and recognition of the cost associated with a particular brand or fashion.
3. Price consciousness refers to an individual's awareness of goods costs.
4. Shopping confidence refers to an individual's level of confidence in their ability to shop.

5. Convenience/time consciousness refers to an individual's cognizance of time and comfort when engaging in buying activities.
6. Consumer preferences for purchasing within their own homes: It refers to a person's inclination to make purchases without physically going outside of their residence.
7. Brand/store loyalty refers to an individual's commitment to specific brands and stores when engaging in shopping activities.

Online Trust

Understanding Online Trust

Trust is the foundational element for establishing enduring relationships between suppliers or sellers and buyers. Trust is a crucial determinant that can impact consumers' interest in making purchases, ultimately leading to their decisions to buy online. Simamora (2008) defines belief as a cognitive perception that an individual holds regarding a certain subject. Trust can encompass information, subjective judgment, or mere conviction.

According to Kramer in Ling et al (2010), trust is a complex phenomenon as individuals lack knowledge about the intentions and interests of others. In Suryani's (2013) study, trust is defined as a consumer's readiness to embrace vulnerability when engaging in online transactions, driven by optimistic expectations about their future online buying experiences. Ramadhan, Saroh, and Machfudz (2019: 7) assert that trust plays a crucial role in shaping a customer's perception prior to engaging with a product or service. This is because a customer's decision-making process is influenced by their confidence in a product's ability to fulfill their needs and meet their expectations.

According to Kamilullah, Kusyanti, & Aryadita, (2018: 2662) trust is a positive psychological condition that occurs in a relationship, or a situation that occurs between a product or service and a customer. In another sense, trust is a set of beliefs that customers think about a particular type of company that is applied by providing good service to customers at all times.

Based on the definitions above, it can be concluded that trust is an important factor in creating and influencing long-term relationships with customers, after using or consuming a good or service.

Online Trust Indicators

Ridwan, Militina, and Achmad (2020:54) identify four components of trust indicators:

1. The perception of integrity (integrity) refers to the consumer's belief that the company adheres to acceptable principles, including fulfilling promises, behaving ethically, and being honest.
2. Perception of Goodness (Benevolence): This refers to the level of trust in partnerships that have mutually beneficial aims and motivations, particularly in situations when commitment has not been established.
3. Competence refers to the capacity to effectively address client problems and meet their needs.
4. The consistency of conduct exhibited by sellers refers to their capacity to consistently convey clarity regarding the commodities being sold. This allows buyers to anticipate and predict the seller's performance. This

component encompasses the seller's self-perception, foreseeable dangers or outcomes, and coherence.

Shopping Experience

Understanding Shopping Experience

Online shopping experience is defined as a psychological state that is realized or expressed by consumers as a subjective response to websites or online stores owned by online traders. In the context of online shopping, when consumers have made online transactions, they will then evaluate the product based on several factors including the completeness of information about the product on the web, whether the form of payment transaction provided is safe, the form of delivery requirements, and so on. With the experience that consumers have, consumers will be able to reduce uncertainty or worry when shopping online (Dabrynin & Zhang, 2019).

Purchasing experience is the main driver of consumer interest in online purchases. Apart from that, Imari et al (2017) also stated that purchasing experience is a predictor of customer buying interest online. When a person has insufficient prior knowledge of the problem at hand, the choice of behavior to be carried out largely depends on the value of expectations. Therefore, buyers who have never made an online purchase before will prefer to avoid risks than those who have purchased products online.

Shopping Experience Indicators

According to Kwek, Lau and Tan (2015), the determinants of online purchasing experience consist of four factors, namely:

1. Experienced in online shopping
2. Feel competent when shopping online
3. Feel comfortable when using the shopping website
4. Felt that the online site was easy to use.

METHODOLOGY

Types of Research

Sekaran, as cited in EM Sangadji and Sopiah (2013: 284), defines research method as a scientific activity conducted to systematically gather data for a specified aim and application.The research methodology employed is a quantitative approach. As stated by Sugiyono (2015:13), quantitative research methods refer to research methods that adhere to the positivist philosophy. These methods are employed to study specific populations or samples, with random sampling techniques being commonly used. Data collection involves the use of research instruments, and the analysis of data is done quantitatively.

Population and Sample

The population of interest for this study consisted of all students enrolled in the Undergraduate Management Study Program at Pamulang University's Faculty of Economics and Business. The total number of students registered for the odd semester of 2022/2022 PDDIKTI was 27,323. Nevertheless, although there are 27,373 individuals in total, it is uncertain whether all of them have

made purchases at the TikTok Shop. The sample for this study will consist of students who have made purchases at the TikTok Shop, therefore making it impossible to determine the exact population for this research.Sugiyono (2021: 127) defines a sample as a subset that represents the population in terms of both quantity and attributes.

Normality Test

The purpose of the normality test is to determine if the dependent variable and independent variables in the regression model have a normal distribution or a non-normal distribution. An effective regression model is characterized by a data distribution that is either normal or very close to normal. In order to verify the assumption of normal distribution for the equation, a measuring instrument technique is employed to compute the residual of the dependent variable. A probability plot graph can be used to conduct a normality test, where the distribution of residual points can be observed along the diagonal line to identify any variable residuals.

