# Exploring the Impact of User Interface and Service Quality in Enhancing Repurchase Intentions

**Putri Amini Dalimunthe[*], Wan Suryani**
Universitas Medan Area, Medan, Indonesia

Abstract

Food delivery services like ShopeeFood are becoming increasingly popular in this digital era. ShopeeFood plays a crucial role in meeting consumer needs by offering convenience and ease. However, user interface and service quality are critical aspects of the user experience. An inadequate user interface or low service quality can lead to dissatisfaction and influence the user's intention to reuse ShopeeFood. This study aims to determine the influence of user interface (UI) and service quality on the repurchase intention of ShopeeFood users in the Medan Polonia District. The method used a quantitative-descriptive approach. The sample size used is 100 people. The results of this study indicate that the UI has a positive and significant effect on repurchase intention. Moreover, UI and service quality positively and significantly affect repurchase intention. This research contributes valuable insights into the pivotal roles of UI and service quality in shaping the repurchase intention of ShopeeFood users in the Medan Polonia District, underscoring their significance in enhancing user repurchase intention within the digital food delivery sector. Given the increasing reliance on digital platforms for food delivery services, ShopeeFood is a crucial interface for meeting consumer needs for convenience and efficiency. Furthermore, the study emphasizes that the synergistic impact of UI and service quality collectively enhances repurchase intention, offering actionable insights for stakeholders to refine service delivery and maintain competitiveness in the evolving digital marketplace.

Keywords: Repurchase Intention; Service Quality; ShopeeFood; User Interface.

[*]Corresponding author. Tel: -, E-mail: putriamini6@gmail.com

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## I. Introduction

The use of the internet in Indonesia has become an inevitable necessity for the community. The internet supports various daily activities, facilitating and accelerating the fulfillment of needs, as well as saving costs and energy. The rapid growth of internet services has transformed the lifestyle of the community, especially in buying and selling activities. One growing trend is online food delivery services, which are becoming increasingly popular due to easy access, flexible payment methods, and high convenience (Sjahroeddin, 2018). Data from Insight Center shows that food delivery services influence consumer behavior in Indonesia. ShopeeFood emerged as a new player in this industry, ready to compete with GrabFood and GoFood (Vania and Simbolon, 2021). ShopeeFood operates by connecting consumers, sellers, and drivers within a single application. ShopeeFood offers significant promotions and discounts to attract users.

However, despite its potential, ShopeeFood still faces various user complaints regarding limited features, frequent app errors, and issues with finding drivers. These problems indicate that ShopeeFood's service quality must be improved to meet consumer expectations and maintain trust. Service quality and User Interface (UI) are crucial aspects of the user experience. According to (Wahyuni and Dewi, 2019), a good UI facilitates user interaction with the application. Good service quality, such as fast delivery and order accuracy, enhances customer satisfaction. When satisfied users are more likely to reuse the service, it contributes to the long-term loyalty and success of ShopeeFood. Hence, repurchase intention occurs, which is very important (Hussain et al., 2017; Saeed et al., 2016). Conversely, unsatisfactory service may cause users to switch to other platforms. Understanding the relationship between UI, service quality, and repurchase intention is crucial for ShopeeFood to develop effective strategies to enhance its service quality.

The previous study indicates that UI significantly influences repurchase intention, both partially and simultaneously (Watulingas, 2020). In partial analysis, UI design contributes 47.2% to the intention to repurchase. This emphasizes that navigation clarity, structured layout, and responsiveness are crucial in forming positive customer perceptions. With a good UI, customers are more likely to feel satisfied and motivated to reuse the service, thereby increasing their intention to repurchase on the platform (Oktafina et al., 2021). This is consistent with the findings of Maf'idayu and Vania (2022) that service quality positively impacts repurchase intention. Watulingas (2020) also state that UI design and electronic service quality contribute 55.7% to repurchase intention.

