

What drives consumers repurchase intention in mobile apps? An empirical study from Indonesia

¿Qué impulsa la intención de recompra de los consumidores en aplicaciones móviles? Un estudio empírico de Indonesia

MURDIFIN, Imaduddin¹
 ASHOER, Muhammad^{2*}
 MODDING, Basri³
 BASALAMAH, Salim⁴

Abstract:

This study aims to analyze what drives consumers' repurchase intention in a mobile application. A total of 189 Shopee buyers have participated in this online survey by filling electronic questionnaires link. Structural Equation Model - Partial Least Square (SEM-PLS) method was applied to test the collected primary data. The results proved that electronic word of mouth (e-WOM) significantly influences electronic trust (e-trust) and e-trust has a significant effect on repurchase intention.

Keywords: E-WOM, e-Trust, repurchase intention, electronic commerce, mobile application

Resumen:

El estudio tiene como objetivo analizar lo que impulsa la intención de compra de los consumidores en una aplicación móvil. Un total de 189 compradores de Shopee han participado en esta encuesta en línea rellenando el enlace de los cuestionarios electrónicos. Se aplicó el método del Modelo de Ecuación Estructural - Parcial Menos Cuadrado (SEM-PLS) para probar los datos primarios recogidos. Los resultados demostraron que el boca a boca electrónico influye significativamente en la confianza electrónica y que el confianza electrónica tiene un efecto significativo en la intención de recompra.

Palabras clave: boca a boca electrónica, confianza electrónica, intención de recompra, comercio electrónico, aplicación móvil

1 Department of Management, Faculty of Economics and Business, Universitas Muslim Indonesia, Indonesia, Email: imaduddin.imaduddin@umi.ac.id

2 Department of Management, Faculty of Economics and Business, Universitas Muslim Indonesia, Indonesia, *Email Correspondence: muhammad.ashur@umi.ac.id

3 Professor of Department of Management, Faculty of Economics and Business, Universitas Muslim Indonesia, Indonesia, Email: basri.modding@umi.ac.id

4 Professor of Department of Management, Faculty of Economics and Business, Universitas Muslim Indonesia, Indonesia, Email: salim.basalamah@umi.ac.id

1. Introduction

1.1. Background of research

The overwhelming accretion amount of internet users has been facilitated e-commerce activities, proven by various forms of useful features such as website quality, SEO optimization, drop shipping, and payment methods (Curty & Zhang, 2013). Social features in mobile platform become one of the most developed and innovated aspects, making business repeat their strategic planning to be more suitable to informal conversation and communication than ever before (Hajli, 2012). The transformation is presented by the extraordinary rise in the number of buying and selling via mobile around the world in the last decade. E-Marketer – one of the well-known market research institute in the world – has reported that global retail sales via the internet kept exceeding into the \$1 trillion throughout 2018 and it has been increasing dramatically by 20.4% to more than the US \$ 10 trillion in 2019 (Lipsman, 2019). Corroborating the data, We Are Social stated that online shopping activities between developed countries and developing countries in the Asia Pacific region are not much distinctive from the shopping mobile enthusiasm in Southeast Asian countries, especially in Indonesia. Indonesia ranked third for the number of users internet in the Asia region. The number of internet users was estimated at 150 million, and surprisingly 130 million of them own social media accounts in their smart phone (Kemp, 2019). As a result, consumers have the ability and capacity to create and maintain social value and commerce in their online activities (Durmaz & Durmaz, 2014; Brutyan, 2019). The level of awareness and attitude towards social commerce (s-commerce) fosters online sales by benefiting the social feature in mobile applications (Lee & Kwon, 2011).

The change of e-commerce applications and the social integration features encourage interaction and communication among users to promote the buying and selling of products or services online by optimizing mobile platform elements that meet the social needs of its customers (Hallikainen & Laukkanen, 2018). To face the circumstances, customer preferences related to social and commercial activities have to be considered as important. E-commerce is demanded to apply s-commerce to their mobile e-commerce application for fulfilling customers' social needs, wants, and desire. From the perspective of consumers, the presence of s-commerce can be stated as easiness and unique experience in purchasing behavior (Kim, 2014). The quickness of this process is vital for them, as it opens excellent opportunities for an e-commerce company to grow their market significantly in Indonesia (Mashur et al., 2019).

