

**ANTECEDENTS OF ONLINE REPURCHASE INTENTION OF
AGRICULTURAL PRODUCTS ON INDONESIAN E-COMMERCE:
AN EXPLORATORY MIXED METHODS STUDY**



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ABSTRACT

Indonesia, one of the world's leading agricultural nations, faces a paradox. Despite abundant resources and agriculture's central role in the economy, millions of smallholder farmers remain stuck in low-profit value chains. While agriculture supports food security, employment, and rural poverty reduction, its full potential is limited. Digital platforms could help farmers bypass intermediaries and boost competitiveness, yet this promise is often constrained by an overlooked factor: consumer repurchase intention. Without sustained loyalty and repeat purchases, the benefits of digital agriculture remain fragile, exposing farmers to market volatility and income instability.

This study explores the determinants of online repurchase intention for agricultural products in Indonesian e-commerce ecosystems, presenting the e-AGRINT model—a theoretically grounded and empirically validated conceptual framework. Developed through a two-phase mixed-methods approach, the model was initially constructed via a qualitative grounded theory methodology, involving semi-structured interviews with 21 purposively selected e-commerce users who had prior experience purchasing agricultural products online. Through open and axial coding, theoretical sampling, and constant comparative analysis, four primary dimensions emerged: Product Assurance, Service Reliability, Social Drivers, and Price & Promotion. These dimensions encapsulate essential sub-elements such as product certification, packaging integrity, delivery efficacy, digital responsiveness, peer influence, community engagement, brand storytelling, and pricing fairness.

To validate the e-AGRINT model, a structured questionnaire derived from the qualitative findings was distributed to 320 respondents and analyzed using Structural Equation Modelling (SEM). The results reveal that all four constructs exert a statistically significant and positive influence on repurchase intention. Product Assurance and Service Reliability are

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especially pivotal in establishing consumer trust, while Social Drivers enhance emotional and communal attachment to agricultural products. Price & Promotion, through mechanisms such as loyalty rewards and competitive pricing, further amplify consumer motivation for repeat purchases. The findings also show that social validation, including positive reviews and community endorsements, serves as a cognitive shortcut in consumer decisions. It enhances perceived product quality and reduces uncertainty before purchase. The significant relationship between Price and Promotion and Product Assurance suggests that fair pricing and consistent promotions act as signals of product quality. This strengthens consumer trust and reinforces the credibility of the seller.

This research contributes to the theoretical advancement of digital consumer behavior within the context of agricultural commerce in emerging economies. It also provides actionable insights for e-commerce platforms, agribusiness stakeholders, and policymakers seeking to foster sustainable consumption, rural economic resilience, and inclusive digital market participation. Future studies are encouraged to extend this model across different demographic and geographic contexts and to further investigate the mediating role of digital innovation in shaping evolving patterns of consumer engagement.

Keywords: Online Repurchase Intention; Agricultural E-Commerce; Mixed Methods; Structural Equation Modeling (SEM)

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In the name of Allah, the Most Compassionate and the Most Merciful.

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TABLE OF CONTENTS

Chapter	Page
ABSTRACT	I
ACKNOWLEDGEMENT	III
TABLE OF CONTENTS	V
LIST OF TABLES	VII
LIST OF FIGURES	VIII
CHAPTER 1 INTRODUCTION.....	1
1.1 Background and Significance of the Research	1
1.2 Research Questions.....	5
1.3 Research Objectives	5
1.4 Research Benefits	5
1.5 Scope of Research	6
1.6 Definition of Term.....	7
CHAPTER 2 REVIEW OF LITERATURE.....	9
2.1 Overview of E-Commerce.....	9
2.2 E-commerce in Indonesia	14
2.3 Agricultural e-commerce in Indonesia.....	18
2.4 Theoretical Framework of Online Repurchase Intention	23
2.5 Agricultural Product on Indonesia E-Commerce and Existing Academic Research	28
CHAPTER 3 MIXED METHODOLOGY	30
3.1 Overall Research Design and Methodological Overview	30
3.2 Research Methodology – A Qualitative Phase	32
3.3 Research Methodology – A Quantitative Phase	39
CHAPTER 4 RESEARCH ANALYSIS AND RESULTS A QUALITATIVE PHASE.....	47
4.1 Analyzing Qualitative Interviews	47

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TABLE OF CONTENTS (Continue)

4.2 Research Findings	69
4.3 A Proposed Model Framework – The e-AGRINT Model	74
CHAPTER 5 RESEARCH ANALYSIS AND RESULTS A QUANTITATIVE PHASE..	77
5.1 Research Framework and Hypothesis Development	77
5.2 Hypothesis Test Results	82
CHAPTER 6 DISCUSSION AND CONCLUSION	88
6.1 Conclusion	88
6.2 Discussion.....	89
6.3 Research Implication	93
6.4 Recommendations.....	94
6.5 Limitation of the Study.....	94
6.6 Ethical Considerations	95
REFERENCES.....	97
APPENDIX	112
APPENDIX A.....	113
APPENDIX B.....	114
APPENDIX C.....	115
APPENDIX D.....	118
APPENDIX E	119
APPENDIX F	120
APPENDIX G.....	126
APPENDIX H.....	127
APPENDIX I	129
AUHTOR BIOGRAPHY.....	131

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LIST OF TABLES

Table	Page
Table 2.1 Estimation of e-commerce transaction value in Indonesia	16
Table 2.2 Agricultural E-commerce in Indonesia	21
Table 2.3. Presents a summary of key studies relevant to this research	28
Table 3.1 Profile of interview participants.....	39
Table 3.2 Descriptive profiles of survey respondents.....	40
Table 3.3 An evaluation criterion for 5-point Likert scale questions.	41
Table 3.4. Constructs, Dimensions, and Measurement Items.....	42
Table 3.5. Reliability statistics of 30 pre-test questionnaires from SPSS.....	45
Table 3.6. Fit indices and acceptable threshold	45
Table 5.1. Descriptive statistics of questions.....	82
Table 5.2 The calculated estimated of model fit.....	85
Table 5.3 Relative influence of items (Regression Weights).....	87

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Forbidden to modify the content, and cite the document when use.

LIST OF FIGURES

Figure	Page
Figure 1.1 Indonesia's GDP Composition by Sector, 2023	1
Figure 1.2 The number of internet users in Indonesia over the past three years.....	2
Figure 2.1 Type of e-commerce	10
Figure 2. 2. Number of users of e-commerce in Indonesia from 2018 to 2027	17
Figure 2.3. Framework: factor affecting of online repurchase intention	25
Figure 2.4 Framework: factor affecting of online repurchase intention	26
Figure 3.1 The research roadmap.....	31
Figure 3.2 Source of recruitment for interviewees	33
Figure 3.3 Grounded theory processes and method.....	35
Figure 4.1 Visual representation of first-order codes generated using ATLAS.ti software	48
Figure 4.2. Data structure showing model development from first-order concepts to aggregate dimensions using Gioia methodology	75
Figure 5.1 A proposed conceptual model from a qualitative phase.....	82
Figure 5.2. Standardized estimates result of the Structural Equation Modeling, using AMOS Graphics.	85
Figure 6.1 A final development of the e-AGRINT model, using an exploratory sequential mixed methods study	89

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CHAPTER I

INTRODUCTION

This chapter provides a comprehensive overview of the research background and introduces the problem statement that constitutes the core focus of the study. It begins by presenting empirical and contextual evidence that highlights the significance of the problem and justifies the need for further investigation. The chapter then outlines the key research questions that serve as the foundation of the study, followed by a clear articulation of the research objectives. In addition, this chapter elaborates on the expected contributions and potential benefits of the research, both in theoretical and practical contexts. Finally, the scope and boundaries of the study are defined to clarify its focus and limitations within the broader academic and practical landscape.

1.1 Background and Significance of the Research

Indonesia, recognized as one of the world's leading agricultural nations, faces a significant paradox. Despite its abundant natural resources and a long-standing reliance on agriculture as one of the principal pillars of the national economy, millions of smallholder farmers remain trapped within value chains that yield low profitability. In fact, the agricultural sector remains a critical foundation for providing livelihoods, contributing substantially to national food security, employment creation, and rural poverty alleviation (Žukovskis et al., 2023). There are three key sectors that contribute the most to Indonesia's GDP: the agricultural sector, the industrial sector, and the trade sector. Each of these sectors plays an important role in driving the national economy, with agriculture supporting food security and rural livelihoods, industry contributing to manufacturing and value-added production, and trade facilitating market distribution and economic connectivity across regions.

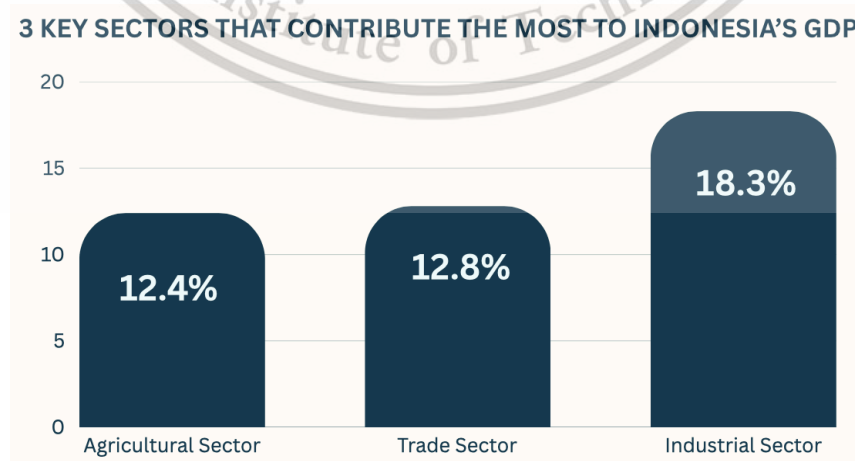


Figure 1.1 Indonesia's GDP Composition by Sector, 2023

Source: Muda & Dharsuky (2024)

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In 2023, the economic structure showed that the industrial sector made the largest contribution to the total GDP at 18.3%, followed by the trade sector at 12.8% and the agricultural sector at 12.4%. This distribution reflects the growing role of industry and commerce in driving national economic performance, while agriculture remains an essential foundation supporting economic stability and regional livelihoods (Muda & Dharsuky, 2024).

In recent years, the sector has undergone a gradual digital transformation, with agricultural e-commerce emerging as a promising avenue for expanding market access, improving supply chain efficiency, and enabling farmers to connect directly with consumers. In 2024, Indonesia had 212.9 million internet users, representing an increase of 3.85 percent compared to the previous year. Out of a total population of 278.69 million, the percentage of internet users had reached 77% (Faisal & Fasa, 2025). The adoption of digital platforms offers opportunities to bypass traditional intermediaries, thereby potentially enhancing farmers' incomes and the competitiveness of agricultural products (Statista, 2025). However, this potential is often constrained by a factor that is frequently overlooked in both policy and industry discourse, namely consumer repurchase intention. Without sustained consumer loyalty and consistent repeat purchasing behavior, the economic benefits of digital agricultural markets risk remaining suboptimal, leaving smallholder farmers vulnerable to market fluctuations and income instability.

This reality, in which Indonesia possesses substantial agricultural potential yet continues to face persistent structural challenges, underscores the urgency of understanding and addressing the determinants of consumer repurchase intention within the agricultural e-commerce ecosystem. Strengthening this aspect is essential not only to increase farmers' incomes but also to ensure the long-term sustainability and scalability of digital agricultural initiatives (Abiri et al., 2023).

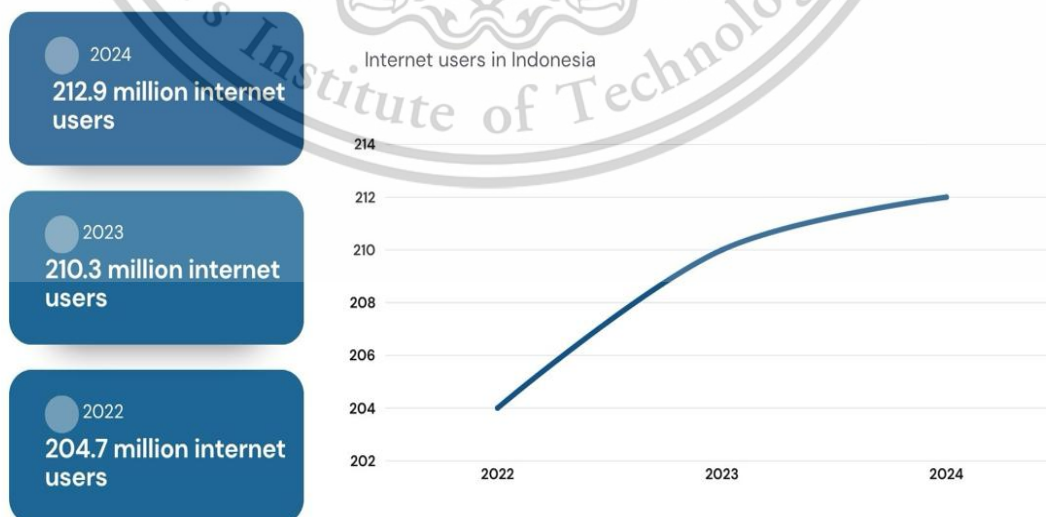


Figure 1.2 The number of internet users in Indonesia over the past three years

Source: Faisal & Fasa (2025)

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Among the diverse sectors poised to benefit from the ongoing digital transformation, agricultural e-commerce emerges as a particularly innovative and impactful business model with the potential to fundamentally reshape the agricultural landscape. This model not only facilitates enhanced market access for farmers but also plays a pivotal role in accelerating agricultural exports, augmenting foreign exchange earnings, and invigorating rural economies (Statista, 2025). Substantial empirical evidence highlights agriculture's critical importance as a cornerstone of economic development across both developing and developed nations. In the context of developing economies, agriculture continues to serve as a primary driver of national GDP, a major source of rural employment, and a vital mechanism for poverty alleviation (Žukovskis et al., 2023). In response to these dynamics, a growing number of e-commerce platforms specializing in agricultural products have emerged, including but not limited to iGrow, Limakilo, TaniHub, Sikumis, Crowde, Pasar Laut, Inagriasia, and Kecipir, among others, reflecting the sector's increasing integration with digital commerce innovations.

In the contemporary digital era, the agricultural sector is confronted with a myriad of challenges that impede the realization of the full potential offered by e-commerce platforms. One of the foremost obstacles is the high transaction costs, which are largely a consequence of the inherently complex supply chains characteristic of agricultural products. These supply chains often involve multiple intermediaries, logistical inefficiencies, and perishability concerns, all of which compound to elevate costs and reduce profitability for smallholder farmers (Venkatesh & Balah, 2008). In terms of digital literacy, the data from Indonesia show that, based on urban and rural locations, urban residents had a Digital Literacy Index slightly above the national average, with 52.5% scoring above average compared to 47.5% scoring below. In contrast, among rural respondents, only 49.8% scored above the national average, while 50.2% scored below. When examining scores by each pillar, respondents from both urban and rural areas had a larger proportion scoring above the national average for each pillar, although the differences were not very pronounced (Krisnaningsih et al., 2024).

The lack of adequate digital infrastructure, particularly in rural and remote areas, limits farmers' access to digital marketplaces and e-commerce platforms. This digital divide, coupled with geographic isolation and poor connectivity, restricts market reach and weakens communication with potential buyers (Venkatesh et al., 2012; Kotler & Keller, 2016). Additionally, low digital literacy, limited trust, and insufficient knowledge of e-commerce operations further hinder smallholder farmers from leveraging online sales. These interconnected barriers highlight the urgency of targeted interventions to build an inclusive and resilient agricultural e-commerce ecosystem in Indonesia, where agriculture remains key to rural livelihoods and national development.