Moreover, the company can enhance the effectiveness and efficiency of the features provided and improve customer service quality (Al-Gasawneh and Al-Adamat, 2020; Kajtazi and Zeqiri, 2020). They revealed that service quality significantly influences purchase intention. Furthermore, the study shows that e-service quality and e-trust significantly influence e-customer satisfaction; e-customer satisfaction, e-service quality, and e-trust significantly influence repurchase intention; e-service quality significantly influences repurchase intention through e-customer satisfaction; and e-trust significantly influences repurchase intention through e-customer satisfaction among ShopeeFood users (Jayaputra and Kempa, 2022).

However, all those researches only examine the influence of UI and service quality separately. Thus, this study aims to investigate the influence of UI and service quality on the repurchase intention of Shopee Food users, separately and simultaneously. This study brings novelty by examining the influence of each factor individually and simultaneously assessing their combined impact on repurchase intention. Specifically, this research will measure the contributions of each factor to repurchase intention, focusing on navigation clarity, structured layout, UI responsiveness, as well as delivery speed, order accuracy, and customer satisfaction with service quality. An explicit contribution of this study is to provide empirical evidence that can support the development strategies of Shopee Food services, particularly in enhancing user experience through UI improvements and service quality enhancements.

Moreover, this research contributes to enriching the literature by identifying customer satisfaction as an intervening variable in the relationship between UI, service quality, and repurchase intention. This provides new insights that customer satisfaction is crucial in bridging the gap between UI and perceptions of service quality with the desire to repurchase. Therefore, this study confirms previous findings and advances the understanding of how these factors interact and influence consumer behavior in the context of online food delivery applications. This provides a strong foundation for similar platforms to develop more effective strategies to enhance customer loyalty and maintain market share amidst increasing competition in this industry.

Furthermore, the findings are expected to offer practical guidance for companies to optimize UI design to be more appealing and intuitive and to improve efficiency and effectiveness in order and delivery processes. Thus, it is hoped that this research will enhance customer satisfaction levels, encourage customer loyalty, and stimulate repeat purchases on ShopeeFood. Overall, this study is also expected to provide significant theoretical contributions to the literature on marketing and consumer behavior in the context of e-commerce, particularly in understanding the factors influencing repurchase intention in the online food delivery service industry. Therefore, this research fills existing knowledge gaps and charts new directions for further research in this field.

## II.   Literature Review

In e-commerce and digital services, UI and service quality have emerged as critical determinants of customer repurchase intention. UI, the interactive space where users engage with digital platforms, is pivotal in shaping user experiences and perceptions. Research highlighted that a well-designed UI enhances usability and navigability, positively influencing user satisfaction and loyalty (Bae et al., 2016). The intuitive layout, visual appeal, and ease of interaction inherent in a UI facilitate smoother transactions and foster a sense of trust and reliability among users.

Moreover, service quality, encompassing responsiveness, reliability, assurance, empathy, and tangibles (Ngoc Duy Phuong and Thi Dai G, 2018), significantly impacts user perceptions and behaviors. Studies underscored that superior service quality enhances customer satisfaction and loyalty in various service industries. In digital platforms like food delivery services, prompt order processing, accurate delivery, and effective customer support influence users' repurchase decisions. Furthermore, the combined influence of UI and service quality on repurchase intention has been extensively researched. A positive user experience, characterized by a user-friendly interface and high service quality, significantly increases customer retention and repeat purchases. Similarly, it was found that customers perceive higher value and satisfaction when both UI and service quality are optimized, leading to increased repurchase intentions and positive word-of-mouth recommendations (Jayaputra and Kempa, 2022).

However, it is essential to note the nuanced interactions between UI, service quality, and other contextual factors. For instance, the impact of UI design on user behavior may vary across different demographic groups and cultural contexts. That is why studying in different countries might give different results. Likewise, the evolving nature of digital technology necessitates continuous adaptation and enhancement of UI and service quality standards to meet changing user expectations and competitive pressures (Bae et al., 2016). In conclusion, while UI and service quality individually enhance user experiences and repurchase intentions, their synergistic effects are paramount in shaping long-term customer relationships and organizational success in the digital age.