Path Analysis

Riduwan & Kuncoro (2017) state that the path analysis model is employed to examine the relationships between variables and determine the direct or indirect impact of a group of independent factors (exogenous) on the dependent variable (endogenous). According to Ghozali (2016:249), route analysis is an expansion of multiple linear analysis. It involves using regression analysis to estimate causal linkages between variables, specifically in causal models that have already been constructed based on theory.

1. Initial phase of the equation's substructure. 1 Comprises of a single variable, Consumer Satisfaction (Z), and three independent variables, Shopping Orientation (X1), Online Trust (X2), and Purchase Experience (X3).
2. Stage 2 of Equation 2 comprises one dependent variable, Repurchase Intention (Y), and three independent variables: Product Orientation (X1), Online Trust (X2), and Purchase Experience (X3).
3. The third stage involves the structure of the equation. The model includes one dependent variable, Repurchase Interest (Y), one intervening variable, Consumer Satisfaction (Z), and three independent variables: Shopping Orientation (X1), Online Trust (X2), and Purchase Experience (X3).
4. Overall Substructure at Stage 4. The overall substructure comprises one dependent variable, Repurchase Interest (Y), one intervening variable, Consumer Satisfaction (Z), and three independent factors, namely Shopping Orientation (X1), Online Trust (X2), and Purchase Experience (X3).
5. Stage 5, at this stage, systematically complete the path analysis by applying the structural method pattern. This involves formulating structural equations and path diagrams based on relevant theoretical studies. Additionally, interpret the relationships between variables and draw conclusions about the influences that arise from these relationships.

6. Stage 6 involves conducting a Mediation Test, also known as a Sobel Test. The Sobel test is employed to assess the impact of the mediating variable, specifically customer happiness. Ghazali (2016) defines an intervening variable as a variable that affects the relationship between the independent variable and the dependent variable. The Sobel test is used to assess the magnitude of the indirect effect of the independent variable (X) on the dependent variable (Z) via the intervening variable (Y). To determine the overall impact of X on Z through Y, multiply the indirect influence of X on Y (a) by the indirect influence of Y on Z (b), or ab. The coefficient ab is equal to the difference between the influence of X on Z without the connection of Y (c) and the influence of X on Z after the connection of Y (c').

Hypothesis Testing

Hypothesis testing is a statistical method used to determine the validity of a claim or hypothesis based on available data. The study hypothesis pertains to the presence or absence of an impact from the independent variable on the dependent variable. The null hypothesis (Ho) states that there is no statistically significant relationship, while the alternative hypothesis (Ha) states that there is a relationship between the independent variable (var) and the dependent variable.

RESEARCH RESULT

Normality Test

The Normality Test can be seen with a graph or histogram curve. Where the histogram graph is said to be normal if the data distribution forms a bell (belt shaped), not leaning to the left or leaning to the right (Santoso, 2015). As for the histogram graph after processing using SPSS 24, we can see it in the image below:

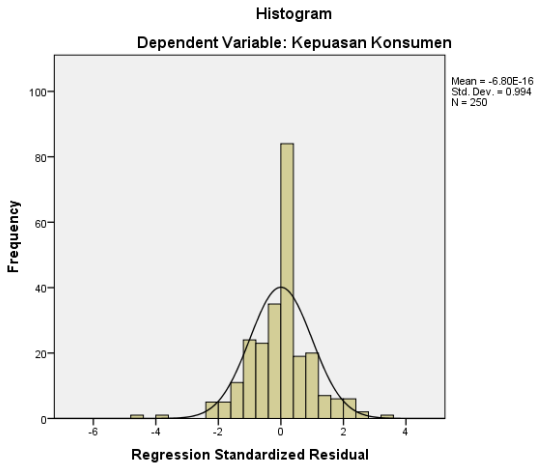

Figure 1. Histogram Graph

Based on the image above, it can be concluded that the data used in this research is normally distributed because the diagram is bell-shaped, not skewed to the left or right.

Path Analysis

1. Stage 1 Substructure of Equation 1

At this stage testing is carried out to measure the direct influence between the variables Shopping Orientation, Online Trust and Purchase Experience on Consumer Satisfaction through SPSS statistical software calculations as follows:

Table 1. Substructural Regression Equation 1

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.813	2.156		.841	.401
	Orientasi Belanja	.020	.058	.015	.346	.729
	Kepercayaan Online	.316	.061	.286	5.205	.000
	Pengalaman Pembelian	.613	.055	.589	11.086	.000

a. Dependent Variable: Kepuasan Konsumen

Source: Research data processed with SPSS 24 (2023)

From the results above, the following regression equation is obtained: Y = 1.813 + 0.20X1 + 0.316X2 + 0.613X3, A constant value of 1.813 means that if Shopping Orientation, Online Trust and Shopping Experience are assumed to be constant then Z (Consumer Satisfaction) for Tiktok users is 1.813. To determine the simultaneous influence of Shopping Orientation, Online Trust and Purchase Experience on Consumer Satisfaction, the F test is used. The F table value can be seen in the F statistical table, in the numerator df k-1 or 4-1 = 3 (numerator) and the denominator df = n-k-1 or 250-3-1 = 246. Judging from the distribution of Ftable values, the Ftable value = 3.0325.