Online repurchase intention, defined as the likelihood that customers will engage in repeat purchases from a particular e-commerce platform, has been extensively examined across various industries. While a substantial body of literature has investigated the determinants of consumers' purchase intentions across diverse product categories, there

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remains a conspicuous gap in research specifically addressing consumers' repurchase intentions within the agricultural e-commerce sector. Most existing studies predominantly focus on initial purchase behaviour, with relatively limited empirical inquiry into the factors driving repeat purchases of agricultural products through digital platforms. This gap is particularly significant given the distinctive attributes of agricultural products, which differ markedly from non-agricultural goods in several critical respects, including perishability, seasonality, and inherent variability in quality and availability (Dong et al., 2022; Yu & Zhang, 2022; Setiawan et al., 2018).

The unique nature of agricultural commodities introduces complexities that may fundamentally alter consumer decision-making processes related to repurchasing. For instance, the highly perishable character of many agricultural products imposes constraints on storage and distribution, thereby potentially affecting consumer trust and satisfaction. Additionally, seasonal fluctuations can influence product availability and pricing, which may in turn impact consumers' willingness to repurchase consistently over time. Variability in product quality, often linked to environmental factors and production methods, further complicates consumers' evaluation criteria and purchase decisions (Zheng et al., 2023; Rahayu et al., 2023). These factors collectively underscore the need for dedicated research efforts that explore repurchase intentions within this sector to capture the nuanced dynamics that shape consumer behaviour in agricultural e-commerce contexts.

By addressing this research gap, scholars and practitioners can gain deeper insights into the motivational and contextual factors that sustain customer loyalty and repeat engagement in agricultural digital marketplaces. Such understanding is essential not only for refining theoretical models of consumer behavior but also for informing the development of targeted marketing strategies, platform design enhancements, and policy interventions aimed at fostering sustainable growth in the agricultural e-commerce industry.

Through the identification of key determinants influencing consumers' decisions to repurchase agricultural products online, this study aims to generate empirically grounded insights that inform both strategic business practices and platform design. These findings are expected to contribute meaningfully to efforts aimed at enhancing customer engagement, improving satisfaction, and supporting long-term organizational performance within the agricultural e-commerce sector. Moreover, the study is intended to offer actionable recommendations that can inform the formulation of evidence-based public policies and guide private sector interventions. By doing so, it seeks to support the development of a more inclusive, efficient, and consumer-responsive agricultural e-commerce ecosystem. Ultimately, by aligning digital platform practices with evolving consumer needs and expectations, this research aspires to position e-commerce as a transformative driver of national economic growth, rural empowerment, and sustainable food system development in Indonesia.

1.2 Research Questions

The following questions led to the overall dissertation research questions that this particular study aims to answer.

RQ1: How can agricultural products on Indonesian e-commerce platforms be improved to enhance online repurchase intentions?

RQ2: What factors influence the online repurchase intention of agricultural products on Indonesian e-commerce platforms?

1.3 Research Objectives

As a result, the following research objectives have been formulated with the aim of addressing and closing the identified gap in the existing body of knowledge.

- To develop a comprehensive research model that can be used to investigate the intention to repurchase agricultural products online in the context of Indonesian e-commerce.
- To explore and understand the variables derived from the proposed model, including examining the relationships that may exist among these variables to provide a clearer picture of the factors influencing online repurchase intention.

1.4 Research Benefits

The examination of online repurchase intentions concerning agricultural products on Indonesian e-commerce platforms offers significant contributions both to academic discourse and managerial practice. From an academic perspective, this study challenges the direct applicability of Western-centric e-commerce models within emerging economies and introduces the e-AGRINT framework, a grounded theory-based model specifically tailored to the Indonesian agricultural e-commerce ecosystem. The framework integrates socio-cultural dimensions such as Community Impact and Product Storytelling, constructs that are often overlooked in existing literature but are vital in collectivist societies like Indonesia. By doing so, it advances theoretical understanding by introducing new variables, uncovering their interrelationships, and offering a contextually relevant model for future research on repurchase intention.

From a managerial perspective, the findings provide actionable insights for companies seeking to optimize their marketing strategies for agricultural products on e-commerce platforms. These insights enable businesses to identify effective

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marketing channels, design culturally resonant communication strategies, and develop innovative agricultural products that align closely with consumer preferences. Consequently, firms can enhance repurchase rates, foster customer loyalty, and gain a sustainable competitive advantage in Indonesia's agricultural e-commerce market.

1.5 Scope of Research

1.5.1 Scope of Content

This research employs a Grounded Theory approach to develop a conceptual model. To gather relevant data, a series of interviews will be conducted with Indonesian customers who have previously purchased agricultural products through local e-commerce platforms. The data collection process, initial coding (which includes line-by-line coding and categorization), creation of categories, and identification of properties will occur simultaneously until a new theoretical model is developed.

A quantitative research endeavour was conducted, building upon the framework established through the qualitative study. The main data collection instrument for this quantitative phase was a questionnaire distributed via online to Indonesian customers with prior experience in purchasing agricultural products from Indonesian e-commerce platforms. The data analysis process was carried out to validate the model derived from the qualitative study, assessing the identified factors and, where applicable, their interrelationships.

1.5.2 Scope of Population

The study primarily focused on Indonesian consumers who have previously purchased agricultural products through e-commerce platforms in Indonesia. According to Voronin et al. (2022), the term agricultural product refers to any farm-based commodity—both plant- and animal-derived—that is sold online. This includes fresh produce such as fruits, vegetables, grains, and herbs, as well as animal products like meat, eggs, and dairy. This diverse participant group includes individuals from different age groups, regions, and socioeconomic backgrounds, all of whom have experience in online shopping for fresh produce and other farm-based goods. These participants were selected to reflect a broad range of consumer behaviours and preferences in the digital marketplace. These enhancements not only expand the scope of the research but also offer a more comprehensive and contextual understanding of repurchase intention for agricultural products, considering the evolving landscape of e-commerce in Indonesia. This enriched perspective contributes to a deeper analysis of consumer trust, satisfaction, and perceived value, thereby enhancing the research's overall depth and practical relevance.

1.6 Definition of Terms

This study applies definitions obtained from the review of the literature. A list of terms and the working definitions applicable to this particular study is presented below.

Agricultural Product: Agricultural product refers to any farm-based commodity, including both plant- and animal-based goods, that is sold through online platforms. This includes fresh produce such as fruits, vegetables, grains, herbs, and animal products like meat, eggs, and dairy. The term specifically focuses on products that are offered to consumers via Indonesian e-commerce platforms, where transactions, promotions, and deliveries are handled digitally.

Agricultural E-commerce: Agricultural e-commerce entails the electronic facilitation of buying and selling agricultural products and services through interconnected computer systems utilizing internet protocols and standards. The stakeholders engaged in these digital business transactions adhere to industry norms, regulations, and standards. Agricultural e-commerce revolutionizes the traditional methods of procuring agricultural goods and services from physical markets to online platforms.

Exploratory Sequential Mixed Methods: An exploratory sequential mixed methods approach is a research strategy that integrates both qualitative and quantitative data collection and analysis in a particular order. The process usually starts with qualitative methods to explore and develop an initial understanding of the research issue, and then proceeds with quantitative data gathering and analysis. This approach allows researchers to achieve a thorough understanding of complex research questions by leveraging the strengths of both qualitative and quantitative methods, where qualitative findings help shape and direct the following quantitative analysis.

Online Repurchase Intention: Online Repurchase Intention refers to the subjective likelihood that a customer, particularly those with prior experience, will continue to engage in purchasing activities with the same online vendor.

Product Assurance: Product Assurance refers to consumers' perceptions of the credibility, quality, and safety of agricultural products sold via e-commerce platforms. It encompasses product freshness and condition upon arrival, the visual and physical quality of packaging, and the presence of formal certifications (e.g., halal, organic, or food safety labels). These elements reduce perceived risk and play a vital role in building trust and confidence in online repurchase decisions.

Service Reliability: Service Reliability captures the functional performance of the e-commerce platform and seller to ensure a dependable shopping experience. It includes timely and responsive communication, efficient problem resolution, accurate delivery schedules, and convenient payment systems. These factors influence the consumer's perception of reliability and determine whether they are likely to return for repeat purchases.

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Social Drivers: Social Drivers represent the influence of interpersonal and community-related factors on a consumer's repurchase intention. These drivers include word-of-mouth recommendations from family or friends, emotional motivations like support for local farmers, and perceived alignment with community values. The social narrative surrounding the product often reinforces the buyer's sense of purpose and belonging, encouraging repeat transactions.

Price and Promotion: Price and Promotion reflect the consumer's sensitivity to cost-related factors and incentive schemes when deciding to repurchase. This variable includes competitive pricing compared to traditional markets, promotional campaigns (e.g., discounts or bundles), and loyalty programs that reward repeat buyers. Together, these elements contribute to perceived value and strengthen the intention to repurchase agricultural products online.



CHAPTER 2

REVIEW OF LITERATURE

In this chapter, the literature review and secondary data analysis are presented to provide a comprehensive foundation for the study. The chapter begins with an overview of the global landscape of e-commerce, followed by a detailed discussion of its development and current state in Indonesia. Particular attention is then given to the condition of agricultural e-commerce in Indonesia, highlighting both the opportunities and strategic potentials within the agricultural commodities sector. Subsequently, the chapter outlines the theoretical framework underpinning this research, focusing specifically on online repurchase intention. Foundational theories relevant to consumer behavior and technology adoption are discussed, along with the integration of key constructs that inform the proposed conceptual model. Finally, the chapter concludes with a critical review of existing academic research related to agricultural product transactions on e-commerce platforms in Indonesia, identifying research gaps and positioning the present study within the broader scholarly discourse.

2.1 Overview of E-Commerce

E-commerce, or electronic commerce, involves the use of the internet and digital technologies to facilitate the buying and selling of goods and services. It includes tools like electronic data interchange (EDI) and typically refers to businesses operating through online platforms that allow users to directly access and purchase products or services (Grandon and Pearson, 2004). A further description is as follows: Electronic communications and digital information processes in business transactions are used to create, modify, and redefine value generation relations between organizations and individuals (Grandon & Pearson, 2004).

As illustrated in Figure 2.1, there are six fundamental types of electronic commerce, each reflecting different patterns of digital interaction between market participants. Business-to-Business (B2B) e-commerce involves the electronic exchange of goods and services between companies, and is commonly used by manufacturers and industrial wholesalers for efficient supply chain management. Business-to-Consumer (B2C) refers to transactions between businesses and individual customers, representing the most familiar e-commerce model through online retail platforms offering a wide range of products such as electronics, books, clothing, and food. This model has grown significantly with the rise of the internet, offering consumers greater access to product information, competitive pricing, and convenience. Consumer-to-Consumer (C2C) e-commerce enables individuals to buy and sell goods and services directly with one another, typically through third-party platforms that facilitate transactions, such as online marketplaces. In Consumer-to-Business (C2B) models, individuals offer products or services to companies, commonly seen in freelance marketplaces.

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and crowdsourcing platforms where consumers contribute creative work, such as graphic design or photography, which businesses then purchase.

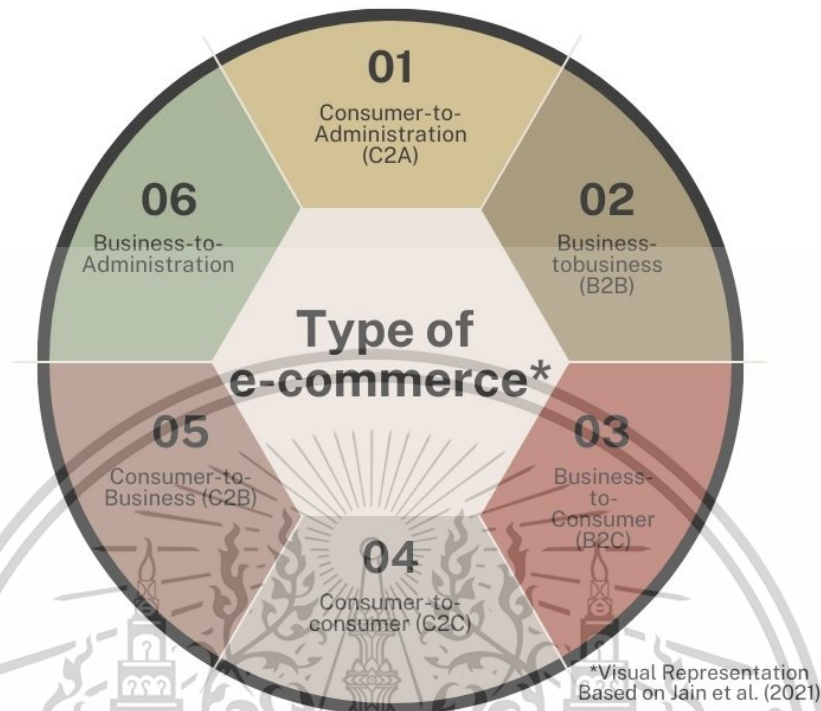


Figure 2.1 Type of e-commerce

Business-to-Administration (B2A) encompasses digital transactions between businesses and public institutions, including services related to taxes, healthcare, legal documents, and social security. Lastly, Consumer-to-Administration (C2A) involves interactions between individuals and government bodies, such as online tax filing, accessing healthcare services, applying for education programs, or engaging in e-government initiatives. These e-commerce types collectively demonstrate the vast potential of digital technologies to reshape traditional economic and administrative exchanges.

From the consumer's perspective, one of the greatest advantages of e-commerce is the significant improvement in convenience and time efficiency, as it allows users to access platforms from anywhere in the world and place orders at any time (Rahayu & Day, 2017). E-commerce offers consumers several key benefits, including lower transaction costs, increased flexibility to make purchases without time or physical limitations, and the ability to save time by conducting transactions instantly online. Consumers also benefit from easy and continuous access to detailed product information across multiple pages, enabling more informed decision-making. Furthermore, transactions can be completed comfortably from home or the office, and switching to alternative sellers is simple when service is unsatisfactory. E-commerce also provides access to a broader range of products, including those not available in local or national markets. Lastly, consumers can review feedback from other buyers, helping them evaluate products before making a final purchase (Rahayu & Day, 2017).

E-commerce is the combination of internet technology and traditional offline business activities, which realizes the rapid flow of logistics, capital flow, and information flow among the main bodies of e-commerce (Meng, 2016). In today's digital world, the rise of e-commerce businesses on a global scale has not only brought great changes to people's purchasing habits but also brought great changes to the whole retail and logistics industry. In the context of "Internet plus", cross-border e-commerce and mobile e-commerce will push e-commerce to another climax. The development of the express logistics service industry as an e-commerce supporting industry will directly affect the customer experience of e-commerce (Wu & Yu, 2016). The operation mode of e-commerce can conduct online transactions to be conducted at any time and from anywhere, which is a historical innovation of the traditional business model (Zhao, 2018).

Similar to developments in the real economy, e-commerce is undergoing a shift from rapid growth in volume toward a focus on improving quality. Leveraging the opportunities presented by the One Belt One Road initiative, conducting an in-depth analysis of the conditions necessary for this qualitative transformation can significantly benefit the e-commerce sector (Xiaheng & Hailing, 2016). Since its emergence in the 1970s, e-commerce has steadily evolved, and today, nearly every business organization maintains a website to meet the demands of a growing number of internet users. E-commerce systems provide numerous opportunities and advantages at various levels—ranging from individuals to enterprises, industries, and broader communities.