The undeniable fact proves how consumers' purchase intention is getting higher because they obtain reliable recommendations from the closest relative. Some research explains to a certain extent and content that electronic word of mouth (e-WOM) has a positive effect on consumers' e-trust and purchasing decision (Awad & Ragowsky, 2008; Lin et al., 2010). Customers who have a strong opinion of certain services tend to be more vocal about their experiences than ordinary ones, and the dissatisfied customers will speak much louder than the voices of satisfied customers. Interestingly, even customers who are initially disappointed with a service could spread positive e-WOM if they are pleased with the way the company is making redemption. E-WOM was the most considerable impact in affecting online buying behavior compared to advertising and recommendation systems quality due to its crucial role in building consumers e-trust (Wang & Yu, 2017). To maintain e-WOM, e-sellers need to promote their product on the website as a marketing communication channel. As a part of e-WOM, online recommendations, referral, reviews, and suggestions, also drive other consumers perception and attitude in selecting various services, such as online travel agents (Sanje & Senol, 2012), products from social media (Hajli et al., 2013) and hospitality and tourism business (Litvin et al., 2008).

Previous studies considering various forms of e-commerce (Gefen, 2000; Burgess, et al., 2011; Gunawan et al., 2019) have found that lack of trust is one of the most important reasons why consumers refrain from making purchases via the internet or avoid them. As Jones & Leonard (2008) argued how distrust is the main reason of e-commerce companies fail to deliver pleasant experiences and build continuous relationships with loyal customers. Without disregarding the growth and spread of e-commerce, mobile application users remain worried and skeptical on the quality of information, security, offer credibility, and the exchange/refund policies represented by the e-commerce companies' (Cheung et al., 2009). The need for the presence of social values in a mobile application as sources of new and unique information is inevitable, especially in a country with a strong social, cultural base like Indonesia.

Given the increasing popularity and use of application-based s-commerce and its essential role in online commerce, it is crucial to investigate how social aspects are vital in shaping consumer e-trust and repurchase intention. Therefore, the main objective of this study is to examine the e-WOM construct on e-trust and repurchase intention in the context of behavior in mobile applications. This study investigates such essential determinants to provide a more profound understanding in the constantly-changing e-commerce business field in Indonesia.

1.2. Theoretical Review and Hypothesis Development

E-WOM is defined as oral, written, and electronic communication between communities related to excellence or experience buying or using a product or service (Litvin et al., 2008). Recommendations from other customers consider the assistance offered promotional activities issued by the company and can help others to use (or avoid) a service. The more customers receive in buying a service, the more actively they search for and rely on e-WOM to support their decisions. For customers who lack information, the dependence of e-WOM is quite higher compared to those who gain a lot of information on the specification of certain online products and services (Chakraborty & Bhat, 2018).

Numerous factors can drive e-WOM movement, and the most critical factors in driving e-WOM are ownership, confidence, and willingness to help (Sweeney et al., 2012). It is independent and trustworthy source of information (when information comes from a friend, it is more credible considering there is no association of people with companies or products). It can be beneficial for small businesses (or start-up) because of the ability to render advantages to those who ask with direct experience regarding the product and services through the experience of friends and relatives. E-WOM is adapted to the people who are the most qualified with the considered issue, someone will not join the conversation randomly unless they are interested in that topic. When they find the same attractiveness, the communication will openly flow and not be limited by space or other constraints such as social ties, time, family or other physical obstacles. The influence depending on how the power of influencers and social networks spread quickly and widely to others (Wang & Yu, 2017). In the context of social commerce, such behavior is suitable for e-commerce companies to build -or even readjust- their mobile application based on consumers' characteristics.