Table 2. Simultaneous Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4219.546	3	1406.515	181.565	.000[b]
	Residual	1905.670	246	7.747		
	Total	6125.216	249			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Pengalaman Pembelian, Orientasi Belanja, Kepercayaan Online

Source: Research data processed with SPSS 24 (2023)

According to the table provided, the Fcount value is 181.565, which is greater than the Ftable value of 3.0325 at a significance level of 0.000, which is less than 0.05. This indicates that both Product Quality and Price have a positive and substantial impact on Consumer Satisfaction when considered together.

To determine the extent to which the variables of Product Quality and Price contribute to Consumer Satisfaction, you can examine the magnitude of the Rsquare (R^2) value displayed in the table below:

Table 3. Substructural Determination Coefficient Test Results Equation 1

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830[a]	.689	.685	2.783

a. Predictors: (Constant), Pengalaman Pembelian, Orientasi Belanja, Kepercayaan Online

b. Dependent Variable: Kepuasan Konsumen

Source: Research data processed with SPSS 24 (2023)

From the results of calculating the coefficient of determination above, it can be interpreted that Shopping Orientation (X1), Online Trust (X2) and Purchasing Experience (X3) contribute to Consumer Satisfaction (Y) by 68.9%, and the remaining 100% - 68, 9% = 31.1% influenced by others outside the research variables studied.

$\rho y\varepsilon 1$ = √(〖1-R〗 ^2)
=√(1-0.689)
=√(0.314)
= 0.560

Based on the results of the analytical calculations above, a path analysis diagram for stage 1 of the influence of Shopping Orientation, Online Trust and Purchasing Experience on Consumer Satisfaction can be depicted as follows:

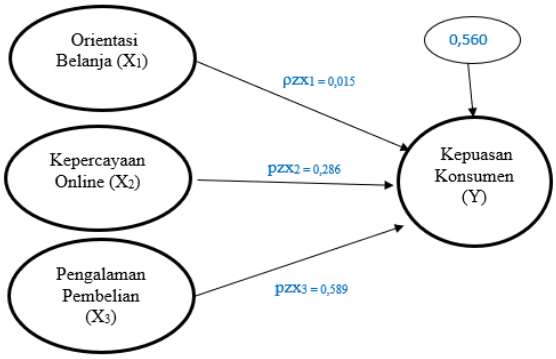

Figure 2. Stage 1 Path Analysis

Source: Processed data, (2023)

2. Stage 2 Substructure of Equation 2.

At this stage testing was carried out to measure the direct influence between the variables Shopping Orientation, Online Trust and Shopping Experience on Repurchase Intention through SPSS statistical software calculations as follows:

Table 4. Substructural Regression Equation 2

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.013	2.591		.777	.438
	Orientasi Belanja	.060	.070	.043	.863	.389
	Kepercayaan Online	.261	.073	.228	3.578	.000
	Pengalaman Pembelian	.597	.066	.554	8.987	.000

a. Dependent Variable: Minat Beli Kembali

Source: Research data processed with SPSS 24 (2023)

From the results above, the following regression equation is obtained: Y = 2.013 + 0.60X1+0.261X2 + 0.597X3, a constant value of 2.013, meaning that if Shopping Orientation, Online Trust and Shopping Experience are assumed to be constant then Y (Repurchase Interest) on TikTok Shop 2,013 To determine the simultaneous influence of Shopping Orientation, Online Trust and Purchase Experience on Repurchase Intention, the F test is used. The F table value can be seen in the F statistical table, in the numerator df k-1 or 4-1 = 3 (numerator) and the denominator df = n-k- 1 or 250-4-1 = 246. Judging from the distribution of Ftable values, the Ftable value = 3.0325

Table 5. Simultaneous Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3805.673	3	1268.558	113.437	.000[b]
	Residual	2751.003	246	11.183		
	Total	6556.676	249			

a. Dependent Variable: Minat Beli Kembali

b. Predictors: (Constant), Pengalaman Pembelian, Orientasi Belanja, Kepercayaan Online

Source: Research data processed with SPSS 24 (2023)

Based on the table above, the Fcount value is 113.437 > Ftable 3.0325 with a significance level of 0.000 < 0.05, meaning that simultaneously there is a positive and significant influence on Shopping Orientation, Online Trust and Purchase Experience on Repurchase Intention.To find out how big the contribution of Shopping Orientation, Online Trust and Purchasing Experience to Repurchase Intention can be seen from the Rsquare (R^2) number shown in the table below:

Table 6. Substructural Determination Coefficient Test Results Equation 2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762[a]	.580	.575	3.344

a. Predictors: (Constant), Pengalaman Pembelian, Orientasi Belanja, Kepercayaan Online

b. Dependent Variable: Minat Beli Kembali

Source: Research data processed with SPSS 24 (2023)

From the results of calculating the coefficient of determination above, it can be interpreted that Shopping Orientation (X1), Online Trust (X2) and Shopping Experience (X3) contribute to Repurchase Interest (Y) by 57.5%, and the remaining 100% - 57 .5% = 42.5% influenced by other factors outside the research variables studied.