E-commerce enables buyers to purchase 24 hours a day and provides access to all markets in the world simultaneously from anywhere. In general, e-commerce is cheaper for shopping, because the seller can be marketed on a lot of websites on the Internet and compare a company's goods easily with their counterparts, and eventually will be able to choose the best offer for them. The benefits of e-commerce are reflected in improving services to the consumer, whether in transactions between companies and consumers (B2C), or through the purchase of the website directly (online shopping), or transactions between the Government and people, which is known as E-government. It also enables shopping through international networks and participation in the auctions directly without the limits of place, distance, or time.

E-commerce offers a wide array of advantages that extend beyond mere transactional convenience. One notable benefit is its ability to enable individuals to work or shop from home, thereby significantly reducing the time traditionally allocated for in-person shopping (Efraim et al., 2006). This shift not only enhances individual efficiency and work-life balance but also has broader societal implications. By decreasing the need for physical travel to stores or marketplaces, e-commerce contributes to reducing traffic congestion and subsequently lowers air pollution levels, which is a pressing concern in many urban environments. Moreover, e-commerce serves as a powerful tool for bridging geographic and economic disparities, particularly for individuals residing in developing or underdeveloped countries. It

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provides access to goods and services that may not be available locally, allowing consumers to obtain high-quality products from international markets. This includes not only consumer goods but also access to digital education, such as university certificates and online degree programs, thereby supporting human capital development in regions with limited educational infrastructure. Another key contribution of e-commerce is its potential to promote entrepreneurship and self-employment, especially for small and medium-sized enterprises (SMEs). By removing traditional barriers such as geographic isolation and high market entry costs, e-commerce platforms allow SMEs to connect with global markets and compete on a larger scale with minimal capital investment (Quaddus & Hofmeyer, 2007).

This opens new economic opportunities, encourages innovation, and supports inclusive economic growth. In addition to these commercial and economic benefits, e-commerce also plays an increasingly important role in delivering public services. Governments and institutions are increasingly utilizing digital platforms to provide affordable and high-quality services in sectors such as education, healthcare, and social welfare. By leveraging the scalability and efficiency of internet-based systems, these services can reach broader populations at reduced costs, thus improving overall access and equity in essential public domains.

Zhu et al. (2016) introduced a novel concept to facilitate companies' transition to e-commerce through what is termed external resource services, or outsourcing. This approach involves renting, either partially or fully, the e-commerce infrastructure rather than developing it internally within the company seeking to transform its operations. Consequently, critical information infrastructure components are located off-site and managed by specialized service providers. This model effectively reduces operational costs and shortens the time required to fulfill customer demands.

In recent years, the phenomenon of online shopping has experienced exponential growth, evolving into a multibillion-dollar global industry with profound implications for businesses, consumers, and the broader economic landscape. This transformative shift is largely attributable to rapid technological advancements, the increasing ubiquity of internet connectivity, and evolving patterns of consumer behaviour. E-commerce platforms have fundamentally redefined the traditional retail paradigm by offering unprecedented levels of convenience, expansive accessibility, and a diverse array of product offerings to consumers across geographical boundaries (Kumar & Singh, 2021). The accelerated adoption of online shopping is further driven by its ability to enhance the consumer experience through the integration of innovative technological features and user-centric services that simplify and personalize the purchasing process. Beyond the temporal efficiencies it affords, this digital transition significantly alleviates the financial and logistical constraints commonly associated with conventional brick-and-mortar retail models. As a result, e-commerce has become a dominant force in shaping contemporary consumption practices and retail market dynamics.

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The rapid proliferation of the online marketplace has intensified competitive dynamics among e-commerce enterprises, compelling them to prioritize strategies that ensure consumer retention and sustained engagement. According to Safa and Solms (2016), online repurchase intention constitutes a pivotal factor in predicting the likelihood of consumers making subsequent transactions on the same digital platform within a defined temporal frame. An expanding corpus of scholarly work underscores the strategic imperative of customer retention, positing that loyal consumers not only contribute to favourable word-of-mouth dissemination but also substantially reduce the costs associated with customer acquisition. Bhattacharjee (2001) asserted that customer satisfaction is a primary antecedent of repeat purchasing behaviour, wherein satisfied users are more inclined to re-engage with a platform due to positive prior experiences. In a similar vein, Qureshi et al. (2009) identified customer satisfaction as a central determinant in shaping repurchase intentions within online commercial ecosystems. The convergence of rapid advancements in mobile technologies and the pervasive diffusion of e-commerce platforms has engendered a paradigm shift in consumer behaviour. Contemporary online shopping applications are deliberately engineered to provide intuitive and seamless user interfaces, while the ubiquity of mobile devices further amplifies accessibility and fosters habitual engagement with online purchasing environments. As noted by Athapaththu & Kulathunga (2018), this behavioural transformation has emerged as a pervasive global phenomenon, reflecting the profound digitalization of consumer practices across socio-economic contexts.

Globally, e-commerce market sales reached \$5.2 trillion in 2021 and are projected to surpass \$8 trillion by 2026, marking a growth of more than 50% over the span of five years. This upward trajectory is expected to account for nearly a quarter of total global retail sales. Amid the global pandemic, Indonesia saw an increase of approximately 10 million online shoppers (Kaplan, 2022). Its large population, combined with broad internet penetration, has made the country the ninth-largest e-commerce market globally, with projected sales reaching USD 59 billion. This growth is further supported by the rapid increase in internet usage. According to a survey by APJII (2023), the number of internet users in Indonesia rose to 215.63 million in 2023, reflecting a 2.67% increase from the previous year and accounting for approximately 78.19% of the national population of 275.77 million. Internet penetration has consistently grown, from 64.8% in 2018 to 73.7% in 2019 and 2020, reaching 77.02% in 2021–2022 and further climbing to 80% in 2022–2023. These figures indicate a population that is increasingly digitally literate, reinforcing the significance of the digital landscape in shaping consumer behaviour and facilitating e-commerce expansion.

The development of digital agriculture is not limited to Indonesia; several Southeast Asian countries have also begun to adopt and expand similar initiatives. In recent years, nations such as Thailand, Vietnam, and Malaysia have increasingly integrated digital technologies into their agricultural sectors to enhance productivity, transparency, and sustainability. These initiatives often involve the use of Internet of Things (IoT) devices, data-driven farming

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systems, and digital marketplaces that connect farmers directly with consumers. The regional growth of digital agriculture reflects a broader movement toward smart and sustainable food systems in Southeast Asia, aligning with global trends in agri-tech innovation.

In recent years, research on the integration of Artificial Intelligence and the Internet of Things (AIoT) has gained increasing attention, particularly in the context of digital agriculture in Malaysia. The convergence of AI and IoT technologies has played a critical role in modernizing Malaysia's agricultural sector, enhancing productivity, precision, and sustainability. During and after the COVID-19 pandemic, these technologies became even more essential for optimizing resource management, improving crop monitoring, and facilitating data-driven decision-making among farmers. This growing interest highlights the country's commitment to advancing smart farming initiatives and accelerating agricultural digital transformation (Adli et al., 2023).

In Vietnam, the foundation for transformation and modernization across various sectors and areas of economic activity during the pandemic was digitization. This process also stimulated the emergence and development of new business models and forms of interaction that adapted to the new reality. The indicators of the digital economy encompass the complex relationships formed through the use of digital technologies within the systems of production, distribution, exchange, and consumption of both tangible and intangible goods (Doung, 2020)

2.2 E-commerce in Indonesia

In recent years, Indonesia has witnessed a remarkable transformation in its business landscape, marked by a significant increase in the number of entrepreneurs who are actively leveraging electronic platforms to launch and expand their ventures. This growing inclination toward digital entrepreneurship underscores the rapid advancement and deepening penetration of the country's internet economy. The adoption of e-commerce as a primary business channel reflects not only the increasing digital literacy among the population but also a shift in consumer behaviour, where online platforms are becoming the preferred medium for conducting commercial transactions. Currently, e-commerce accounts for approximately 36 percent of total commercial transactions in Indonesia, illustrating the sector's growing importance and substantial contribution to the national economy.

This percentage highlights a strong and expanding digital footprint within the broader commercial environment, indicating that e-commerce is no longer a peripheral channel but a core part of business strategy for both new and established enterprises. Forecasts from Alibaba (2019) suggest that this momentum is expected to accelerate in the coming years. According to their projections, the total value of e-commerce transactions in Indonesia is anticipated to reach an estimated USD 81 billion by 2025. This figure not only signals the vast potential of Indonesia's digital economy but also reflects the strategic relevance of digital transformation for sustaining competitiveness in both domestic and international markets. Such a trajectory

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places Indonesia among the fastest-growing e-commerce markets in Southeast Asia, driven by factors such as increasing smartphone usage, expanding internet accessibility, supportive government policies, and the emergence of digital payment systems. Consequently, the continued growth of this sector offers promising opportunities for innovation, job creation, and inclusive economic development across various regions in the country.

According to a 2022 forecast by Statista, the number of online shoppers in Indonesia is projected to experience a dramatic increase, reaching approximately 65 million users. This marks a significant leap from the 20 million recorded in 2017, highlighting a more than threefold growth within just five years. Such exponential development not only underscores the rapidly evolving nature of digital consumer behaviour in Indonesia but also positions the country as one of the most dynamic and influential online markets on a global scale.

The momentum is further reflected in the substantial transaction value recorded in February 2022, which reached 30.8 trillion rupiah. This figure illustrates the immense economic potential embedded within the digital marketplace and emphasizes the increasingly strategic role of e-commerce in national and regional economic development. Furthermore, the utilization of online platforms enables businesses to transcend traditional geographic limitations. Entrepreneurs can now penetrate markets beyond domestic borders with relative ease, gaining direct access to a broader and more diverse international customer base. This digital openness fosters cross-border trade, enhances competitive advantage, and supports long-term business scalability in the globalized economy.

The rapid expansion of e-commerce in Indonesia has yielded significant benefits for businesses, customers, and society as a whole. For business owners, the adoption of e-commerce translates into reduced operational expenses and expanded market reach, thereby optimizing revenue streams and simplifying business scalability (McKinsey & Company, 2018). Jakarta and Surabaya, two of the world's most active cities on Twitter, also stand out as hubs for billion-dollar tech startups in Southeast Asia, boasting notable companies like Tokopedia, GO-JEK, Traveloka, and Bukalapak. With an estimated 30 million Indonesians engaging in online transactions, the e-commerce market has already surpassed \$8 billion. Projections suggest that this figure could soar to over \$40 billion within the next five years, underscoring the immense growth potential of the Indonesian digital economy.

Moreover, the proliferation of internet users in Indonesia, exceeding 100 million, stands as a pivotal driver for the burgeoning e-commerce landscape. On average, Indonesians allocate approximately US \$228 per capita toward online purchases, equivalent to approximately IDR 3.19 million per individual. A noteworthy 17.7 percent of respondents allocate their expenditure toward plane tickets and online hotel reservations, while clothing and accessories constitute purchases for 11.9 percent of respondents. Health and beauty products emerge as the third most sought-after category, selected by 10% of respondents. Notably, Mexico emerges as the second-fastest-growing e-commerce region, witnessing a

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remarkable 59 percent surge in 2018, while the Philippines secures the seventh position with a commendable 51% uptick in e-commerce activity.

The e-commerce market in Indonesia is expected to become a major growth contributor in the Asia-Pacific region. Based on RedSeer's analysis, the Indonesian e-commerce market is projected to increase to US\$137.5 billion by 2025. This transaction value represents a compound annual growth rate (CAGR) of 25.3% from the 2020 achievement of US\$44.6 billion. RedSeer also projects the value of e-commerce transactions in Indonesia to reach US\$67.4 billion in 2021. In 2022, the transaction value is projected to reach US\$86 billion. Furthermore, this value is expected to increase to US\$104 billion in 2023 and US\$121 billion in 2024. In its analysis, RedSeer sees the growth of the e-commerce market in Indonesia supported by four factors: a consumption-based economy, young demographics, a growing digital economy, and consumer desire for convenience in all aspects. The e-commerce transaction value in Indonesia will also become the largest in the Asia-Pacific region. With an estimated US\$137.5 billion in 2025, this means Indonesia accounts for 59% of the total transaction value in the Asia-Pacific, which amounts to US\$231 billion (Kusumo & Rosyadhi, 2022)

Table 2.1 Estimation of e-commerce transaction value in Indonesia

No	Year	Value
1	2022	67,4
2	2023	86
3	2024	104
4	2025	121
5	2026	137,5

Source: Databoks (2023)

Economic growth is characterized by the sustained increase in GDP per capita and purchasing power, reflecting a continual evolution in economic dynamics. Unlike stagnant economies of the past, where growth was limited to mere expansion in size or scope, modern growth economies undergo systemic transformations over time (Hudson, 2020). GDP, or Gross Domestic Product, represents the aggregate market value of all final goods and services produced within a nation's borders over a specified period. It encompasses both private and public consumption, along with investment and net exports (exports minus imports). GDP serves as a primary metric for gauging economic development and offers valuable insights into a country's economic well-being. Economic growth, often measured by GDP growth, represents the percentage change in real GDP, accounting for inflation adjustments in nominal GDP figures. Consequently, real GDP is also referred to as GDP adjusted for inflation or GDP at constant rates (Focus Economics, 2020).

According to the World Bank (2020), Indonesia stands out as one of the premier economies in Southeast Asia, characterized by its vast archipelago and diverse population. This material is reserved for educational use only, not allowed for commercial use.

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comprising over 300 ethnic groups. Following its resurgence from the Asian financial crisis of the late 1990s, Indonesia has demonstrated remarkable economic growth. In recent years, its economy has flourished significantly, rebounding strongly from the 1997 financial downturn and achieving an impressive annual growth rate of 5.2 percent from 2001 to 2008. This growth trajectory has surpassed that of other major economies in Southeast Asia (Hil et al., 2013). The impact resulting from the development of e-commerce can be positive and negative. The positive impact can be seen in the implementation of e-commerce, which contributes to increasing the buying and selling power of Indonesia's exports and imports. The reach that extends throughout the world is not limited by space and time; it is important to maintain currency exchange. In addition, local buying and selling power also increased drastically

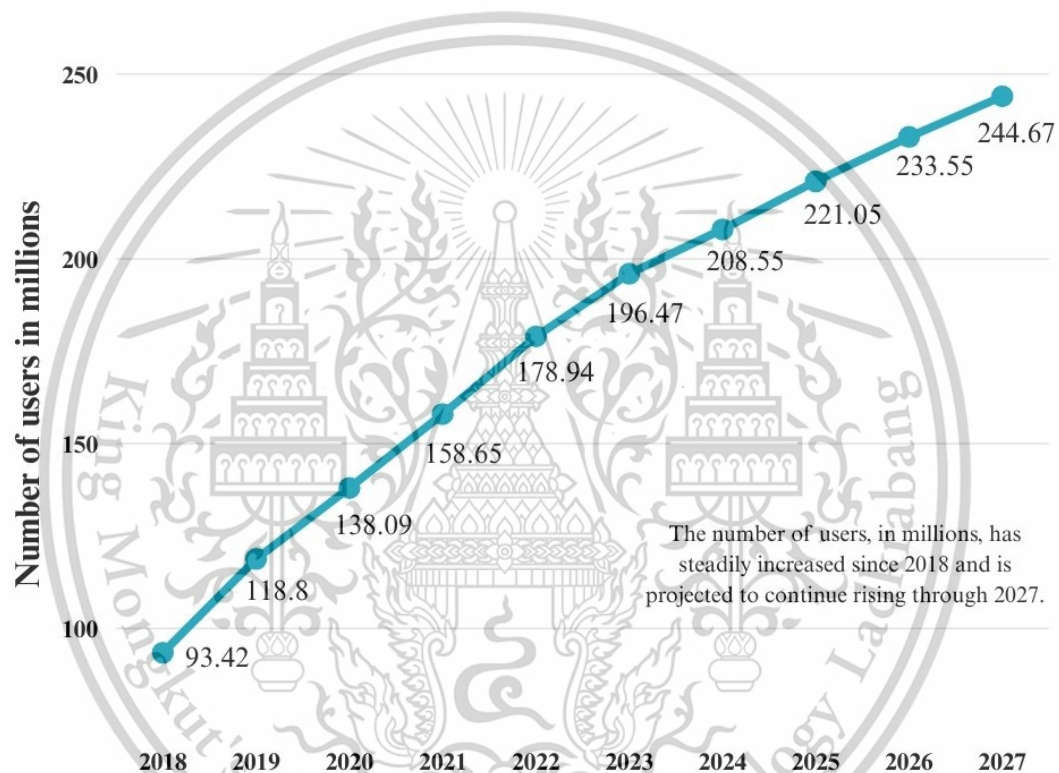


Figure 2. 2. Number of users of e-commerce in Indonesia from 2018 to 2027 (in millions)
Source: Statista, 2023

From the results of the figure above, it can be concluded that the value of e-commerce transactions in Indonesia has increased from year to year, from 1999 to 2010, the value of e-commerce transactions was below 10 trillion, this was due to a lack of knowledge and trust. public. towards e-commerce and in that year e-commerce was not widely known by the Indonesian public. From 2011 to 2015, the transaction value continued to increase because this year internet users reached their peak along with the emergence of touch screen smart phones and wider network coverage

Advancing inclusive and sustainable economic growth in Indonesia poses a complex set of hurdles despite ongoing advancements. Persistent poverty, entrenched inequality, and notable regional wage gaps underscore the pressing need for concerted efforts. The medium-

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term policy agenda of the Indonesian government underscores key objectives: fostering economic prosperity to drive balanced growth, enhancing public infrastructure and social services, nurturing a skilled and productive workforce, tackling environmental and climate challenges, and bolstering regional development initiatives (Ginting & Aji, 2015).