In the e-commerce ecosystem, consumers are incapable to interact each other with brick-and-mortar way; consumers transact (choose, order, and collect goods) in stores or dealers by visiting the place directly (Li et al., 2015). To overcome the boundary, they will indirectly rely on information produced by other users and created electronic word of mouth. As one of the information sources, e-WOM becomes an indispensable message as well as a suggestion for internet users in choosing products and services. Burgess et al. (2011) studied 12,000 consumers of travel agents in Australia and focused on the e-trust level on information approval from several

different sources. He stated that consumers expressed more e-trust on information originating from travel agents, advertisements and consumer comments on the website.

Several studies have discovered that e-WOM had a significant influence on e-trust, such as Awad & Ragowsky (2008), Chiu et al. (2009), (Lin et al. (2010) and Chakraborty & Bhat (2018). It also decreases consumers' doubt or even suspicions between alternatives products (Hajli et al., 2013). The content of these recommendations also influences consumers; positive and negative reviews can increase consumer confidence in an e-commerce brand (Vermeulen & Seegers, 2009). Negative e-WOM has a high impact on consumer attitudes towards a brand and affects brand switching behavior, which decreases consumers' trust, especially on less knowledge and experience consumers (East et al., 2008). Based on the above explanation, the hypothesis is proposed as follow:

H1: E-WOM positively and significantly affects consumers' e-trust

Several studies (Cheung & Lee, 2008; Fan & Miao, 2012; Kunja & GVRK, 2018) have examined acceptance of electronic WOM in the form of product reviews affecting consumers in shopping intentions. A positive perception of a product or service will stimulate the desire of consumers to buy, which is ultimately determined by intention behavior (Chiu et al., 2009). E-WOM involved interpersonal communication within online media between two or even more individuals such as members of the reference group or consumers and salespeople where everyone influences purchasing decisions (Shin et al., 2013). In addition, the positive E-WOM are trusty to persuade potential customers and influence consumers' perceptions of product reviews or products recommended by other customers (Fang et al., 2014). Prior research has found that user recommendations have an impact on marketing in touching consumers' attitude and feelings. Nevertheless, Brengman & Karimov (2012) argued that there was no significant influence of communities website such as Facebook on consumer repurchase intention. Based on the explanation of several studies above, inconsistencies remain in the result of consumer repurchase intention. Therefore, the hypotheses proposed in this study are as follows:

H2: e-WOM positively and significantly affects consumers' repurchase intention

Giovanis & Athanasopoulou (2014) explains e-trust as a fundamental starting point for establishing and managing relationships between customers and online sellers. Bauman & Bachmann, (2017) stipulates that e-trust is determined when a customer approves to accept online transactions through positive expectations about future actions. Acceptable e-trust is the willingness given by consumers to buy via the internet. Reluctance to shop online can arise from consideration of visible payments or spending about the transaction and the security of personal information (Jones & Leonard, 2008).

The intention is a consumer behavior that shows the extent of its commitment to taking shopping, and the probability of consumers to visit and make repurchases in online stores (Wu et al., 2014). Online repurchase intention, as explain by Jai et al. 2013, is a circumstance where consumers are willing and intend to return to making online transactions. The planned activity where the process of finding information, transferring information, and purchasing products take place online (Pavlou, 2003). Shin et al. (2013) assumed that there is a positive relationship between consumer experience and the tendency to repurchase products which resulting in satisfaction. In other words, they have to buy a product without seeing or touching it as long as consumers get comfort and save time in shopping.

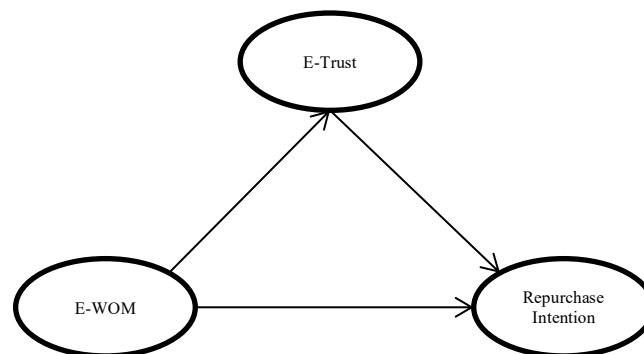
According to Hellier et al. (2003), repurchase intention starts after an alternative evaluation process. In the evaluation process, a person will make a series of choices regarding the product whether or not it meets its expectations which will then lead to an interest in repurchase (e-repurchase intention). The evaluation process

appraises the company performance, whether the quality has met the expectations desired by consumers or not. Due to the lack of face-to-face interaction with sellers and unreliable information online, online shopping faces more challenges than offline shopping, including mistrust, low switching costs, uncertainty, and word-of-mouth that spreads quickly (Bauman & Bachmann, 2017).