$\boldsymbol{\rho y \varepsilon 1}$ = √(〖1-R〗 ^2)
=√(1-0.580)
=√(0.42)
= 0.648

Based on the results of the analytical calculations above, a path analysis diagram for stage 1 of the influence of Product Quality and Price on Consumer Satisfaction can be depicted as follows:

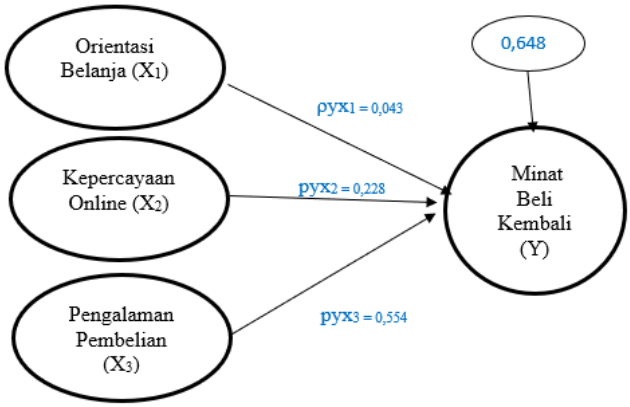

Figure 3. Stage 2 Path Analysis
Source: Processed data, (2023)

3. Stage 3 Substructure of Equation 3.

At this stage testing is carried out to measure the direct influence between the variables Shopping Orientation, Online Trust, Purchase Experience and Consumer Satisfaction on Repurchase Intention as follows:

Table 7. Substructural Path Analysis Equation 3

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.531	1.905		.279	.781
	Orientasi Belanja	.044	.051	.031	.854	.394
	Kepercayaan Online	.003	.056	.002	.047	.963
	Pengalaman Pembelian	.096	.060	.089	1.604	.110
	Kepuasan Konsumen	.818	.056	.790	14.537	.000

a. Dependent Variable: Minat Beli Kembali

Source: Research data processed with SPSS 24 (2023)

From the results above, the following regression equation is obtained: Y = 0.531 + 0.044X1 + 0.003X2 + 0.096X3 + 0.818Z, a constant value of 0.531, meaning that if Shopping Orientation, Online Trust, Purchase Experience and Consumer Satisfaction are assumed to be constant then Y (Repurchase Interest) on TikTok Shop 0.531.

To find out how big the contribution of the variables Shopping Orientation, Online Trust, Purchasing Experience, and Consumer Satisfaction to Repurchase Intention can be seen from the large Rsquare (R^2) numbers shown in the table below:

Table 8. Substructural Determination Coefficient Test Results Equation 3

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880[a]	.775	.771	2.455

a. Predictors: (Constant), Kepuasan Konsumen\, Orientasi Belanja, Kepercayaan Online, Pengalaman Pembelian

b. Dependent Variable: Minat Beli Kembali

Source: Research data processed with SPSS 24 (2023)

From the results of calculating the coefficient of determination above, it can be interpreted that Shopping Orientation, Online Trust, Purchasing Experience, and Consumer Satisfaction contribute to Repurchase Interest by 77.5%, and the remaining 100% - 77.5% = 22.5% influenced by others outside the research variables studied.

$\rho y\varepsilon 2 = \sqrt{(1-R)^2}$

$=\sqrt{(1-0.775)}$

$=\sqrt{(0.225)}$

$= 0.474$

Based on the results of the analytical calculations above, a path analysis diagram for stage 3 of the influence of Shopping Orientation, Online Trust, Purchase Experience, and Satisfaction on Repurchase Intention can be depicted as follows:

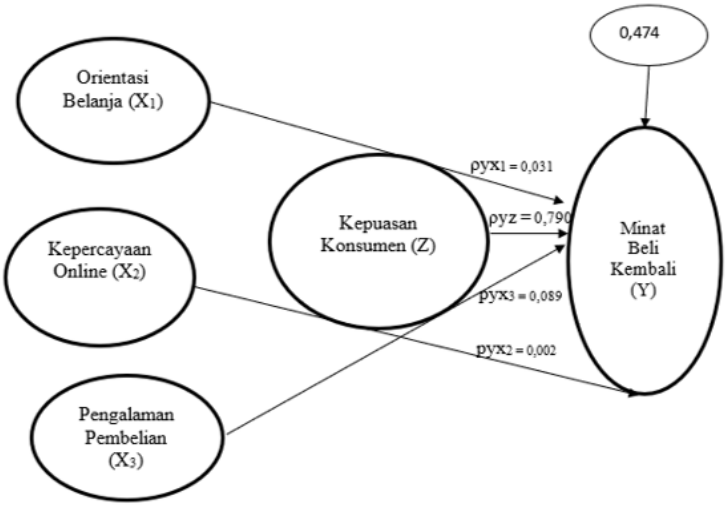

Figure 4. Stage 3 Path Analysis

Source: Processed data, (2023)

4. Stage 4 Substructure of Equation 4

From stages 1 and 3 in the path diagram, the overall path diagram is as follows:

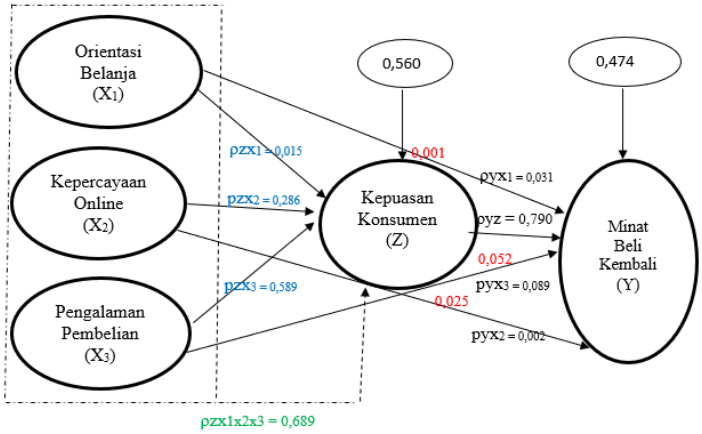

Figure 5. Combined Path Analysis

Source: Processed data, (2023)

5. Stage 5

Furthermore, a summary of the path coefficient values in sub-structures 1 and 2 can be seen in the following table:

Table 9. Effect Calculation Results

Variabel	Direct Effect	Indirect Effect	Total Effects
X1 → Z	0,015	-	0,015
X2 →Z	0,286	-	0,286
X3 →Z	0,589		0,589
Z → Y	0,790	-	0,790
X1 → Y	0,031	-	0,031
X2 → Y	0,002	-	0,002
X3 → Y	0,089		0,089
X1 → Z → Y	-	0,015 X 0,790 = 0,012	0,031 + 0,012 = 0,043
X2 → Z → Y	-	0,286 X 0,790 = 0,226	0,002 + 0,226= 0,228
X3 → Z → Y		0,589 X 0,790 = 0,465	0,089 + 0,465= 0,554

Source: Processed data, (2023)

From the table above it can be concluded that.

a. Shopping Orientation (X1) directly influences Repurchase Intention (Y) by 0.031, while indirectly through Consumer Satisfaction (Z) it influences 0.012. This can mean that the indirect influence between Shopping Orientation (X1) on Repurchase Intention (Z) does not have a significant influence because the indirect influence is smaller than the direct influence so that H is rejected
b. Online Trust (X2) directly influences repurchase interest (Y) by 0.002, while indirectly through Consumer Satisfaction (Z) it influences 0.226. This can

mean that the indirect influence between Online Trust (X2) on Repurchase Intention (Y) has a significant effect because the indirect influence is greater than the direct influence so that H is accepted.

c. Purchase Experience (X3) directly influences Repurchase Intention (Y) by 0.089, while indirectly through Consumer Satisfaction (Z) it influences 0.465. This can mean that the indirect influence between Purchase Experience (X3) on Repurchase Intention (Y) has a significant effect because the indirect influence is greater than the direct influence so that H is accepted.

6. Stage 6 (Mediation Test/Sobel Test)

The sobel test is employed in route analysis to determine the significance of the intervening influence. If the calculated Y value exceeds 1.96 (at a 95% confidence level) and the probability value is less than 0.05, then the intervening variable is deemed to have a significant mediating effect on the relationship between the exogenous variable and the endogenous variable. (Ghozali, 2016). By utilising the web tool located at https://www.danielsoper.com/statcalc/calculator.aspx?id=31, the calculation can be performed. The test student will receive the results depicted in the image below:

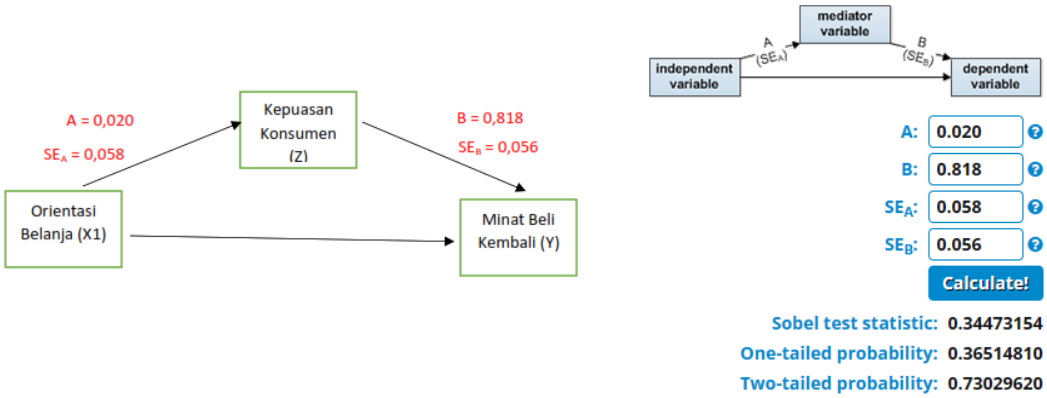

Figure 6. Sobel Test of the Effect of Product Orientation on Repurchase Intention through Consumer Satisfaction

Source: Processed data, (2023)

Based on the picture above, the one-tailed probability results show 0.36514810 > 0.05, which can be concluded that the Consumer Satisfaction variable (Z) cannot mediate the Shopping Orientation variable (X1) on Repurchase Intention (Y).