According to research conducted by Sirclo in 2020, Indonesia experienced a surge of 12 million new e-commerce users during the pandemic. While the pandemic had a notable impact on the demand for certain products, its effect on others was comparatively less pronounced (Ayu & Ahmad, 2022). This surge in e-commerce usage presents a lucrative opportunity for entrepreneurs, particularly in the realm of online shopping, which has become the primary avenue for consumer transactions. With the Indonesian market ripe for expansion, both local and global e-commerce players are vying for the attention of potential shoppers, with platforms like Shopee currently leading the pack in terms of visitor traffic.

2.3 Agricultural E-commerce in Indonesia

E-commerce is experiencing swift growth and has extended its reach across nearly every industry. Agriculture, in particular, stands out as a sector with significant promise, largely due to its notable level of fragmentation. Among its various advantages, E-commerce facilitates enhanced circulation of agricultural goods and fosters smoother communication and improved experiences. Additionally, it promotes market transparency and facilitates price discovery. In conclusion, E-commerce offers numerous advantages to the agricultural sector, promising considerable potential for success in the field of Agricultural e-commerce.

In contemporary times, the majority of customer journeys for product purchases within these sectors commence online, facilitated by search engines, social media endorsements, digital reviews, or online advertisements. However, the agricultural sector remains one of the few domains where e-commerce has not yet made a substantial impact. This can be attributed to several factors: the agricultural supply chain is frequently governed by firmly established intermediaries (middlemen); managing the logistical complexities associated with perishable products poses significant challenges; and a considerable portion of consumers still favor in-person grocery shopping over online transactions, primarily due to the inconsistent physical appearance of fresh produce, particularly fruits and vegetables.

Apart from the shift to online shopping, consumer preferences during the pandemic have gravitated towards essential goods rather than discretionary items. This shift is primarily driven by the unpredictable nature of the ongoing pandemic. Additionally, remote work policies, such as working from home, have prompted individuals, including homemakers, to prioritize home-cooked meals. Consequently, many restaurants have adapted their sales strategies from dine-in services to online platforms. As a result of these changes, there has been a significant surge of nearly 400% in the online sales of agricultural commodities amid the COVID-19 pandemic.

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The digital-based government policy still lies in the upstream sector of agriculture, namely the Regulation of the Minister of Agriculture of the Republic of Indonesia Number 41/Permentan/OT.140/3/2014 concerning Guidelines for e-Planning-Based Agricultural Development Planning, which has a scope that includes the management of e-Planning, preparation and proposal assessment, operation of the e-Proposal application, and management of the Agricultural Area Planning Information System (SIKP).

The facts show that the agricultural sector has become a driving force for the nation's economy in various countries. Subejo (2007) noted that agricultural development has a very strategic meaning, not only for developing countries, but for developed countries, as agriculture still receives very serious attention and protection. The role of information and communication technology is very strategic in solving various agricultural problems, such as agricultural problems in the distribution of agricultural products. The real thing is experienced by farmers who are affected by the trade system, or distribution of goods can be cut. This can be seen from the results of agricultural products before reaching the hands of consumers.

Agricultural products are always through intermediaries or traders. From collectors to the main market, and then distributed to retailers in traditional markets. This makes the distribution line long. Strategic information and communication technology for agricultural problems is in line with the latest developments in the form of effective and efficient application of information and communication technology. Many experts agree that the world is on the verge of an industrial revolution. It should be noted that information technology plays an important role in all areas of human activity. In the scientific environment of economics, this phenomenon is called the digital economy (Yoo & Yi, 2022).

2.3.1 Opportunities and Strategies of Agricultural Commodities E-Commerce

The report indicates that by 2025, approximately 68.9% of Indonesia's total population will be active social media users. Out of an estimated population of 277.7 million, around 191.4 million individuals engage actively with social media platforms (The Global Statistics, 2025). This high penetration rate of digital connectivity laid a strong foundation for the rapid acceleration of e-commerce in the country. Notably, since the onset of the COVID-19 pandemic in March 2020, there has been a significant surge in the use of e-commerce platforms, with usage increasing by up to 78%. This spike is attributed to shifting consumer behavior due to mobility restrictions and public health concerns, which prompted both consumers and businesses to adopt digital platforms at an unprecedented scale.

Among the range of products sold through e-commerce platforms, food and beverage items emerged as the leading category, accounting for approximately 27.85% of the total goods transacted online. This trend reflects changing consumption patterns and an increased reliance on digital services to fulfill basic needs, including groceries and daily essentials. Furthermore,

data from e2eCommerce Indonesia (2020) reveals the dominance of several major players in Indonesia's e-commerce landscape as of 2019. The top platforms included Tokopedia with 1.2 billion visitors, followed by Shopee with 837.1 million visitors, Bukalapak (823.5 million), Lazada (445.5 million), Blibli (353.2 million), and JD.ID (105.5 million), Orami (89.8 million), Bhinneka (62.2 million), Sociolla (51.1 million), and Zalora (44.5 million). These statistics underscore the competitive and rapidly evolving nature of the digital marketplace in Indonesia.

Interestingly, the expansion of e-commerce during the pandemic period was not confined to the middle and upper-income groups. On the contrary, online shopping behaviours were also adopted by consumers from lower-income segments, indicating a broader democratization of digital commerce and enhanced accessibility across socio-economic strata. This inclusive trend suggests that digital transformation in Indonesia is not only accelerating but also becoming increasingly pervasive across all levels of society.

Research findings by Apriadi & Saputra (2017) noted that e-commerce applications based on marketplace platforms offer farmers the opportunity to directly market their crops to consumers. This approach has the potential to streamline the marketing distribution chain, thereby increasing farmers' profits. Additionally, e-commerce applications involve not only buyers and sellers but also marketplace managers who serve as transaction observers. They verify purchasing and sales transaction data, enhancing transaction safety. Moreover, consumers can access more affordable agricultural products by purchasing directly from farmers through these platforms.

In Indonesia, a wide array of agricultural products are being marketed through various e-commerce channels, including marketplaces, specialized e-commerce platforms, and social media. While many of these companies are headquartered in Java Island, digital technology features such as mobile apps, iOS platforms, and smartphones are accessible in other Indonesian islands as well.

Furthermore, research conducted by Chang & Meyerhoefer (2020) revealed that the COVID-19 pandemic led to a significant increase in the sales of agribusiness products in Taiwan, with a growth rate of 5.7%. Additionally, there was a notable rise of 4.9% in the number of consumers. The surge in demand for agribusiness products was particularly prominent for wheat, fresh fruits and vegetables, and frozen foods. This increase in demand was attributed to the implementation of social restrictions. Consequently, online sales also experienced a considerable uptick, as online buying and selling services proved to be more effective and efficient in light of the pandemic-related limitations.

Table 2.2 Agricultural E-commerce in Indonesia

Name of company	Digital technology used	Brief information of company
Gojek (GoFood), Grab (GrabFood), Traveloka (Traveloka Eats) and Shopee (ShopeeFood)	Smartphone (app)	These companies are a food delivery online platform allowing consumers to order, choose, and deliver food from certain restaurants/shops/markets through a smartphone without the direct presence of the consumers.
Warung Pangan and Shopify (Food and Beverages E-commerce)	Mobile apps, website, and cloud	These e-commerces facilitate suppliers, farmers, millennial farmers, entrepreneurs, and individuals who works for food and agriculture sector to market their agriculture commodities and produces through website or other electronic platforms.
TaniHub, Chilibeli, Agromaret, Rarali.com, limakilo, Panen ID, Pasarnow, Panenfresh, kedai sayur and Eden Farm	Mobile apps and android, iOS platform, and website	These online marketplaces provide an easy transaction process through digital technology features for trading agriculture commodities (fruit, vegetables, machines/infrastructures, and services) with connecting farmers and producers to retailers, wholesalers, and individual customers.

Source: Silvia et al. (2022)

Most digital agriculture companies are concentrated in Java island, followed by Sumatera island. Companies are less prevalent in other islands such as Kalimantan, Sulawesi, and Papua, despite the accessibility of these regions through internet-based services and product marketing. For example, food delivery services like Gojek (GoFood) and Grab (GrabFood) are widely utilized in Kalimantan, Sulawesi, and Papua. Particularly during the pandemic, these unicorn apps have played a crucial role in facilitating online food delivery for micro, small, and medium-sized enterprise (MSME) players and consumers, thereby

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enhancing business performance and serving as an alternative transaction platform to ensure business continuity.

According to Nurlinda et al. (2021), the demand for food delivery services provided by startup unicorns has experienced a notable increase, with service utilization rising by approximately 10% as also observed. Furthermore, agritech platforms such as TaniHub and Sayurbox recorded a threefold growth in transaction volume while implementing social restriction measures, reflecting a broader shift in consumer behavior toward digital platforms during crisis periods. The study by Djaenuddin and Permani (2020) highlights significant shifts in consumer behavior during the COVID-19 pandemic. Consumers demonstrated a clear preference for purchasing essential and health-related goods, avoided physical retail environments, increasingly adopted digital payment systems, and implemented strategies to reduce overall spending. In addition, the research outlines several key advantages of e-commerce in comparison to traditional offline marketing methods for agricultural products. These include: (i) the ability to market and sell a wide range of products via the internet; (ii) the flexibility of conducting sales anytime and anywhere through online platforms; (iii) the availability of multiple communication channels for receiving orders, such as email, telephone, and SMS; and (iv) the provision of diverse payment options, including credit cards, PayPal, and cash.

Despite the promising potential of the online market for agricultural products, the utilization of digital platforms in this sector also encounters several notable challenges. According to the findings of Sahara et al. (2015), the development of agri-food e-commerce in Indonesia is hindered by multiple regulatory and infrastructural barriers, including: (i) complex regulations concerning sales tax, income tax, and compliance with ISO 27001; (ii) financial regulations enforced by the Financial Services Authority (OJK); and (iii) the availability and governance of telecommunications infrastructure. Moreover, in contrast to other industries, the agri-food sector faces unique obstacles related to the perishable nature of its products and the difficulty in maintaining a consistent supply with standardized quality through online channels.

Finally, the adoption of e-commerce is poised to enhance the effectiveness and efficiency of transactions, streamline traditional distribution channels for agribusiness products, and contribute to reductions in transaction costs, prices, and time savings. However, the development of e-commerce presents certain challenges, including substantial investments required in telecommunications infrastructure, the necessity for consumer digital literacy encompassing online payments and electronic wallets, and the need for regulatory frameworks addressing online transaction taxes, income taxes, ISO 27001, and financial services oversight from regulatory bodies like the OJK. Despite these hurdles, the digital economy offers significant potential for the advancement of agriculture, albeit with numerous challenges to

overcome. By leveraging e-commerce, farmers can directly improve their welfare by accessing broader markets for their products.

2.4 Theoretical Framework of Online Repurchase Intention

Chiu et al. (2012) defined online repurchase intention as “the subjective probability that a customer, particularly experienced customers, will continue to purchase a product from the same online seller.” This definition emphasizes the cognitive and psychological aspects of consumer behaviour, particularly in the context of repeat transactions conducted via online platforms. It reflects a consumer's perceived likelihood of engaging in future purchases from the same provider, based on prior satisfactory experiences and trust developed over time. In simpler terms, it signifies a consumer's tendency or intention to return and repurchase products or services from the same online vendor in the foreseeable future. Similarly, Ha et al. (2010) explained that online repurchase intention reflects a customer's willingness or readiness to return to the same e-commerce platform to purchase either the same or different products. This definition highlights the importance of platform usability, transactional convenience, and consumer trust as key factors influencing repeat purchasing behaviour in digital environments.

Furthermore, this notion is supported by Koppius et al. (2005), who asserted that repurchase intention serves as an important indicator of customers' preferences toward online shopping. In essence, it reflects the degree to which consumers perceive online shopping as a reliable, efficient, and satisfactory method of consumption. The intention to repurchase, therefore, can be seen as a forward-looking metric that captures not only consumer satisfaction but also loyalty and the potential for long-term customer engagement in the digital marketplace.

Repurchase intention is a planned desire and research from a customer to repurchase a product offered by the same company while still paying attention to the person's current condition and circumstances (Hellier et al, 2013). Repurchase intention can be characterized by the behaviour that customers will be interested in making return visits in the future and doing online shopping again, as well as a willingness to promote their online shopping activities to others. Kim et al. (2012). Customer repurchase intention is generally recognized as the main manifestation of customer loyalty and is one of the most common outcomes in the Revenue Management strategy. According to research by Suhaily and Soelasih (2017), e-service has a negative effect on repurchase intention, so that the higher the e-service, the lower the repurchase intention. It can be concluded that in online purchases, e-service does not have a big impact on repurchase intention. Meanwhile, customer satisfaction will have a positive effect and become the basis for customers to make repeat purchases.

Several theoretical models of online repurchase intention have been conducted. The researcher studied the first model developed by Wen et al. (2011). This study explores the integrated model for customers' online repurchase intention. This study aims to determine how

three factors (Perceived usefulness and satisfaction) affect repurchase intention in the background of the integrated model. The second theoretical foundation is based on the work of Chiu et al. (2009), which examines the factors influencing customer repurchase intention in online shopping. This study incorporates elements such as perceived ease of use and trust to develop a framework for understanding online consumer behaviour related to repurchasing. The third theoretical basis comes from a study by Yen et al. (2013), which explores repurchase intention among online bidders through the lens of cost and benefit. The study emphasizes the role of transaction costs in influencing repurchase decisions and highlights how perceived costs affect consumer behaviour. These three theoretical perspectives collectively form the basis for the conceptual framework used in this study, as illustrated in Figure 2.3.