Online shopping is not required direct contact between the customer, the seller, and the intended purchased product (Ashoer et al., 2019). Consumers will only choose and consider buying it restricted to images and information listed only on the mobile application page. Consequently, they highly depend on other consumers' thoughts and opinions about products and services, which ultimately define the level of consumer e-trust (Awad & Ragowsky, 2008; Jones & Leonard, 2008; Bauman & Bachmann, 2017). Consumer trust refers to a belief that a product or a service provider can be relied on to behave in such a way which fulfills long-term interests of consumers (Crosby & Pissinou, 2007). Such reliance are not automatically arisen by themselves, yet they are built from a variety of reasons and understandings. Most customers are hesitant to make a virtual transaction if the e-commerce seller is not yet trustworthy and prudential. Some studies have examined why consumer e-trust is definitely vital in conducting online repurchase transactions (Ahmad et al., 2010; Chiu et al., 2009; Wu et al., 2014; Wang et al., 2018). There are still lacks of research discussed before recognizing an e-commerce based on mobile application. Hence, the hypotheses are proposed as follows;

H3: E-WOM positively and significantly affects consumers repurchase intention

Figure 1
Conceptual Framework Model



2. Methods

2.1. Research design

Explanatory research applied as a quantitative approach to analyze the problems and confirmed the hypotheses. The technique tests a theory to strengthen or even reject it based on current research results (Sekaran & Bougie, 2016). In this perception study, we utilized web-based surveys to collect the primary data because of cost efficiency, the greater reach of respondents, and easy to use (Evans & Mathur, 2005). The survey tool operated was an electronic questionnaire (e-questionnaire) which developed with the assistant of the Google Forms (www.google.com/Apps/Drive). The dissemination process was conducted by distributing e-questionnaire links

to email and social media. Those channel is helpful and efficient to obtain quick responses from candidate respondents for approximately three months (June to September 2019). The period is expected to expose their newest online purchasing behavior. Considering the research object, we chose Shopee mobile application because it unified and strengthened individuals who have an interest in buying and selling online in a social interaction system. In terms of number, Shopee application has now been downloaded more than 1 million times by internet users in Indonesia.

The five-point Likert scale (response options ranged from 1 = Strongly Disagree to 5 = Strongly Agree) was applied to assess the items of latent variables. The structure of the questionnaire consisted of two sections, which the first section collected basic demographic information about the respondents, and the second is the statement of items constructs.

2.2. Respondents

A justification that might be given behind a reasonable response rate is the usage of Google form-based online questionnaires as an alternative to making it easier for respondents to fill out forms between their busy lives. Total answers entered in the researchers' database reached 264 profiles. Still, after the verification process, 75 responses were rejected because they did not complete the profile data, and answer fully available statement items. They were also unable to meet the purposive sample criteria (Zikmund, 2013), consumers who have had shopping experience through the Shopee application at least two times during 2019. We then purposively determined respondents in this study were 189 Shopee e-commerce customers who assumed to have social experience when shopping through the application. The number of samples was in-line with the analysis model, and literature names it as a Structural Equation Model, or SEM. In the SEM method, the minimum sample size is recommended as much as 5-10 times the number of the examined statement (Hair et al., 2017).