## III.   Method

The method used in this research is a quantitative method with a descriptive approach. The quantitative research method refers to research that emphasizes clear planning and systematic processes from the beginning to the research design (Hair et al., 2020). The type of research used in this study is quantitative research with a descriptive approach. The population in this study is all residents of the Medan Polonia District, totaling 61,056 people, and the sample taken is 100 people using the Slovin formula. The data collection technique was done through a questionnaire with a Likert scale. The data analysis technique was conducted through a data quality test consisting of validity and reliability tests and classical assumption tests consisting of data normality and multicollinearity tests. Lastly, hypothesis testing consists of a T-test, F-test, and coefficient of determination test ($R^2$). The flow of this research is depicted in Figure 1.
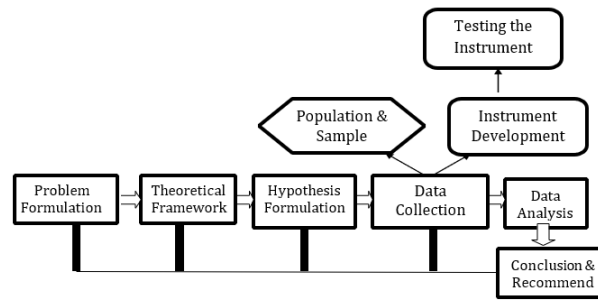
Figure 1. Research Flow

This study aims to examine the influence of user interface and service quality on the repurchase intention of ShopeeFood users in the Polonia community, Medan City. The first stage of the research involves problem identification. Based on field observations, it was found that there are changes in consumer behavior influenced by user experience with the application interface and the quality of service provided. Subsequently, research questions were formulated, such as: "Does the user interface significantly influence the repurchase intention of ShopeeFood users?" and "To what extent does service quality influence the repurchase intention of ShopeeFood users in the Polonia community, Medan City?" These questions will be addressed by applying relevant theories that support the identified problems. Based on the research questions, this study hypothesizes that user interface and service quality positively influence the repurchase intention of ShopeeFood users. This hypothesis was tested using data collected from the field. Data was gathered through a survey using validated and reliable questionnaires. Respondents in this study are ShopeeFood users in the Polonia community, Medan City. Data analysis included descriptive statistics and hypothesis testing to determine the influence of user interface and service quality on repurchase intention. The results of data analysis are presented in tables, graphs, and diagrams to provide a clear overview of the research findings. A thorough discussion of the research findings is conducted to explain the implications of the results. Finally, the study concludes with answers to each research question based on the analyzed data. These conclusions will provide insights into the importance of user interface and service quality in influencing the repurchase intention of ShopeeFood users. Recommendations based on the research findings are expected to help improve the service quality and user interface of ShopeeFood and provide practical recommendations for ShopeeFood managers and future researchers.

## IV.   Results and Discussion

### 1.   Validity and Reliability Test

Based on the results of validity testing presented in Table 1, it is determined that the significance value is less than 0.05, and the calculated r-value exceeds the critical r-value of 0.196. Therefore, it can be inferred that all questionnaire items utilized in this study demonstrate adequate validity. Consequently, these instruments are deemed suitable for further investigation. The subsequent reliability test results, also depicted in Table 1, reveal that Cronbach's Alpha coefficients for all questionnaire items surpass the minimum threshold of 0.60, indicating satisfactory reliability across all variables. This affirms that each item effectively measures its respective construct consistently.

The validity and reliability assessments confirm the robustness of the instruments employed in this study. Validity testing ensures that the questionnaire items accurately measure the intended constructs, while reliability testing confirms the consistency of these measurements over time and across different conditions. With validated and reliable instruments, the data collected in this study are expected to yield dependable results that will support rigorous analysis and sound conclusions. This methodological rigor enhances the credibility and trustworthiness of the study's findings, providing a solid foundation for drawing meaningful insights into the researched variables.