According to Xu et al. (2013), perceived ease of use of information technology emerges as a crucial determinant in shaping user satisfaction, particularly within the context of e-commerce. Their study highlights that when users perceive a digital platform or system as easy to navigate and operate, it significantly enhances their overall experience, thereby contributing positively to their satisfaction levels. Furthermore, their findings suggest that attitudes act as a mediating variable between perceived ease of use and repurchase intention, indicating that user perceptions influence their emotional and cognitive responses, which in turn affect their behavioural outcomes. While scholars differ in their interpretations regarding the exact role of perceived ease of use, there is a general consensus across the literature that this construct holds a prominent place in predicting customer behaviour in digital environments. Some studies emphasize its direct influence on behavioural intention, while others highlight its indirect effects through constructs such as trust, perceived usefulness, or satisfaction. Importantly, perceived ease of use is a fundamental component of the Technology Acceptance Model (TAM), which has been widely applied to understand technology adoption and usage behaviours in e-commerce settings. Within this paradigm, perceived ease of use refers to the extent to which a user believes that using a particular system will be free of effort. This belief not only affects initial acceptance but also shapes continued usage and repurchase behaviour. In an e-commerce context, where user interaction with digital interfaces is constant, ease of use can influence critical decisions such as whether or not to return to the platform for future transactions.

According to Eid (2011), trust is a set of beliefs held by a customer about a supplier's current and future characteristics and behaviour. Salciuviene et al. (2011) described trust as the foundation for constructiveness, credibility, and faith in another person's reliability and competency. Ganiyu et al. (2012) pointed out that customers' pleasure can result in trust and subsequent repurchase decisions. A customer also has a strong belief in a product or service that is trusted. La & Choi (2012) studied two viewpoints on trust. The first method defined credibility as a belief, confidence, or expectation in the worthiness of another party based on their knowledge or dependability. The alternative approach describes trust as a person's

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dependence on another due to vulnerability or uncertainty. Trust is a customer's readiness to engage in future relationship marketing transactions, resulting in a perceived diminished future risk (Kotler & Keller, 2015). Other studies argue that trust is related to satisfying expectations and getting emotional support (Milan et al., 2015). As a result, having trust in a brand will influence consumers' repurchasing intention

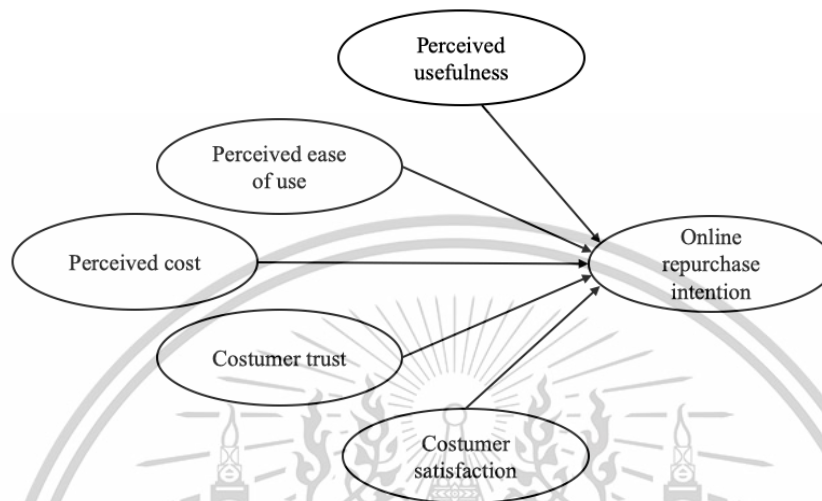


Figure 2.3. Framework: factors affecting online repurchase intention (Wen et al. (2011; Chiu et al., 2009); Yen et al. (2013))

Customer satisfaction is the emotional perception generated by comparing the outcome of purchasing items or services to customers' expectations (Xu & Nuangjamnong, 2022; Zhang & Nuangjamnong, 2022). Satisfaction is an indicator of post-purchase success. According to Hanif et al. (2010), a brand achieves a high level of customer satisfaction when it satisfies customer needs significantly more than competing brands. A customer's satisfaction is affected by the disparity between their expectations and the performance of their purchase. Customer satisfaction involves attributes or qualities that satisfy a customer's need or desire (Bagram & Khan, 2012). An organization sees customer satisfaction as a vital performance measure. Customer satisfaction is the culmination of people's perceptions, assessments, and emotional reactions to a product or service.

Gilitwala et al. (2019) investigated factors influencing repurchase intention of online food delivery in Bangkok. The findings of the research mention that perceived ease of use, net benefits, the firm's reputation, delivery, and customer satisfaction have a significant relationship with repurchase intention. The results of the research indicate that the perceived ease of use had a statistical relationship with repurchase intention. If a user finds difficulty in ordering food online, they are unlikely to make a repeat repurchase next time. In addition, net benefits also had a statistical relationship with the repurchase intention of the customers. This means that they certainly give importance to buying food online after considering various factors such as waiting time, money, and effort before ordering the food. If the customers feel

that there are benefits of buying food online and the benefits are much higher than the cost, they will be eager to make purchases.

In terms of the firm's reputation, there is a relationship between the firm's reputation and repurchase intention. If we look into the relationship toward customer satisfaction, the firm's reputation had a statistical relationship with customer satisfaction, as well as delivery, which also has a statistical relationship with customer satisfaction. With the high reputation of the company, the consumers have a halo effect on the shopping experience regardless of the purchasing process. Furthermore, customer satisfaction had a statistical relationship with repurchase intention. A customer who orders food online and has level of high satisfaction, will tend to have repurchase intention in the future.

Furthermore, a study from Ali & Bhasin (2019) mentioned about repurchase intention in e-commerce platforms. The findings of this study portray that perceived price and delivery quality have significant impact on perceived value, and perceived value has significant impact on repurchase intention. Further perceived price was found inversely related to perceived value and delivered quality was directly related to perceived value. The results depict as perceived price changes from low to high the value customers associate with product changes from high to low signifying an inverse relation. Further delivery quality of the same product may vary across various online vendors, customers are likely to associate high perceived value to purchases which they make from vendors that offer superior delivery quality. It is important for online vendors to understand calculus of customers perceived value. Thus the transactions which have high perceived value to customers generally lead to repeated purchases which are essential for long-term success of online vendors. Further researches in this direction can be carried out to understand factors that lead to repeated purchases.

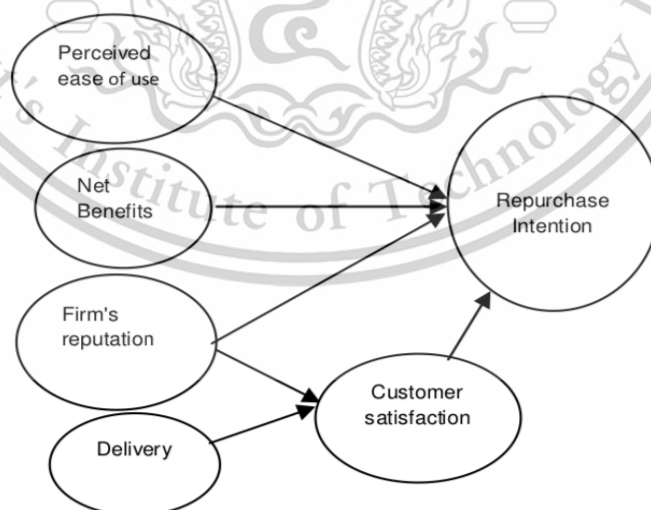


Figure 2.4 Framework: factor affecting of online repurchase intention (Gilitwala et al.,2019)

In an e-commerce setup understanding the mechanism of repurchase intention of consumers is very essential for survival of business. The findings depict perceived price and delivery quality has significant impact on perceived value, and perceived value has significant

impact on repurchase intention. The findings of study are in line with the previous studies (Kim et al., 2012; Kim, 2012).

Based on previous studies, most of them have only focused on repurchase intention in non-agriculture products in Indonesia. Previous research has generally addressed repurchase intention in e-commerce in a broad sense, without specifically focusing on agriculture products available in e-commerce platforms. Several researchers in the most recent year mentioned about the factor that affected repurchase intention such as perceived ease of use, net benefits, the firm's reputation, delivery, customer satisfaction, perceived price and delivery quality. Agriculture products and other products are different. With this difference, the variables that influence people to repurchase also differ. Agriculture products tend to spoil more easily and have a shorter shelf life than other products. They are often perishable, such as fruits, fresh vegetables, and dairy products.

Furthermore, environmental factors such as weather, planting season, and soil conditions can affect the availability and quality of agricultural products. For example, excessive rainfall or prolonged dry seasons can impact harvest yields and the availability of certain products. Additionally, seasonal changes can also influence consumer preferences for specific types of products. For instance, during the summer season, consumers may be more inclined to purchase fresh fruits or other agriculture products that are in line with the season.

2.4.1 Well-Established Theoretical Frameworks

To gain a deeper understanding of repurchase behaviour in this context, this study examines several well-established theoretical frameworks, namely the Expectation-Confirmation Theory (ECT), the DeLone and McLean IS Success Model, and the Theory of Planned Behavior (TPB). While these theories provide valuable analytical lenses for understanding consumer decision-making, their applicability to agricultural e-commerce requires critical reassessment.

ECT, for instance, assumes that satisfaction and repurchase behaviour emerge from the confirmation of prior expectations, yet it often underemphasizes context-specific factors such as seasonality, perishability, and the symbolic value of agricultural goods, which may shape consumer satisfaction beyond traditional service or product quality metrics. The IS Success Model underscores the importance of system and service quality in fostering user satisfaction and continued use; however, its conventional focus on generic system metrics may overlook critical rural infrastructure constraints, logistics reliability in remote areas, and the role of trust in informal supply chains that characterize agricultural e-commerce. Similarly, while TPB offers a robust framework through its constructs of attitude, subjective norms, and perceived behavioral control, its treatment of subjective norms tends to be too

broad to capture the nuanced social drivers in agricultural purchasing, such as the moral imperative to support local farmers, the role of communal trust, and the persuasive influence of storytelling around product origins.

By integrating these critiques, this study not only evaluates the relevance and limitations of existing frameworks but also advances a novel conceptual model that incorporates context-specific variables and emergent constructs derived from grounded empirical data. This approach moves beyond theoretical adaptation toward genuine model innovation, producing a framework more attuned to the socio-cultural and logistical realities of agricultural e-commerce.

2.5 Existing Academic Research on Agricultural Products in Indonesian E-Commerce

In this segment, a diverse range of research works focusing specifically on agricultural products in the context of e-commerce will be presented and critically examined, with particular attention given to the research methodologies employed, the variables investigated, and the key outcomes derived. In light of the challenges outlined in the preceding section of this study, numerous scholars have sought to provide a deeper understanding of the dynamics governing agricultural products within e-commerce ecosystems. These investigations have approached the subject from multiple perspectives, across varied socio-economic contexts and disciplinary lenses, and have concentrated on distinct focal points. Collectively, these studies aim to address critical issues that emerge within specific time frames and situational settings, thereby offering nuanced insights into both theoretical and practical dimensions of the field.

Table 2.3. Presents a synthesized summary of key studies relevant to this research

Author(s) & Year	Research Focus	Methodology	Key Findings
Zhang (2024)	Effect of e-commerce adoption on farmers' income and welfare in the digital economy	Quantitative analysis of agricultural income determinants	E-commerce adoption increases agricultural income but impact is smaller than land area, labor, and brand building; effect grows in later stages due to network scale
Prasetyo & Utomo (2020)	Consumer repurchase behavior for organic agricultural products via e-commerce in Indonesia	Quantitative survey and statistical analysis	Perceptions of organic quality, sustainability, and health benefits drive repurchase; trust in certification and prior positive experience strengthen behavior

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Author(s) & Year	Research Focus	Methodology	Key Findings
Susanto & Wibowo (2019)	Antecedents of repurchase intention for agricultural products on Indonesian e-commerce platforms	Quantitative consumer-centric study	Product quality, price competitiveness, platform trust, positive reviews, and convenience drive repeat purchases
Basmantra et al. (2023)	E-service systems in agricultural e-commerce for working women/housewives in Bali	Qualitative interviews with purposive sampling	Gaps in delivery services, product quality, and payment fulfillment reduce satisfaction and repurchase
Indriyanti et al. (2024)	Repurchase intention of organic vegetables during COVID-19 using TPB framework	Analysis conducted through Structural Equation Modeling (SEM) using smartPLS 3.0	Attitude, subjective norms, perceived control, and satisfaction positively influence repurchase; perceived value indirectly influences intent
Yoopetch, et. al, 2019	Effects of Application Satisfaction, Promotions, Ease of Payment and Convenience on Intention to Repurchase Food online	Structural Equation Modeling (SEM)	Effects of Application Satisfaction, Promotions, Ease of Payment and Convenience on Intention to Repurchase Food online

CHAPTER 3

RESEARCH METHODOLOGY

This chapter outlines the research methodology employed in this study, which is structured into three main sections. First, it presents an overview of the overall research design and methodological framework that guided the study. Second, it details the qualitative phase of the research, which adopts a grounded theory approach to explore underlying patterns and develop the conceptual model. Finally, the chapter discusses the quantitative phase, which aims to empirically test and validate the proposed model using appropriate statistical techniques.

3.1 Overall Research Design and Methodological Overview

To gain a thorough comprehension of the factors influencing the online repurchase intention of agricultural products on Indonesian e-commerce platforms, a mixed-method approach will be employed for this dissertation. Given that agricultural product sales on Indonesian e-commerce platforms represent a relatively new sector in the country, it was essential to garner a comprehensive understanding and gather extensive data on the phenomenon. Consequently, a mixed-method research design was chosen to leverage the advantages of integrating qualitative and quantitative perspectives, thus providing a more holistic view of the subject.

The present study adopted an exploratory sequential mixed methods research design, wherein grounded theory served as the central research strategy guiding the qualitative phase. This approach was chosen to allow a deep exploration of participant perspectives prior to developing and testing a theoretical framework. Data were gathered and analysed within a cross-sectional time horizon, enabling the research to capture a snapshot of phenomena relevant to online repurchase intentions in the context of agricultural products sold through Indonesian e-commerce platforms. The overarching research process is systematically outlined in the research roadmap (see Figure 3.1).

This process is divided into three major stages: the first stage involves a comprehensive literature review to identify research gaps and inform the initial design; the second stage encompasses the implementation of both qualitative and quantitative research activities; and the third and final stage culminates in the analysis, interpretation, and presentation of the findings in the form of a completed dissertation.

Within this structure, detailed research procedures for both qualitative and quantitative components are elaborated. The qualitative phase, covered in Chapter 4, involves data collection through interviews and thematic analysis to build a preliminary conceptual model. The findings from this phase serve as the foundation for constructing a new theoretical framework related to online repurchase intention. In Chapter 5, the study transitions to the quantitative phase, which aims to test and validate the theoretical framework derived from the

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qualitative findings. This includes measuring key variables, evaluating the relationships between them, and statistically confirming the proposed model. Through this multi-phase approach, the research not only contributes to theory development but also strengthens the validity and applicability of the model in the Indonesian e-commerce context.