2.3. Data analysis

The conceptual framework model was examined by Structural Equation Model (SEM) with the basis of Partial Least Square (PLS) (PLS-SEM). The advantage of SEM in social science investigation is due to of its capability to develop dimensions of a concept or factor that commonly studied and its ability to measure the relationship empirically (Rigdon et al., 2017). PLS-SEM typically develops theories at early-stage research, oppositely from covariance-based SEM, which confirmed data. The data number in PLS-SEM does not have to meet the normality assumption requirements; thus, it proffers concessions to data that are not normally distributed. The SEM pathway model with PLS is the same as covariance-based SEM, which is based on the path diagram of the path analysis.

PLS-SEM consists of two components, which are structural models and, measurement models (Ringle et al., 2018). The measurement model also called the outer model, correlates all manifest variables or indicators (items) with their latent variables. In the PLS framework, a variable can only be associated with a latent variable, and all associated variables with one latent variable are called a "block". Thus each latent variable has a manifest variable block. A block must contain at least one indicator. The way a block is linked to latent variables can be reflective (manifest variables act as indicators that are influenced by the same concept and underlying them) or formative (indicators that shape or cause changes in latent variables). In the structural model, which is also labeled as an inner model, all latent variables are related to one another based on substance theory. Latent variables are divided into two, namely exogenous and endogenous. Exogenous latent variables are causal

variables or variables without preceding other variables with arrows going to other variables (endogenous latent variables) (Shmueli et al., 2019). To measure the collected primary data, we run SmartPLS 3.0 software.

3. Results

3.1. Respondents

The demographic of the respondents showed that the majority of sex are women with an age range of 25-35 years and have an occupation for more than 3 (three) years. In the span of 2019, they have made transaction on Shopee mobile application at least one time and the maximum frequency of buying is five times. The demography implied the relevance of repurchase products and services behavior via mobile application.

3.2. Outer model

This model specifies the relationship between latent variables and their indicators, or it defines how each indicator relates to its latent variable. On the outer model, Composite Reliability (CR), Cronbach Alpha (CA) and Average Variance Extracted (AVE) were assessed. Each indicator on the related latent construct must be higher than 0.7 and AVE must be greater than 0.5 (Hair et al., 2017). As presented in Table 1, all items are greater than 0.7, and AVE values are also higher than 0.5. Thus, all statements are considered valid and reliable in measuring their reflective constructs.

Discriminant validity refers to the extent to which each construct is different from the other constructs in the model. AVE of each construct must be higher than the highest correlation square of the construct with other latent variables in the model (Shmueli et al., 2019). Table 2 shows that the AVE square root of all constructs are higher than the correlation of the remaining constructs. The finding indicates that discriminant validity criteria are fulfilled

Table 1
Measurement Model Assessment of Outer Model

Constructs	Items	Loadings	T Statistics	CR	CA	AVE
				0.892	0.848	0.623
E-WOM	EWOM1	0.880	41.820			
	EWOM2	0.779	16.147			
	EWOM3	0.779	22.069			
	EWOM4	0.747	15.156			
	EWOM5	0.755	17.783			
				0.877	0.830	0.544
E-Trust	ET1	0.740	12.329			
	ET2	0.802	17.387			
	ET3	0.710	11.516			
	ET4	0.705	15.431			
	ET5	0.803	23.901			
	ET6	0.753	10.387			
				0.852	0.780	0.537

Constructs	Items	Loadings	T Statistics	CR	CA	AVE
Repurchase Intention	RI1	0.798	18.683			
	RI2	0.752	18.303			
	RI3	0.790	13.698			
	RI4	0.791	22.188			
	RI5	0.716	9.257			

CR:Composite Reliability; CA; Cronbach Alpha; AVE: Average Variance Extracted

Table 2
Discriminant Validity

	E-WOM	E-Trust	Repurchase Intention
EWOM1	0.880	0.746	0.678
EWOM2	0.779	0.620	0.455
EWOM3	0.779	0.625	0.595
EWOM4	0.747	0.666	0.636
EWOM5	0.755	0.746	0.650
ET1	0.618	0.740	0.603
ET2	0.626	0.802	0.547
ET3	0.677	0.710	0.509
ET4	0.692	0.705	0.564
ET5	0.683	0.803	0.653
ET6	0.529	0.753	0.610
RI1	0.615	0.604	0.798
RI2	0.586	0.643	0.752
RI3	0.494	0.558	0.790
RI4	0.559	0.538	0.791
RI5	0.625	0.472	0.716