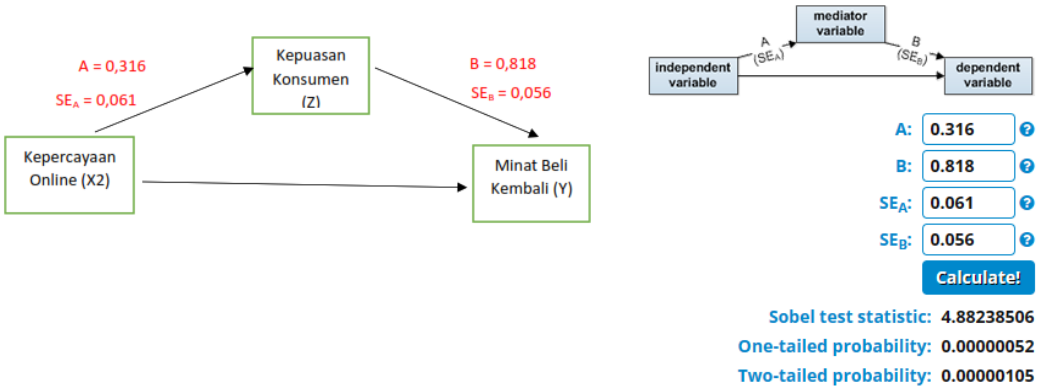

Figure 7. Sobel Test of the Effect of Online Trust on Repurchase Intention Through Consumer Satisfaction

Based on the image above, the one-tailed probability results show 0.36514810 > 0.05, which can be concluded that the Consumer Satisfaction variable (Z) cannot mediate the Shopping Orientation variable (X1) on Repurchase Intention (Y).

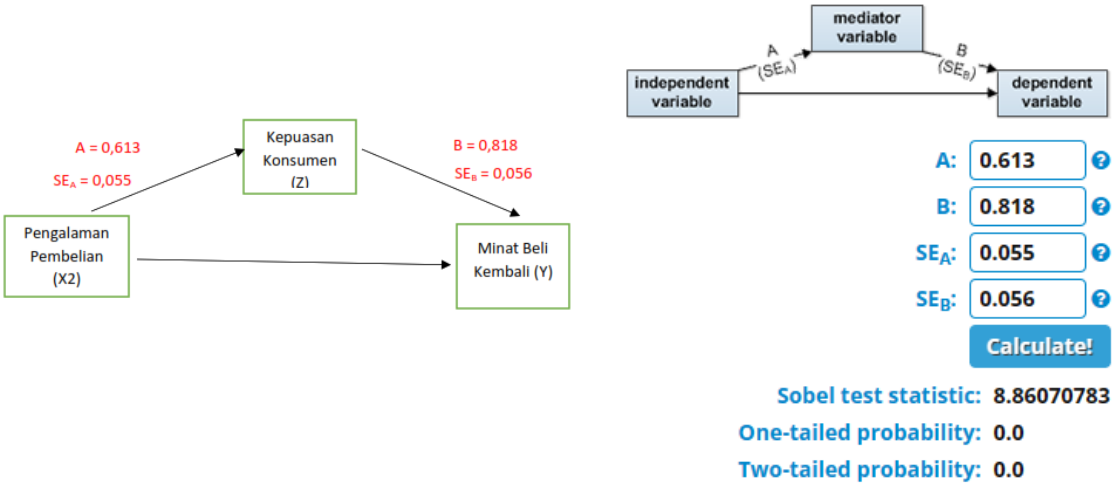

Figure 8. Sobel Tests of the Influence of Purchasing Experience on Repurchase Intention through Consumer Satisfaction

Source: Processed data, (2023)

Based on the picture above showing the results of a one-tailed probability of 0.0000000 < 0.05, it can be concluded that the Customer Satisfaction variable (Z) can mediate the Purchase Experience variable (X3) on Repurchase Intention (Y)

Hypothesis Testing

T Test (Partial Influence).

The significance level used is α = 0.05, meaning that the possibility of drawing conclusions has a probability of 95% or an error tolerance of 5%. Decision making rules in hypothesis testing, namely:

a. If tcount > ttable = then H0 is rejected and H1 is accepted.
b. If tcount < ttable = then H0 is accepted and H1 is rejected.

To determine the value of ttable, look for it using the following formula:

α = 5% real rate (0.05)
df = (n-k-1)
n = number of samples, n = 250
k = number of all independent variables, k = 3
So we get 250 – 3 = 246, then ttable = 1.969654. The criteria are said to be significant if the t value > t table or ρ value < Sig.0.05

a. The Influence of Shopping Orientation (X1) on Consumer Satisfaction (Z)

Table 10. Hypothesis Test Results (t Test) Shopping Orientation Variables (X1) on Consumer Satisfaction (Z)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	13.647	3.292		4.146	.000
	Orientasi Belanja	.619	.077	.454	8.018	.000

a. Dependent Variable: Kepuasan Konsumen

Source: Research data processed with SPSS 24 (2023)

Based on the test results in the table above, the calculated t value > t table or (8.018 > 1.969654) is obtained. This is also reinforced by the ρ value < Sig.0.050 or (0.000 < 0.050). Thus, H0 is rejected and H1 is accepted, this shows that there is a significant influence between Shopping Orientation and Consumer Satisfaction.