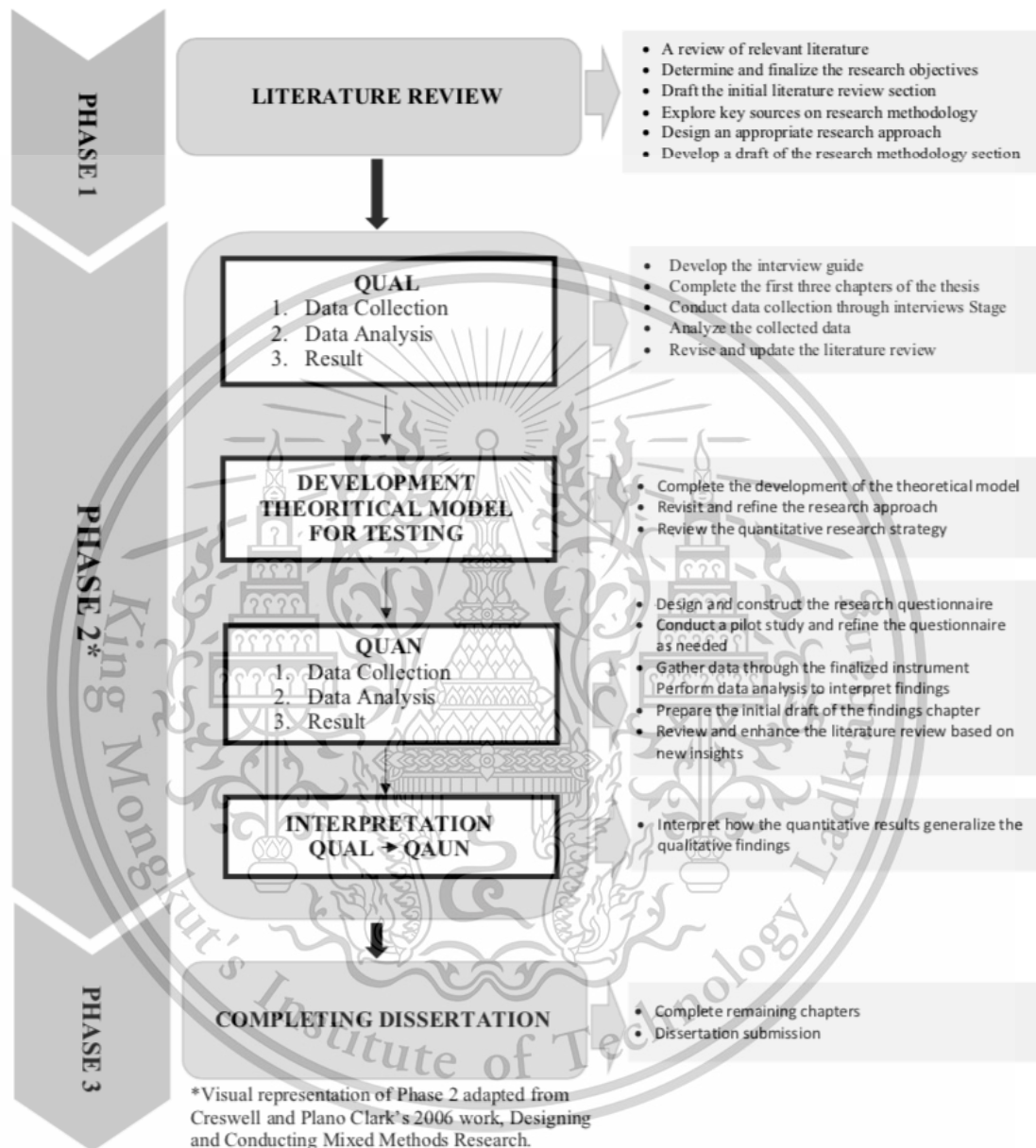


Figure 3.1 The research roadmap

As illustrated in Figure 3.1, each phase of the research encompasses a series of structured activities. Phase 1 focuses on preparatory tasks, including an extensive review of the literature, finalization of research objectives, drafting the initial literature review, studying methodological frameworks, and formulating the overall research strategy and methods. Phase 2 consists of both qualitative and quantitative components. The qualitative stage involves developing the interview guide, completing the first three chapters of the dissertation, conducting interviews, analysing the qualitative data, drafting the findings chapter, and

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updating the literature review. In the quantitative stage, key activities include designing the questionnaire, conducting a pilot test and revising the instrument, collecting survey data, analysing the quantitative results, drafting the corresponding findings chapter, and further refining the literature review. The final step involves interpreting how the quantitative results can validate and extend the findings from the qualitative phase.

3.2 Research Methodology – A Qualitative Phase

3.2.1 Population

The population for this research comprises consumers of agricultural products through e-commerce platforms in Indonesia. As defined in the glossary of terms, an online agricultural product consumer refers to an individual who has made at least one purchase of fresh or processed agricultural goods (such as vegetables, fruits, rice, spices, or livestock products) via an online platform, including but not limited to mobile applications, websites, and social commerce channels. The study targets consumers with varied backgrounds, including working professionals, homemakers, students, and entrepreneurs who utilize digital platforms such as Tokopedia, Shopee, Sayurbox, TaniHub, and other local e-commerce providers. These individuals are not restricted by demographic variables such as age, income, or region; however, they must have experienced at least one instance of repeat (or intended repeat) purchase to qualify for inclusion in the qualitative phase of this study.

3.2.2 Sample Set

In alignment with the grounded theory methodology, the number of participants was not predetermined. Instead, the sample size was guided by the point of theoretical saturation reached during the development of the research framework. According to established recommendations, a sample size of approximately 20 to 30 participants is generally considered sufficient (Creswell, 1998; Joungrakul, 2018; Patton, 2015). In this study, theoretical saturation was determined to be achieved after the 19th interview, as the subsequent two interviews (20 and 21) yielded no new first-order codes or emergent themes, and primarily served to confirm the stability of the four core dimensions of the developing e-AGRINT model.

3.2.3 Sample Method

The study utilized purposive sampling and chain to recruit participants. Purposive sampling involved the deliberate selection of individuals who had prior experience purchasing agricultural products via Indonesian e-commerce platforms, ensuring alignment with the study's objectives. To complement this, chain referral sampling was employed by inviting participants to refer others with similar online shopping experiences who could provide additional relevant perspectives. A total of 21 participants were interviewed, with data collection continuing until theoretical saturation was achieved. Further discussion on the concept of theoretical saturation is provided in Section 3.2.6, "Data Collection Method".

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Figure 3.2 presents the distribution of the 21 interview participants according to their recruitment sources, which encompassed social media platforms, chain referrals, e-commerce user communities, as well as the researcher's personal and academic networks. The use of participant referrals was particularly effective, as it not only facilitated access to new respondents but also contributed to building trust and credibility. Individuals were generally more inclined to participate when the invitation was accompanied by a recommendation or positive endorsement from previous participants.

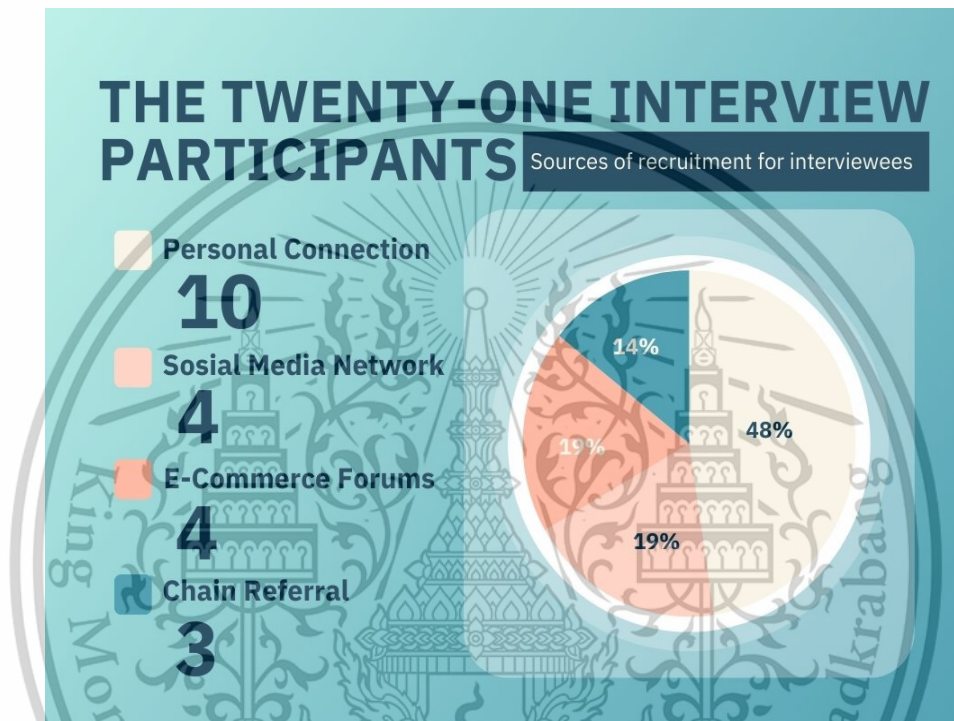


Figure 3.2 Source of recruitment for interviewees

In order to ensure the appropriate selection of participants for this study, the researcher conducted preliminary background research prior to each interview session. This preparation primarily involved reviewing publicly available digital footprints, such as participants' activity on social media platforms (e.g., Instagram, Facebook, and X) and their involvement in online consumer communities or e-commerce review forums. The aim was to better understand the participants' purchasing behaviors, interests in agricultural products, and familiarity with e-commerce platforms. In cases where participants were referred through chain referral or academic networks, the researcher also sought basic contextual information from mutual contacts to validate their relevance to the study. This pre-interview research enabled the interviewer to tailor questions and prompts for a more insightful and engaging conversation. Initial contact was made through direct messages or digital invitations via social media or messaging apps such as WhatsApp and Instagram Direct.

Table 3.1 Profile of interview participants

Respondent No.	Occupation	Sector
R01	Marketing Executive	Private Services
R02	Office Admin Staff	Private Sector
R03	Lecturer	Education
R04	Civil Servant	Government
R05	High School Teacher	Education
R06	Lecturer	Education
R07	Lecturer	Education
R08	Pharmacist	Health / Medical
R09	Data Analyst	Technology / Research
R10	Civil Servant	Government
R12	Call Center Agent	Private Services
R13	High School Teacher	Education
R14	Lecturer	Education
R15	Civil Servant	Government
R16	Call Center Agent	Private Services
R17	Civil Servant	Government
R18	Fashion Store Owner	Entrepreneurship / Private
R19	NGO Worker	Non-profit
R20	Office Admin Staff	Private Sector
R21	University Student	Education

The interview participants represented a diverse range of occupational backgrounds and sectors, providing a well-rounded perspective on the research topic. The sample included individuals from both the public and private sectors, as well as education, health, technology, entrepreneurship, and non-profit organizations. Specifically, several participants worked as civil servants in government institutions, while others were employed in private services such as marketing and call centers. The education sector was strongly represented, with multiple lecturers and high school teachers participating, along with one university student, offering insights from different educational levels. Additionally, participants included professionals from healthcare (pharmacist), technology/research (data analyst), entrepreneurship (fashion store owner), and non-profit organizations (NGO worker). In terms of demographic and spatial diversity, while most participants were likely from urban areas due to the professional nature of their occupations, some (such as teachers and government staff) may have represented semi-urban or rural contexts, contributing to a broader understanding of perspectives across different environments.

Once a participant expressed interest in the study, the researcher proceeded by introducing himself, explaining the purpose of the research, and extending a formal invitation to participate in a voluntary interview. To reinforce the legitimacy of the study, each participant was provided with an official letter of research approval issued by the university (see Appendix A). Upon receiving the participant's confirmation to proceed, a meeting invitation was sent, typically using platforms such as Zoom or Google Meet. This invitation was accompanied by a digital informed consent form (see Appendix B), which participants were requested to review, acknowledge, and sign prior to the scheduled interview session.

3.2.4 Research Design: A Grounded Theory

This study adopts Grounded Theory as the primary methodological approach for data collection and analysis. Originally developed by Glaser & Strauss (1967), Grounded Theory emphasizes the generation of theory from empirical data, allowing for the systematic exploration of relevant issues within specific social contexts.

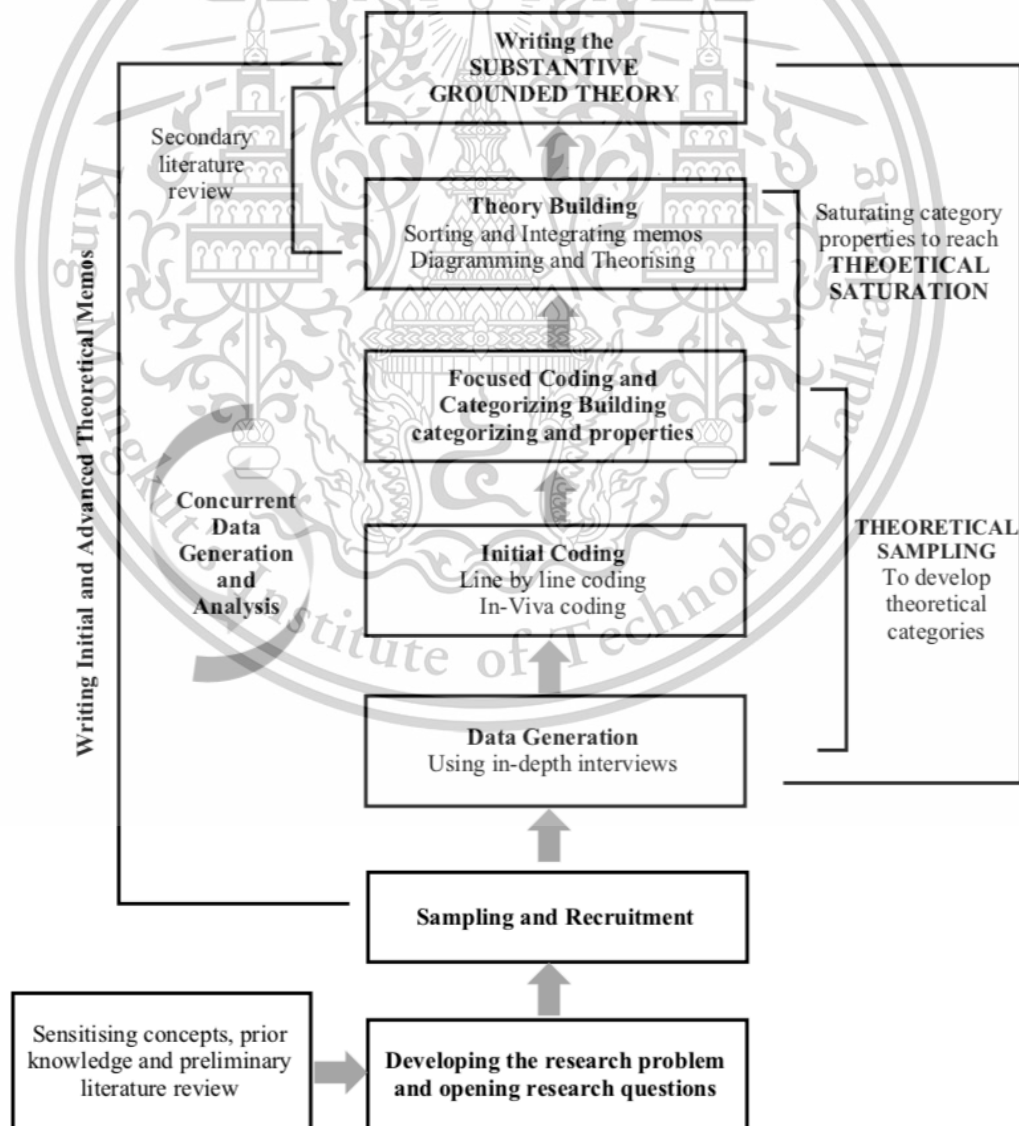


Figure 3.3 Grounded theory processes and method (Giles et al., 2016)

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As a qualitative research strategy, plays a critical role in facilitating the development of data-driven theoretical insights by allowing researchers to interpret social phenomena within the context of how they naturally occur and how individuals involved assign meaning to them (Cullen & Brennan, 2021). This approach is particularly valuable in exploratory studies where existing theories may not sufficiently explain the complexity or nuance of the research context.