*EWOM=Electronic Word of Mouth, ET=E-Trust, RI=Repurchase Intention

*Numbers on the diagonal (in boldface) are the factor loading of each item

3.3. Inner model

The inner model or the structural model in SEM-PLS is a model that examines the significance between latent variables. To answer the hypothesis, the estimated value of the path coefficient between constructs must have a significant value. The bootstrapping procedure obtains the significance of the relationship. Assessment values for the significance of two-tailed level is 95% (α of 5%) and t-statistic for degrees of freedom (df) = n-2; 188-2 = 186 is 1.97. Hypothesis result for each of the latent variable correlation is presented in Table 3.

Table 3
Hypothesis Result

H	Path Analysis	Loading	T Statistics	P-value	Sig.	Decision
H1	E-WOM → E-Trust	0.568	4.733	0.001	**	Supported
H2	E-WOM → Repurchase Intention	0.484	1.884	0.061	NS	Rejected
H3	E-Trust → Repurchase Intention	0.353	2.766	0.012	*	Supported

Significance level at: * $\alpha < 0.05$, ** $\alpha < 0.01$; NS: Not Significant.

Firstly, variable E-WOM has a positive effect on consumers' e-trust, proved by the positive original estimate sample value that is equal to 0.568 and the t-statistic value $4.733 > 1.97$ and p-value significant $0.001 < 0.05$. Based on these result, it can be interpreted that the first hypothesis is accepted. However, relationship between E-WOM and repurchase intention was found insignificant, showed by the t-statistic value $1.844 < 1.97$ and p-value $0.061 > 0.05$. We can conclude then the second hypothesis is rejected. Finally, E-trust has a positive impact on consumers repurchase intention, depicted by the positive coefficient of 0.353 and the t-statistic value $2.766 > 1.97$ and p-value significant $0.012 < 0.05$. The justification of the outcomes is discussed.

4. Discussion

Based on data processing, two path analyses have a significant influence, namely the effect of e-WOM on e-trust, and the impact of e-trust on repurchase intention. Furthermore, one relationship does not have a significant influence, namely the effect of e-WOM on repurchase intention on consumer shopping behavior in the Shopee mobile application. This finding has implications for the consistency and inconsistency of the results of previous studies referred to in this study.

The construct of e-WOM can lead the consumers' e-trust in Shopee mobile application, and the outcome is in line with Awad & Ragowsky (2008), Lin et al. (2010), and Chiu et al. (2009) studies. The highest items stated that reviews from other consumers ensure buyers to purchase the right product. Recommendations and suggestions in Shopee mobile apps feature was found positive things such as never feeling disappointed, expressing pride, admiration, ordering satisfaction which making respondents are increasingly trusting in Shopee apps. These results indicate that social interaction increases dependence and trust in Shopee's customer relationships. They found strong support and motivation from other customers through communication and collaboration within the Shopee application. Building this e-trust between consumers is very promising for the company because it can be a marketing campaign on a micro-scale. Given the massive customer's voice and feedback in apps, e-commerce seller is proficient at maximizing the crown behavior itself.

The e-WOM oppositely has an insignificant effect on consumers' repurchase intention via Shopee mobile application. The results of this study are contradicted to previous studies Cheung & Lee (2008), Fan & Miao (2012), Kunja & GVRK (2018) which stated e-WOM could directly drive repurchase intention. The amount of information accepted by respondents is perceived not enough to create respondents' intention through the mobile apps. Respondents realize the importance of reviews by trusting e-commerce businesses who desire their products always to get a positive rating and score. However, it seems that the message received can sometimes ensnare potential buyers if the information turns out to be negative or false. This disturbance made the

respondent cancel his intention to repeat purchasing the products and services offered on the Shopee application. They choose to remain restrained and not take risks that they might face if making a purchase.