Table 1. Results of Validity and Reliability Tests

| User Interface (X1) | r count | r table | Conclusin | Cronbach's Alpha |
|---|---|---|---|---|
| X1.1 | 0,696 | 0,196 | Valid | |
| X1.2 | 0,615 | 0,196 | Valid | |
| X1.3 | 0,730 | 0,196 | Valid | |
| X1.4 | 0,674 | 0,196 | Valid | |
| X1.5 | 0,626 | 0,196 | Valid | |
| X1.6 | 0,695 | 0,196 | Valid | 0,841 |
| X1.7 | 0,653 | 0,196 | Valid | |
| X1.8 | 0,507 | 0,196 | Valid | |
| X1.9 | 0,666 | 0,196 | Valid | |
| X1.10 | 0,542 | 0,196 | Valid | |
| **Service Quality (X2)** | | | | |
| X2.1 | 0,644 | 0,196 | Valid | |
| X2.2 | 0,625 | 0,196 | Valid | |
| X2.3 | 0,648 | 0,196 | Valid | |
| X2.4 | 0,528 | 0,196 | Valid | |
| X2.5 | 0,616 | 0,196 | Valid | |
| X2.6 | 0,595 | 0,196 | Valid | |
| X2.7 | 0,778 | 0,196 | Valid | 0,886 |
| X2.8 | 0,825 | 0,196 | Valid | |
| X2.9 | 0,684 | 0,196 | Valid | |
| X2.10 | 0,648 | 0,196 | Valid | |
| X2.11 | 0,734 | 0,196 | Valid | |
| X2.12 | 0,746 | 0,196 | Valid | |
| **Repurchase Intention (Y)** | | | | |
| Y.1 | 0,818 | 0,196 | Valid | |
| Y.2 | 0,739 | 0,196 | Valid | |
| Y.3 | 0,603 | 0,196 | Valid | |
| Y.4 | 0,850 | 0,196 | Valid | |
| Y.5 | 0,846 | 0,196 | Valid | 0,874 |
| Y.6 | 0,542 | 0,196 | Valid | |
| Y.7 | 0,650 | 0,196 | Valid | |
| Y.8 | 0,737 | 0,196 | Valid | |

## 2. Classical Assumption Analysis

An effective regression requires that the research data or residuals have normality, not each variable separately (Khatun, 2021). In this research, the normality of the regression model was tested using P-P Plot. Figure 2 indicates that the data distribution tends to approach the normal distribution line. There is no tendency to spread towards the left or right, indicating that the data has a pattern similar to a normal distribution. Therefore, this data can be considered suitable for use as material in research.

Next, multicollinearity testing was conducted by checking the Variance Inflation Factor (VIF) coefficient and the Tolerance value. Multicollinearity test results can be found by evaluating the Tolerance and Variance Inflation Factor (VIF) values. If the tolerance value is $\geq 0.10$ and the VIF value is $< 10$, it can be concluded that there is no indication of multicollinearity (Lavery et al., 2019). Based on the data shown in Table 2, where the VIF and tolerance values have met the cut-off value requirements, it can be concluded that there is no multicollinearity problem in this research.
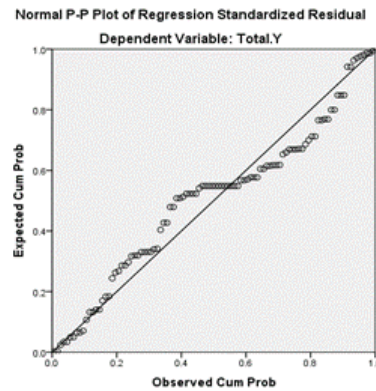
Figure 2. Results of the Normality Test