Unlike deductive methods that begin with a predefined theoretical framework, Grounded Theory adopts an inductive approach, enabling researchers to construct new theoretical understandings grounded in empirical evidence. These theories emerge from systematic analysis of participants' lived experiences, observations, and recurring patterns within the data, rather than being imposed externally. As such, Grounded Theory is well-suited for uncovering previously unrecognized variables, relationships, or processes that are deeply embedded in the participants' social reality.

By engaging directly with the data and allowing interpretations to evolve organically, researchers can remain closely aligned with the authentic voices and experiences of participants. This not only enhances the depth and credibility of the findings but also ensures that the resulting theoretical framework is contextually relevant, especially in under-researched or dynamic fields such as online consumer intention in emerging markets.

3.2.5 The Development of Research Instruments

To ensure the collection of high-quality data during the interview sessions, this study adopted Joungrakul's (2013) novel approach to developing an interview guide (see Appendix C). This approach involves aligning the interview questions with the research objectives and questions, reviewing pertinent literature, and identifying the necessary data for analysis to address the research questions effectively. Utilizing Patton's (1990) six types of questions, behavior/experience, opinion/value, feeling/emotion, knowledge, sensory, and background, the researcher crafted interview questions tailored to the study's goals, accompanied by a clear rationale. Joungrakul's method is particularly valuable for novice researchers, academics, and professionals, as it helps structure the interview process in a systematic and comprehensive way, while maximizing the limited time available for interviews.

For this study, the researcher focused on identifying key information from interview participants (consumers who purchase agricultural products online in Indonesia). This included understanding how they perceive factors influencing repurchase intention, such as their past purchasing experiences, satisfaction with product quality, trust in e-commerce platforms, and how external factors like seasonal changes and price fluctuations might impact their decisions. Using Patton's six question types, the researcher developed a series of interview questions and carefully selected ten that were most relevant to addressing the

research objectives and answering the research questions. The final selection of ten interview questions, derived from the two primary research questions using Joungrakul's approach (Chatpibal et al., 2022), can be found in Appendix D. The researcher will apply the interview guide with thorough preparation in order to ensure a structured and effective data collection process.

Drawing upon the insights articulated by Wa-Mbaleka (2020), there is a general consensus among those well-versed in qualitative research that the researcher is considered an essential instrument in the research process. However, this concept is often difficult to express precisely in practical terms. Fundamentally, the researcher acts as the primary conduit for data collection and analysis, requiring a deep understanding of the interview context and a range of effective interviewing techniques. These techniques include active listening, asking incisive questions, and skilfully using affirmative body language and vocal tone (Ma et al., 2021). Before initiating this investigation into the behaviour of consumers who purchase agricultural products online in Indonesia, the researcher extensively explored various knowledge sources, including academic research, market trends, and consumer behaviour reports. This thorough examination provided the researcher with a keen understanding of the evolving patterns of consumer behaviour in the rapidly developing landscape of e-commerce for agricultural products.

3.2.6 Data Collection Method

The study employed virtual, individual, in-depth interviews using a semi-structured format. Data collection and preliminary analysis were conducted concurrently throughout the interview process. Each session began with introductory questions to establish rapport and understand the participants' background, including their general habits and experiences in purchasing agricultural products through e-commerce platforms. Key discussion areas were identified based on the research objectives, allowing participants to share their motivations, expectations, and concerns regarding online shopping for fresh or processed agricultural goods. Topics included trust in sellers, product freshness, certification labels (e.g., PIRT, organic, halal, BPOM), delivery experiences, and factors influencing repurchase intention. Towards the end of each interview, participants were encouraged to reflect on their ideal online shopping experience for agricultural products and share suggestions for improvement in the e-commerce ecosystem.

In planning qualitative research, theoretical saturation was used as a guiding principle. Following grounded theory methodology, the sample size was determined by the point of saturation, with prior research suggesting a sample size range of 20 to 30 participants to ensure data saturation (Creswell, 1998). Hennink et al. (2017) emphasize that data collection should continue until "meaning saturation" is achieved, when researchers develop

a thorough understanding of the research issue, even if thematic saturation has already occurred.

Data collection took place between February and March 2025, with a total of 21 interviews conducted. The interviews were digitally recorded and transcribed verbatim in Bahasa Indonesia. The analysis and coding of the data were carried out in English by a bilingual researcher, ensuring accurate interpretation of the respondents' views. The findings, which include coded quotes from the interviews, are presented in the subsequent section.

3.2.7 Data Analysis

After the transcription was cleaned and reviewed, the data were systematically analyzed, coded, categorized, and organized into emerging themes. This process was repeated with each additional participant until theoretical saturation was reached, defined as the point at which no new insights or themes emerged from the data. Participant recruitment continued as needed to confirm the saturation point. For data analysis, conventional content analysis was employed, supported by the use of ATLAS.ti software. This tool functioned as the primary instrument for managing the qualitative data, facilitating coding, organizing transcripts and field notes, generating network diagrams, and visualizing thematic relationships. The analytical process involved iterative cycles of data generation, initial coding, categorization, and identification of properties, all of which contributed to the emergence of a new theoretical model regarding consumers' repurchase intention for agricultural products in Indonesian e-commerce platforms. The ultimate objective was to achieve saturation, where further data collection no longer yielded novel insights or altered the conceptual understanding of the relationships identified in the study.

3.2.8 Considerations of Credibility and Trustworthiness

The researcher intends for the findings of this study to have meaningful applications in both academic and business settings. As such, it is essential that the research is perceived as trustworthy and credible by scholars, practitioners, and the wider public. Establishing trustworthiness allows researchers to demonstrate the significance and rigor of their work to both themselves and their audience (Lincoln & Guba, 1985; Nowell et al., 2017). In place of traditional quantitative metrics such as validity and reliability, Lincoln & Guba (1985) proposed four criteria to assess trustworthiness in qualitative research: credibility, transferability, dependability, and confirmability. To uphold these standards, the researcher incorporated several methodological strategies. These include peer debriefing, member checks, triangulation, and maintaining an audit trail. Peer debriefing involved consultation with a qualified researcher who provided an external evaluation of the research process, helping to align interpretations with the raw data and enhance overall credibility. Member checks allowed participants to review and confirm the accuracy of the findings. Triangulation was used to cross-validate insights from various data sources and perspectives. Additionally,

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the study includes a follow-up quantitative phase aimed at testing the theoretical framework developed through the qualitative analysis, further strengthening the study's credibility and practical relevance.

3.2.9 Ethical Considerations

Ethical considerations in the qualitative phase of this study are of paramount importance. All participants were provided with clear and comprehensive information regarding the study's objectives, procedures, and their rights as participants. Informed consent was obtained voluntarily prior to each interview session. To ensure confidentiality and anonymity, all collected data were securely stored, and personal identifiers were removed or anonymized to protect participants' privacy. During the interview process, the researcher remained attentive to any signs of discomfort or distress from participants, with a strong commitment to minimizing potential risks and ensuring a respectful and safe environment. This study is designed not only to generate valuable insights for the academic and business communities but also to uphold the dignity and well-being of those involved. Ethical clearance has been granted by the Komite Etik Klirens Lembaga Penelitian dan Pengabdian kepada Masyarakat (LPPM) Universitas Setia Budi Rangkasbitung. Participants were also given the opportunity for debriefing following the interviews.

3.3 Research Methodology – A Quantitative Phase

3.3.1 Population

Following the qualitative phase of this research, the exact population size of consumers who purchase agricultural products through e-commerce platforms in Indonesia remains undefined. However, the study continues to focus on this specific group of consumers in the quantitative phase. These are individuals who have experience purchasing fresh produce or other agricultural goods through various online platforms. The target population for the quantitative phase includes a diverse range of consumers from different age groups, educational backgrounds, and geographic regions. This includes both those who buy from large, well-known national e-commerce platforms as well as those who utilize smaller, local, or regional online marketplaces that specialize in agricultural or fresh food products. By capturing responses from this varied demographic, the study aims to better understand behavioral patterns and factors influencing repurchase intention across Indonesia's digital agricultural commerce landscape.

3.3.2 Sample set

To statistically analyze a new theoretical framework emerged from the qualitative phase, the e-AGRINT model, the study progressed to its quantitative component. The purposive sampling strategy for the quantitative phase targeted digitally literate consumers with higher education backgrounds. This was a deliberate choice to ensure participants could

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provide nuanced feedback on digital platform features, though it limits the generalizability of findings to the broader Indonesian population. Future research should address this by sampling more diverse demographic segments.

A structured questionnaire was developed and distributed to a larger sample of Indonesian e-commerce users who had previously purchased agricultural products online. Data were collected using an online survey platform. The determination of an appropriate sample size referred to the "20-times rule," which is strongly recommended, as proposed by Hair et al. (2018). Based on this guideline, a minimum of 300 respondents was required. To ensure the reliability of the results and achieve a statistically meaningful representation, the survey was initially distributed to 340 participants who had previously engaged in online purchases of agricultural products in Indonesia. Out of these, 320 participants completed the survey, and this number was used as the final sample, thereby satisfying the minimum sample size requirement.

3.3.3 Sampling Method

In the quantitative phase, the researcher employed purposive sampling, mirroring the approach used in the qualitative stage. This method was selected to ensure that survey participants met specific, predefined criteria directly aligned with the research objectives.

Table 3.2 Descriptive profiles of survey respondents

Characteristics		Frequency	Percentage (%)
Age	< 20 years	21	7.5
	20 – 29 years	120	37.5
	30 – 39 years	153	47.8
	40 – 49 years	23	7.2
Highest education level	Senior High School	51	15.9
	Bachelor's Degree	180	56.3
	Master's Degree	81	25.3
	Doctoral Degree (Ph.D.)	8	2.5
Shop online in a month	1–4 times	130	40.6
	5–9 times	135	42.2
	10 times or more	55	17.2

The central inclusion criterion required that respondents had prior experience purchasing agricultural products through e-commerce platforms in Indonesia, thereby ensuring the relevance and applicability of their input to the study's focus. In addition to this core requirement, attention was also paid to demographic diversity across variables such as age, frequency of online purchases, and the type of e-commerce platform used. This approach

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aimed to capture a broader spectrum of consumer perspectives and behaviours within the target population.

The final sample comprised 320 respondents, all of whom completed the survey in full. Their demographic and behavioural profiles are summarized in Table 3.2, which provides an overview of participants' backgrounds, levels of experience with online agricultural purchases, and other relevant characteristics. These profiles offer essential context for interpreting the quantitative data and contribute to a more nuanced understanding of the key factors that influence repurchase intentions in the e-commerce setting. By implementing a carefully designed and targeted sampling strategy, the researcher was able to engage a diverse and representative group of consumers, thereby enhancing the validity, reliability, and generalizability of the findings derived from the quantitative analysis.

3.3.4 The Development of Research Instrument

A questionnaire served as the primary instrument for collecting research data, with the completed surveys subsequently subjected to statistical analysis. To ensure a high participation rate, the questionnaire was carefully designed to maintain both clarity and brevity. At the beginning of the survey, participants were provided with a clear explanation of the research objectives and ethical considerations, including assurances of confidentiality and the voluntary nature of their participation, as detailed in Appendix E.

The questionnaire consisted of two main sections: the first addressed online repurchase intention in the context of agricultural product e-commerce in Indonesia, while the second focused on capturing the demographic characteristics of the respondents. In total, the survey included 49 questions, which were developed based on the theoretical framework constructed during the qualitative phase of the study.

Table 3.3 An evaluation criterion for 5-point Likert scale questions.

Score Interval (Mean)	Agreement as an Evaluation Criterion
4.20-5.00	Strongly Agree
3.40-4.19	Agree
2.60-3.39	Undecided
1.80-2.59	Disagree
1.00-1.79	Strongly Disagree

Source: Gözde and Emel (2016)

All items were measured using a five-point Likert scale, ranging from “strongly disagree” (1) to “strongly agree” (5). The interpretation of the responses was based on the classification principle using interval scales, where the understanding of each variable was determined by the relative distances between intervals. This approach to measurement and analysis is further outlined in Table 3.3.

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Table 3.4 presents a breakdown of the 46 questions included in the research instrument, which were primarily derived from the qualitative phase and, where relevant, supplemented by findings from prior academic research. The 46 questions in the survey were organized into fifteen categories, each representing an observed variable: Product Quality (PQ), Packaging Quality (PACQ), Product Certification (PC), Responsiveness (R), Shipping Experience (SE), Payment Convenience (PCO), Social Influence (SI), Community Impact (CI), Product Storytelling (PS), Pricing Fairness (PF), Discounts and Promotions (DP), Rewards and Loyalty (RL), Future Repurchase Plan (FRP), Customer Affinity (CA), and Willingness to Recommend (WR). The final section of the survey contained four additional questions that gathered information about the characteristics of respondents.

Table 3.4. Constructs, Dimensions, and Measurement Items

Construct/ dimension	Observed variable		Item
Product Assurance (PA)	Product Quality (PQ)	PQ1	I'm more likely to repurchase if the product feels fresh upon delivery.
		PQ2	I repurchase when the product matches its online description.
		PQ3	If the product meets the expected level quality (e.g. ripeness) I'm more likely to buy it again.
	Packaging Quality (PACQ)	PACQ1	Secure and neat packaging makes me feel confident about repurchasing the product.
		PACQ2	I prefer to repurchase products that are labelled with harvest and expiration dates.
		PACQ3	Food-grade packaging that follows safety standards increases my trust to repurchase.
	Product Certification (PC)	PC1	Halal or organic certification strengthens my intention to repurchase the product.
		PC2	I feel more secure repurchasing products that are certified by a recognized food safety authority.
		PC3	I trust sellers more when they display official product certifications.
Service Reliability (SR)	Responsiveness (R)	R1	Quick responses from sellers make me more willing to repurchase.
		R2	If my previous issues were resolved efficiently, I feel confident to buy again.
		R3	Helpful and clear communication increases my loyalty to the platform.
	Shipping Experience (SE)	SE1	Receiving the product on time encourages me to repurchase
		SE2	Damage-free delivery increases my trust in the seller.
		SE3	Reliable shipping performance influences my future purchases.
	Payment Convenience (PCO)	PCO1	If there are no problems during payment, I am more likely to buy again.
		PCO2	Multiple payment options make the shopping experience more convenient.
		PCO3	A smooth and secure payment process increases my willingness to repurchase.
Social Drivers (SD)		SI1	Recommendations from friends or family influence my repurchase decision.

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Construct/ dimension	Observed variable	Item	
	Social Influence (SI)	SI2	High product ratings increase my likelihood of repurchase
		SI3	Positive word-of-mouth motivates me to return to the same seller
		SI4	I feel more confident to repurchase when a product has many positive reviews.
	Community Impact (CI)	CI1	I feel fulfilled repurchasing products that support local farmers.
		CI2	I'm more loyal to products from ethically responsible producers.
		CI3	I repurchase to support the sustainability of local farming communities.
	Product Storytelling (PS)	PS1	Knowing a product's story increases my intention to repurchase.
		PS2	Emotional bonds with the product or seller drive me to buy again.
		PS3	I'm loyal to brands that transparently share their farming origins through storytelling
Price and Promotion (PP)	Pricing Fairness (PF)	PF1	I compare the product's price to traditional market prices before deciding to repurchase.
		PF2	Affordable pricing increases my likelihood to buy again.
		PF3	Perceived price fairness enhances my confidence in making repeat purchases.
	Discounts and Promotions (DP)	DP1	Special promotions significantly impact my decision-making process when considering a repurchase
		DP2	Bundle offers and limited-time enhance my interest in making repeat purchases.
		DP3	Products offered at a discount are more appealing to me than those priced at regular rates.
	Rewards and Loyalty (RL)	RL1	The receipt of loyalty rewards significantly motivates me to engage in repeat purchases.
		RL2	Loyalty programs offering points or cashback influence my purchasing preferences and decisions.
		RL3	Receiving special treatment as a customer enhances my loyalty to the platform.
Repurchase Intention (RI)	Future Repurchase Plan (FRP)	FRP1	I intend to continue buying agricultural products through this e-commerce platform
		FRP2	I plan to make future purchases of agricultural products online.
		FRP3	I'll buy agricultural products more often via e-commerce.
	Customer Affinity (CA)	CA1	I consider myself loyal to this e-commerce platform when purchasing agricultural products.
		CA2	I will choose this platform again over others for buying agricultural products
		CA3	I'm unlikely to switch platforms for buying agricultural products.
	Willingness to Recommend (WR).	WR1	I am likely to recommend this platform to others for purchasing agricultural products.