When consumers believe in something, they tend to behave accordingly as prior studies confirmed that e-trust significantly affects consumers' intention to repurchase. These results are consistent with previous studies conducted by Awad & Ragowsky (2008), Chiu et al. (2009), Ahmad et al. (2010), Wu et al. (2014), and Bauman & Bachmann, (2017). E-trust plays an essential role in the purchasing process when consumers ensure the quality of goods offered on mobile apps. E-trust is one of the psychological factors that influence consumers to make a repurchase. The security, fast response, credibility, and integrity aspects have rendered consumers' of e-commerce business mobile application to repurchase in the future. The absence of e-trust will reduce the likelihood of consumers making transactions online because basically, consumers will not make purchases with online stores that they do not trust.

5. Conclusion and future research

The research findings show that the predictor variables studied have significant and not significant results on repurchase intention behavior. Among the three proposed hypotheses, there are two accepted hypotheses, while the rest are rejected. E-WOM has a significant effect on e-trust and oppositely, e-WOM has an insignificant impact on the repurchase intention. E-trust convincingly has a significant influence on repurchase intention. From the coefficient value of each predictor, the positive relationship between e-WOM and e-trust has the highest estimate or dominant influence, where this indicates that e-trust is created from the social experience between customers when using the Shopee mobile application. Practical contributions for companies working in mobile application-based businesses are advised to develop social features so that they can execute social commerce practices through online word of mouth smoothly. In addition, to arouse consumer repurchase intention, companies can focus on the role of e-trust development through improving the quality of security, convenience in interaction, and service credibility.

Theoretical studies on e-commerce, especially in the scope of mobile applications transaction-based have presented a new idea for the academic atmosphere. The findings of the significance and insignificance of the exogenous construct to endogenous can be the basis for further research. However, this study cannot be separated from several limitations. First, the e-WOM construct cannot directly affect repurchase intention in Shopee customers because of the insignificant results between the two constructs. Future studies can add variables/ controls (age, gender, and income) in the data analysis process. Second, the scope of the research sample is considered not sufficient to represent the respondents (Shopee customers) as a whole, and this has an impact on the quality of the justification of the results. Finally, given the concept of e-commerce is so holistic and involves multidisciplinary science, future research can explore or collaborate with other variables to get a more comprehensive understanding of e-commerce based explicitly on mobile applications.

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Appendix

List of Items (five-point Likert Scale)

Constructs	Initial	Items	Sources (Adapted from)
E-WOM	EWOM1	I often read other consumers’ reviews in the Shopee mobile apps to ensure I buy the right product	Awad & Ragowsky, 2008; Kunja & GVRK, 2018
	EWOM2	I often read other consumers’ reviews in the Shopee mobile apps to know what products make a good impression on others.	
	EWOM3	I often read other consumers’ reviews in the Shopee mobile apps to gather information about products	
	EWOM4	I often read other consumers’ reviews in the Shopee mobile apps to have confidence in my buying decision.	
	EWOM5	I often read other consumers’ reviews in the Shopee mobile apps to help me buy the relevant products	
E-Trust	ET1	I am prepared to give private information to Shopee mobile apps	Gefen, 2000; Ribbink et al., 2004; Awad & Ragowsky, 2008
	ET2	Based on my experience with the Shopee mobile apps in the past, I know it fulfills their promises	

Constructs	Initial	Items	Sources (Adapted from)
	ET3	Based on my experience with the Shopee mobile apps in the past, I know it cares about customers	
	ET4	Based on my experience with the Shopee mobile apps in the past, I know it is honest	
	ET5	Based on my experience with the Shopee mobile apps in the past, I know it is trustworthy	
	ET6	Based on my experience with the Shopee mobile apps in the past, I know it provides good service	
Repurchase Intention	R11	If I could, I would continue using Shopee mobile apps to purchase products	Chiu et al., 2009; Jai et al., 2013; Wang et al., 2018
	R12	If I could, I would continue to purchase products from the Shopee mobile apps in the future	
	R13	If I could, I would buy products from the Shopee mobile apps once more	
	R14	If I could, I would recommend the Shopee mobile apps to my colleagues	
	R15	If I could, I would choose the Shopee mobile apps to be my first choice for my next online transactions	