## 3.   Multiple Regression Analysis and Hypothesis Testing

Table 2 shows whether variables X1 (user interface) and X2 (service quality) influence variable Y (repurchase intention). The positive relationship between variable UI and service quality towards repurchase intention can be observed from the intercept obtained from the calculation results using Statistical Package for the Social Sciences (SPSS). The constant value is $\alpha = 4.372$, a = 0.347, and b = 0.277. These values are then entered into the multiple regression equation as Equation 1.

$$Y = 4,372 + 0,347X1 + 0,277X2 + error \tag{1}$$

Table 2. Multiple Regression and T-Test

| | | Coefficients[a] | | | | | Colinearity Statistis | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Tolerance | VIF |
| | | B | Std. Error | Beta | | | | |
| 1 | (Constant) | 4.372 | 3.362 | | 1.300 | .197 | | |
| | User Interface | .347 | .110 | .346 | 3.163 | .002 | 0.514 | 1.944 |
| | Service Quality | .277 | .088 | .343 | 3.135 | .002 | 0.514 | 1.944 |
| a. Dependent Variable: Repurchase Intention | | | | | | | | |

Based on Equation 1, the value of $\alpha$ is 4.372, which means the constant or the state when the other variables do not influence the variable repurchase intention. If there are no independent variables, the value of the repurchase intention variable would be 4.372. The regression coefficient of the UI variable is 0.347, indicating that for every 1-unit increase in UI improvement, repurchase intention will increase by 0.347. Moreover, the regression coefficient of the service quality variable is 0.277, meaning that for every 1-unit increase in service quality, repurchase intention will increase by 0.277.

Moreover, it is essential to conduct correlation coefficient testing to assess the magnitude and significance of influence. According to Table 2, the t-value for the User Interface (UI) variable is 3.163, exceeding the critical t-value of 1.664. As a result, Hypothesis 1 is supported, indicating that the User Interface variable exerts a positive and statistically significant impact on Repurchase Intention. This study's correlation coefficient testing quantifies the relationship between the ShopeeFood platform's user interface and users' Repurchase Intention. This study's findings are in line with those of Watulingas (2020) and Manzoor et al. (2020), who concluded that User Interface (UI) significantly influences Repurchase Intention. The findings indicate that a superior User Interface design correlates positively with increased users' likelihood of repurchasing from ShopeeFood.

This supports the notion that an intuitive and effective User Interface enhances user satisfaction and encourages repeat usage, influencing their intention to make future purchases through the platform.

Furthermore, this study supports the view of Bae et al. (2016) and Wahyuni and Dewi (2019), who stated that a good user interface can increase user satisfaction and encourage them to return to use the service. These results provide valuable insights for platform developers and marketers aiming to enhance user experience and drive business growth through improved design and functionality. Additionally, these findings offer insights to researchers and practitioners in the e-commerce application development field regarding the impact of user interface on user repurchase decisions.

Additionally, as shown in Table 2, the t-value for the Service Quality variable is 3.135. This value is compared against the critical t-table at these parameters, which is 1.664. Given that 3.135 exceeds 1.664, Hypothesis 2 is upheld, indicating a significant and positive effect of service quality on repurchase intention. The study's findings reveal a noteworthy impact of service quality on repurchase intention among ShopeeFood users in the Medan Polonia District community. This implies that the higher the perceived quality of service ShopeeFood provides, the greater the likelihood that users will choose to repurchase from the platform in this specific geographic area. These results highlight the strategic importance for ShopeeFood to maintain and enhance service quality standards. By doing so, the company can foster stronger customer loyalty and retention in the competitive marketplace of the Medan Polonia District. This result aligns with research by Maf'idayu and Vania (2022) and Safitri et al. (2022), which found that service quality significantly impacts Repurchase Intention. This study also supports the findings of Bae et al. (2016) and Ngoc Duy Phuong and Thi Dai G (2018), underscoring the pivotal role of service quality in shaping customer satisfaction and repurchase intention.