b. The Influence of Online Trust (X2) on Consumer Satisfaction (Y)

Table 11. Hypothesis Test Results (t Test) Online Trust Variables (X2) On Consumer Satisfaction (Z)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8.300	1.914		4.336	.000
	Kepercayaan Online	.802	.048	.726	16.637	.000

a. Dependent Variable: Kepuasan Konsumen

Source: Research data processed with SPSS 24 (2023)

Based on the test results in the table above, the calculated t value > t table or (16.637 > 1.969654) is obtained. This is also reinforced by the ρ value < Sig.0.050 or (0.000 < 0.050). Thus, H0 is rejected and H2 is accepted, this shows that there is a significant influence between Online Trust and Consumer Satisfaction

c. The Influence of Purchasing Experience (X3) on Consumer Satisfaction (Z)

Table 12. Hypothesis Test Results (t Test) Purchase Experience (X3) Consumer Satisfaction (Z)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.973	1.595		3.744	.000
	Pengalaman Pembelian	.839	.039	.806	21.441	.000

a. Dependent Variable: Kepuasan Konsumen

Source: Research data processed with SPSS 24 (2023)

Based on the test results in the table above, the calculated t value > t table or (21.441 > 1.969654) is obtained. This is also reinforced by the ρ value < Sig.0.050 or (0.000 < 0.050). Thus, H0 is rejected and H3 is accepted, this shows that there is a significant influence between Purchasing Experience on Consumer Satisfaction.

d. The Influence of Shopping Orientation (X1) on Repurchase Intention (Y)

Table 13. Hypothesis Test Results (T Test) Shopping Orientation (X1) On Repurchase Interest (Y)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	13.006	3.443		3.777	.000
	Orientasi Belanja	.612	.081	.434	7.588	.000

a. Dependent Variable: Minat Beli Kembali

Source: Research data processed with SPSS 24 (2023)

Based on the test results in the table above, the calculated t value > t table or (7.588 > 1.969654) is obtained. This is also reinforced by the ρ value < Sig.0.050 or (0.000 < 0.050). Thus, H0 is rejected and H4 is accepted, this shows that there is a significant influence between Shopping Orientation on Repurchase Intention

e. The Influence of Online Trust (X2) on Repurchase Intention (Y)

Table 14. Hypothesis Test Results (T Test) Online Trust (X2) On Repurchase Interest (Y)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	9.365	2.169		4.318	.000
	Kepercayaan Online	.752	.055	.658	13.767	.000

a. Dependent Variable: Minat Beli Kembali

Source: Research data processed with SPSS 24 (2023)

Based on the test results in the table above, the calculated t value > t table or (13.767 > 1.969654) is obtained. This is also reinforced by the ρ value < Sig.0.050 or (0.000 < 0.050). Thus, H0 is rejected and H5 is accepted, this shows that there is a significant influence between Online Trust and Repurchase Intention.

f. Influence of Purchase Experience (X3) on Repurchase Intention (Y)

Table 15. Hypothesis Test Results (T Test) Purchase Experience (X3) On Repurchase Interest (Y)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6.648	1.867		3.561	.000
	Pengalaman Pembelian	.800	.046	.743	17.466	.000

a. Dependent Variable: Minat Beli Kembali

Source: Research data processed with SPSS 24 (2023)

Based on the test results in the table above, the calculated t value > t table or (17.466 > 1.969654) is obtained. This is also reinforced by the ρ value < Sig.0.050 or (0.000 < 0.050). Thus, H0 is rejected and H6 is accepted, this shows that there is a significant influence between Purchase Experience on Repurchase Intention

g. The Influence of Consumer Satisfaction (Z) on Repurchase Intention (Y)

Table 16. Hypothesis Test Results (T Test) Consumer Satisfaction (Z) Repurchase Intention (Y)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.762	1.267		2.180	.030
	Kepuasan Konsumen	.908	.031	.878	28.850	.000

a. Dependent Variable: Minat Beli Kembali

Source: Research data processed with SPSS 24 (2023)

According to the test findings in the table above, the calculated t value (28.850) is greater than the t table value (1.969654). This is further supported by the ρ value < Sig.0.050 or (0.000 < 0.050). Therefore, the null hypothesis (H0) is rejected and the alternative hypothesis (H7) is accepted, indicating a substantial relationship between Consumer Satisfaction and Repurchase Intention.

F Test (Simultaneous Influence)

This study employed a significance criterion of 5% (0.05), which involved comparing the estimated F value with the F table under the specified conditions:

- If the estimated F value is less than the F table value, it indicates that the null hypothesis (H0) is accepted and the alternative hypothesis (H3) is rejected.
- If the estimated F value is greater than the F table value, it indicates that the null hypothesis (H0) is rejected and the alternative hypothesis (H3) is accepted.
- Hypothesis testing can also be conducted by comparing the significance value with 0.05, with the following conditions:
- If the p-value is greater than 0.05, it indicates that the null hypothesis (H0) is accepted and the alternative hypothesis (H1) is rejected.
- If the p-value is less than 0.05, it indicates that the null hypothesis (H0) is rejected in favour of the alternative hypothesis (H1).