Moreover, testing of the F-value is necessary to determine the strength of the relationship (significance) simultaneously, as shown in Table 3. Based on the findings presented, it is evident that the combined effect of UI and service quality yields a significant value of 32.714, surpassing the threshold of 3.938, thereby leading to the acceptance of Hypothesis 3. This hypothesis asserts that UI and service quality positively and statistically significantly influence the repurchase intention. The analysis underscores that their collective impact on repurchase intention is substantial and noteworthy when considering UI and service quality together. Acceptance of Hypothesis 3 underscores the importance of concurrently addressing UI quality, encompassing attributes such as clarity, visual appeal, and navigational ease of the online platform. Service quality, including speed, reliability, and service delivery responsiveness, also plays a crucial role. When these elements are effectively managed and provide a satisfactory experience to users, they contribute significantly to enhancing Repurchase Intention. Moreover, they foster customer trust and satisfaction, which is essential for sustaining long-term relationships and competitiveness in the digital marketplace.

Unlike the research that focused solely on service quality without detailing the UI element (Ghosh, 2018), this research demonstrates that the combined impact of UI and Service Quality synergistically enhances repurchase intention. This study emphasizes the holistic approach required to optimize electronic service quality, recognizing that UI and service quality are integral components in shaping users' intentions to repurchase. By focusing on these dimensions, businesses can enhance their service offerings and effectively meet customer expectations, thereby strengthening their market position and achieving sustainable growth.

Table 3. Results of F-Test

| | | | | | | |
|---|---|---|---|---|---|---|
| **ANOVA**[a] | | | | | | |
| | **Model** | **Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
| 1 | Regression | 958.862 | 2 | 479.431 | 32.714 | .000[b] |
| | Residual | 1421.578 | 97 | 14.655 | | |
| | Total | 2380.44 | 99 | | | |

a. Dependent Variable: Total.Y
b. Predictors: (Constant), Total.X2, Total.X1

Lastly, to determine the truth of the hypothesis regarding the influence of independent variables on repurchase intention, the coefficient of determination test is conducted using SPSS software, as shown in Table 4. According to established criteria for relationship strength, the correlation between UI and service quality with repurchase intention is moderate at 0.403, indicating that these two variables can

explain 40.3% of the variance in repurchase intention. The remaining 59.7% of the variance is attributed to factors not examined in this particular study. This underscores the moderate impact of UI and service quality on shaping users' intentions to repurchase, highlighting their critical role in enhancing overall customer experience and satisfaction.

Table 4. Results of Coefficient of Determination ($R^2$)

| | | Model Summary | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .635[a] | 0.403 | 0.39 | 3.828 |

a. Predictors: (Constant), Total.X2, Total.X1

## V.  Conclusion

The study underscores the pivotal role of UI and service quality in influencing consumer behavior and decision-making processes within e-commerce platforms like ShopeeFood. By continuously improving UI and Service Quality, companies can enhance customer satisfaction, encourage repeat purchases, and strengthen their market position and profitability. Overall, this research largely supports previous findings while adding new insights. It contributes to reinforcing the view that UI and service quality play pivotal roles in enhancing user repurchase intentions. Importantly, it underscores the need to consider the combined influence of these variables to provide a comprehensive understanding of factors influencing Repurchase Intention in e-commerce platforms like ShopeeFood.

However, several areas for improvement in future research were identified based on the data analysis and research findings regarding the impact of UI and service quality on repurchase intention among ShopeeFood users. Firstly, this study was confined to the population of ShopeeFood users in the Medan Polonia District, potentially limiting the generalizability of findings to users in other regions. It is advisable to broaden the sample scope to enhance the geographic and demographic representativeness of the research outcomes. Secondly, the data collection method was a questionnaire-based survey, which could introduce respondent bias or incomplete errors without direct oversight. To enrich the depth of analysis, it is recommended that future studies integrate diverse data collection techniques such as in-depth interviews or direct observations. Thirdly, this study did not comprehensively account for control variables like pricing, promotional strategies, or market dynamics that may influence repurchase intention. Considering these factors would ensure a more precise and comprehensive research outcome.

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## Declaration

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