To ascertain the magnitude of Ftable, locate it by using the condition df = (n-k), yielding (250-3) = 247. Consequently, Ftable equals 3.03236. The criteria are considered important if the calculated F value is more than the F table value or if the ρ value is less than Sig.0.050.

a. The Influence of Shopping Orientation (X1), Online Trust (X2) and Purchasing Experience (X3) on Consumer Satisfaction (Z)

Table 17. Simultaneous Hypothesis Results (F Test) Shopping Orientation (X2), Online Trust (X2) and Purchasing Experience (X3) on Consumer Satisfaction (Z)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4219.546	3	1406.515	181.565	.000[b]
	Residual	1905.670	246	7.747		
	Total	6125.216	249			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Pengalaman Pembelian, Orientasi Belanja, Kepercayaan Online

Source: Research data processed with SPSS 24 (2023)

Based on the test results in the table above, the calculated F value > F table or (181.565 > 3.03236) is obtained. This is also confirmed by the ρ value < Sig.0.050 or (0.000 < 0.050). Thus, H0 is rejected and H8 is accepted, this shows that there is a significant simultaneous influence between Shopping Orientation (X1), Online Trust (X2) and Purchasing Experience (X3) on Consumer Satisfaction (Z)

b. The Influence of Shopping Orientation (X1), Online Trust (X2) and Purchase Experience (X3) on Repurchase Intention (Y)

Table 18. Hypothesis Results (F Test) Simultaneously Shopping Orientation (X1), Online Trust (X2) and Purchase Experience (X3) on

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3805.673	3	1268.558	113.437	.000[b]
	Residual	2751.003	246	11.183		
	Total	6556.676	249			

a. Dependent Variable: Minat Beli Kembali

b. Predictors: (Constant), Pengalaman Pembelian, Orientasi Belanja, Kepercayaan Online

Repurchase Intention (Y)

Source: Research data processed with SPSS 24 (2023)

Based on the test results in the table above, the calculated F value > F table or (113.437 > 3.03236) is obtained. This is also confirmed by the ρ value < Sig.0.050 or (0.000 < 0.050). Thus, H0 is rejected and H9 is accepted, this shows that there is a significant influence simultaneously between Shopping Orientation (X1), Online Trust (X2) and Purchase Experience (X3) on Repurchase Intention (Y)

c. Influence of Shopping Orientation (X1), Online Trust (X2), Purchase Experience (X3) and Consumer Satisfaction (Z) Repurchase Interest (Y)

Table 19. Simultaneous Hypothesis Results (F Test) Shopping Orientation (X1). Online Trust (X2), Purchase Experience (X3) and Consumer Satisfaction (Z) Repurchase Intention (Y)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5079.664	4	1269.916	210.648	.000[b]
	Residual	1477.012	245	6.029		
	Total	6556.676	249			

a. Dependent Variable: Minat Beli Kembali

b. Predictors: (Constant), Kepuasan Konsumen, Orientasi Belanja, Kepercayaan Online, Pengalaman Pembelian

Source: Research data processed with SPSS 24 (2023)

Based on the test results in the table above, the calculated F value > F table or (210.648 > 3.03236) is obtained. This is also confirmed by the ρ value < Sig.0.050 or (0.000 < 0.050). Thus, H0 is rejected and H10 is accepted, this shows that there is a significant simultaneous influence between Shopping Orientation (X1), Online Trust (X2), Purchasing Experience (X3) and Consumer Satisfaction (Z) Repurchase Interest (Y).

CONCLUSIONS AND RECOMMENDATIONS

The research on The Influence of Shopping Orientation, Online Trust, And Purchasing Experience on Purchasing Interests Back Through Consumer Satisfaction has yielded the following conclusions:

1. Shopping orientation has a somewhat favourable and considerable impact on consumer satisfaction with TikTok shop.
2. Partially, the level of confidence that consumers have in online platforms has a good and considerable impact on their happiness with TikTok shop.
3. Partially, the purchasing experience has a noteworthy and substantial impact on the pleasure of consumers in the TikTok shop.
4. Partially, the inclination towards shopping has a favourable and substantial impact on the level of interest in making future purchases from the TikTok shop.
5. Partially, the level of trust that users have in the online platform has a clear and important impact on their likelihood to make future purchases in the tiktok shop.
6. Partially, the purchasing experience has a notable and meaningful impact on the customer's intention to repurchase at the TikTok shop.
7. Consumer satisfaction partially exerts a favourable and considerable influence on repurchase interest in the TikTok shop.
8. The combination of shopping orientation, online trust, and buying experience has a strong and meaningful impact on the level of consumer satisfaction with TikTok shop.
9. The combination of shopping orientation, online trust, and purchasing experience at TikTok Shop has a strong and positive impact on the intention to make future purchases.
10. The factors of shopping orientation, online trust, purchasing experience, and consumer happiness all have a favourable and significant impact on the intention to repurchase at the TikTok shop.
11. The impact of shopping orientation on repurchase intention is not significant when measured through consumer satisfaction, as the indirect influence is smaller than the direct influence.
12. Consumer pleasure indirectly influences repurchase intention through online trust, with the indirect influence being more substantial than the direct influence.

The impact of repurchase intention on purchasing experience is mostly mediated by consumer pleasure, with the indirect influence being more pronounced than the direct influence.

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