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Construct/ dimension	Observed variable	Item
	WR2	I encourage friends or family to purchase from this e-commerce platform.
	WR3	I share my positive experiences of purchasing agricultural products online with others.

3.3.5 Data Collection Method

Using a purposive sampling approach, the selection of survey participants required that they had prior experience in purchasing agricultural products through e-commerce platforms in Indonesia, representing diverse and professional backgrounds. The researcher employed various strategies to gather responses from participants. Most respondents were identified through social media platforms, personal networks, and e-commerce forums.

To ensure the accuracy and completeness of the data, multiple channels were used to distribute the survey questionnaire. These included direct field visits, where the researcher assisted participants in completing the survey, as well as providing an option for online participation via a QR code linked to the digital questionnaire. This dual approach not only increased accessibility for respondents but also helped minimize data entry errors and incomplete responses.

3.3.6 Research Validity / Reliability

To ensure the validity and reliability of the survey instrument, an Item-Objective Congruence (IOC) assessment was conducted by three experts. A content analysis process was also performed to generate thematic roles by analyzing descriptions and grouping them into themes based on qualitative findings. The IOC results showed high congruence, with all items scoring 1.0, except for four items, which scored 0.66, as presented in Appendix F. These results indicate that the survey instrument demonstrated content and face validity and did not require any modifications.

Additionally, A pilot test with a sample size of 30 respondents was conducted to assess the reliability of the instrument using Cronbach's Alpha. This sample size aligns with the recommendations of Yurdugül (2008) and Conroy (2015) for reliability testing when scale items are expected to be strongly correlated. The respondents participating in this pilot test were individuals who had previously purchased agricultural products at least once through e-commerce platforms. Recruitment was carried out through social media channels and online e-commerce forums. The pilot test results revealed a high level of internal consistency among the seven constructs, with an overall Cronbach's Alpha of 0.952, as shown in Table 3.5. These findings confirm that the survey instrument is both valid and reliable for measuring the intended constructs. Following the successful pilot study, data collection proceeded as planned.

Table 3.5. Reliability statistics of 30 pre-test questionnaire from SPSS

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.952	.957	46

3.3.7 Evaluation of goodness-of-fit indices for the theoretical model developed from the Qualitative Phase

In the quantitative phase of this research, the researcher applies Structural Equation Modeling to evaluate the theoretical model developed during the earlier qualitative stage. As explained by Hair et al. in 1988, Structural Equation Modeling combines the techniques of factor analysis and multiple regression, allowing researchers to investigate complex relationships, including both direct and indirect effects, among the variables within a conceptual framework.

Table 3.6 Fit indices and acceptable threshold

Statistic	Symbol	Objective	Acceptable Threshold
Relative Chi-square	λ^2/df	To prove the conceptual framework is consistent with empirical data	< 2.00
Goodness of Fit Index	GFI	To measure the level of harmonious harmony between 0-1.00	≥ 0.90
Comparative Fit Index	CFI	To examine the discrepancy between the data and the hypothesized model, while adjusting for the issues of sample size inherent in the chi-squared test of model fit, and the normed fit index	≥ 0.90
Adjusted Goodness of Fit Index	AGFI	To measure the level of harmonious harmony between 0-1.00	≥ 0.90
Root Mean Square Residual	RMR	To measure the error of the conceptual framework in the form of the mean square with a value between 0-100	< 0.05
Root Mean Square Error of Approximation	RMSEA	To inform the tolerances of the conceptual framework, the root form of the mean square of the estimated error between 0-100	< 0.05

Source: Hair et al. (1988), Bentler (1990), and Kline (2015).

This study employs IBM AMOS version 29 as the primary software for conducting structural equation modeling. The focus is on interpreting key statistical values such as standardized regression weights, goodness of fit indices, and significance levels in order to assess the validity and reliability of the proposed model. The analysis aims to evaluate how

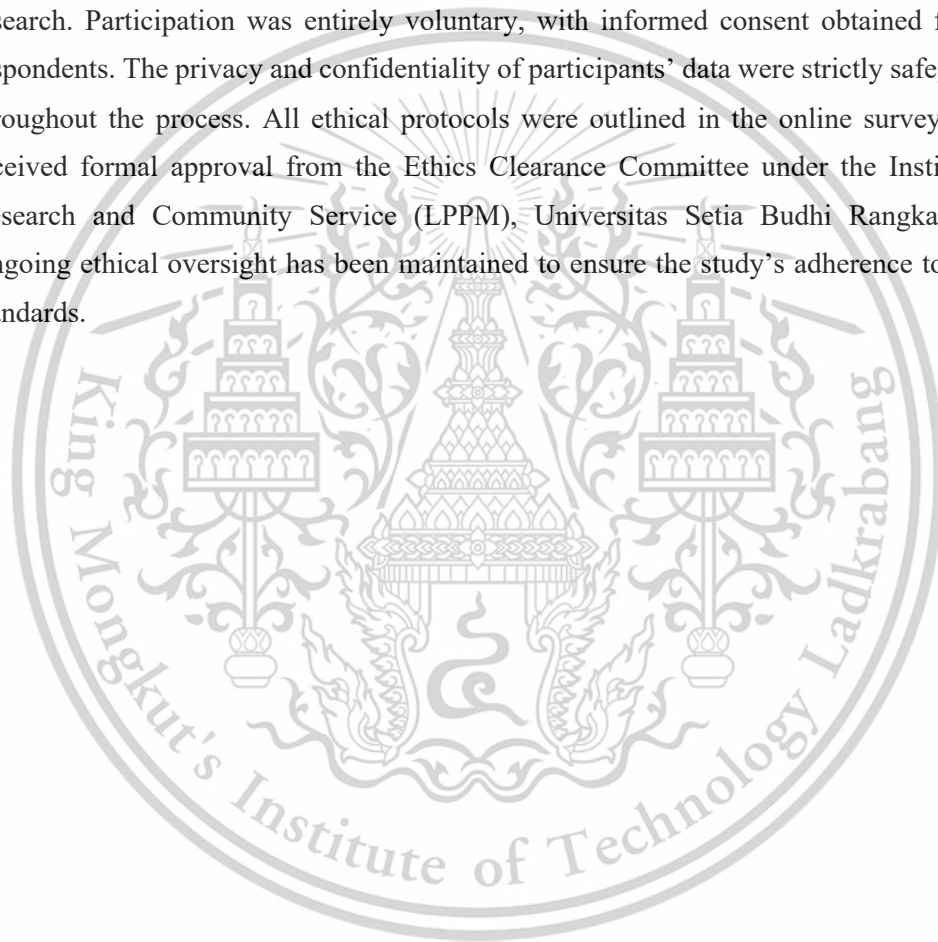
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well the data supports the theoretical framework developed in earlier chapters. Detailed results from the model estimation and testing are presented and explained thoroughly in Chapter Five, offering a deeper understanding of the relationships among the research variables. In addition, a complete summary of the model evaluation based on various fit indices including the CFI, RMSE, GFI, and the ratio of Chi square to degrees of freedom is provided in Table 3.5. This summary serves as a critical point of reference to determine the overall quality and acceptability of the model.

3.3.8 Ethical Consideration

Ethical considerations have been a central focus in this quantitative business research. Participation was entirely voluntary, with informed consent obtained from all respondents. The privacy and confidentiality of participants' data were strictly safeguarded throughout the process. All ethical protocols were outlined in the online survey, which received formal approval from the Ethics Clearance Committee under the Institute for Research and Community Service (LPPM), Universitas Setia Budi Rangkasbitung. Ongoing ethical oversight has been maintained to ensure the study's adherence to ethical standards.



CHAPTER 4

RESEARCH ANALYSIS AND RESULTS

A QUALITATIVE PHASE

This chapter provides an in-depth exploration of consumer repurchase intention regarding agricultural products through e-commerce in Indonesia. It employs a qualitative approach to develop a new empirical model framework grounded in theory. The chapter includes a comprehensive analysis, key findings, and a proposed model framework based on the insights gathered throughout the study.

The following Data Analysis section presents a comprehensive and systematic explanation of how the theoretical framework was constructed using the grounded theory approach. This process involved a detailed examination of the data to uncover significant patterns, themes, and emerging concepts. The first step in the analysis was to identify specific codes that emerged from the data. These codes represent meaningful units of information that capture key ideas, concepts, or phenomena within the dataset. Through an organizing and consolidation process, 37 core codes were distilled, highlighting the most significant and relevant aspects of the data. To understand the relationships between these 37 core codes, further categorization was carried out, grouping them into nine distinct categories. Each category consists of related codes sharing common characteristics or themes, thereby providing a structured framework for organizing and understanding the complexities of the data. Looking at the data from a broader perspective, it became evident that these nine groups of core codes could be classified into four overarching aggregated dimensions. These dimensions serve as higher-level components that link the various code groups, offering deeper insights into the interconnections and interdependencies within the data.

In summary, the Data Analysis section details the step-by-step process used to construct the theoretical framework based on the grounded theory approach. This section describes how the emerged codes were transformed into 37 core codes, which were then organized into nine thematic groups and categorized under four overarching dimensions. This analytical framework offers a clear and structured representation of the data, facilitating a comprehensive and meaningful exploration of the research findings.

4.1 Analyzing Qualitative Interviews

To analyze the data obtained from the interviews, the researcher employed the Gioia method, a structured approach that links the first-order codes emerging from the interviewees to the second-order themes and dimensions identified by the researcher (Gioia et al., 2013). This process led to the creation of categories and subcategories, resulting in 84 codes derived from the interview transcriptions. The subsequent step involved axial coding, where the emerging themes were compared, contrasted, and consolidated into 37 core codes.

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themes or topics of interest. This organizational approach enhances the clarity and structure of the content, allowing for a more systematic and effective examination of the core codes and their corresponding evidence.

4.1.1 CATEGORY: Product Quality

In this category, the focus is on exploring aspects related to product quality, which significantly influences consumers' repurchase intention of agricultural products in e-commerce. These codes capture the various aspects of product quality that impact the consumers' satisfaction and their likelihood to make repeat purchases. Key factors include fresh Guarantee, product accuracy, and proper ripeness level.

CODE 01 - Fresh Guarantee

Freshness is a critical factor when purchasing agricultural products online, as it directly affects the consumer's perception of quality. A common theme that emerged from the interviews was the importance of receiving products that are fresh and not overripe or underdeveloped. Freshness is often tied to the consumer's trust in the e-commerce platform's ability to deliver high-quality products. For example, one respondent, R01 noted,

“The fruits I buy online should feel fresh when they arrive, not too soft or too hard, just the right ripeness. If I get a product that's too ripe or damaged, I'll think twice about buying again.”

Respondent R02 emphasized the importance of maintaining consistent product quality as a key factor influencing the intention to repurchase agricultural products through e-commerce platforms. According to the participant, aspects such as freshness, cleanliness, and alignment with the product description are essential in building trust and encouraging repeat purchases. As expressed by Respondent R02,

“When the fruits arrive fresh, and exactly as described, it builds my confidence. That level of consistency in product quality is crucial for repeat purchases.”

Respondent R06 highlighted that consistency in delivering fresh and high-quality agricultural products plays a crucial role in shaping repurchase decisions within e-commerce platforms. A single instance of decreased quality may lead consumers to reconsider their purchasing choices and explore alternative sellers. As noted by Respondent R06,

“I only repurchase from sellers who consistently deliver fresh and high-quality products. If the quality drops even once, I'll consider switching to another store.”

Respondent R07 expressed concern regarding the freshness of agricultural products received through an e-commerce platform, noting that the lack of freshness created a sense of dissatisfaction. For products expected to arrive in a fresh condition, any decline in quality can negatively impact the overall shopping experience and reduce the likelihood of repurchase.

“...So when I received the product, it wasn't fresh anymore. For me, that was a bit disappointing”

Respondent R08 emphasized the critical importance of product quality assurance when purchasing fruits and vegetables online, particularly the guarantee of freshness.

“When it comes to buying fruits and vegetables online, I think the most important thing is the guarantee of product quality. Especially with vegetables. If vegetables are not in good condition, it is very obvious. They look wilted, the color changes, and the texture becomes off.”

In summary, the quotations provided by the interview participants underscore the importance of a fresh guarantee as a critical factor to be considered in the repurchase decision-making process for agricultural products in Indonesia. Considering the perishable nature of agricultural products, ensuring and effectively communicating freshness becomes a key element in building customer loyalty and encouraging repeat purchases within the Indonesian e-commerce ecosystem.

CODE 02 - Product Accuracy

Through a series of qualitative interviews with consumers of agricultural products on Indonesian e-commerce platforms, it became evident that product accuracy plays a fundamental role in shaping repurchase intention. One participant, Respondent R03, shared a negative experience with product mismatch, stating:

“What matters most to me is consistency. If every time I order, the product matches what's shown, I'll definitely become a repeat customer.”

Conversely, Respondent R10 emphasized the importance of consistency between the product description and the actual item received:

“I continue to buy from the same seller because the product always matches the picture and description.”

These consumer accounts underscore the pivotal role of product accuracy in influencing customer loyalty within the e-commerce environment, particularly in the context of agricultural products. Unlike non-perishable goods, agricultural items are highly dependent on freshness, visual appeal, and physical integrity, making accurate product representation crucial. In online marketplaces where consumers cannot physically examine items prior to purchase, they must rely heavily on product descriptions and images provided by the seller. When there is a mismatch between the advertised information and the actual product delivered, it creates a sense of distrust and dissatisfaction, often discouraging consumers from making repeat purchases. Such inconsistencies can damage the seller's reputation and signal a lack of professionalism or reliability.

On the other hand, when the products received consistently match the descriptions and visual representations, consumers are more likely to develop a sense of trust toward the seller. This alignment between expectation and reality reinforces a positive shopping experience, which is essential for fostering long-term consumer loyalty. Accurate product information not only enhances customer satisfaction but also serves as a key factor in differentiating sellers in

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a competitive digital marketplace. As a result, ensuring precision and honesty in product listings—through clear photos, detailed specifications, and transparent communication—can significantly increase the likelihood of repurchase and support the development of a loyal customer base.

CODE 3 - Proper Ripeness Level

Insights gathered from interviews with consumers of agricultural products through Indonesian e-commerce platforms reveal that the ripeness level of fresh produce is a key factor influencing overall satisfaction and repurchase behaviour. Respondent R03 emphasised that,

“When I order bananas or avocados online, I expect them to be ready to eat within a day or two; if they arrive still raw or already spoiled, the purchase feels like a waste.”

According to this respondent, produce that is either underripe or overripe diminishes the eating experience, shortens shelf life, and ultimately discourages future purchases.

A similar sentiment was expressed by Respondent R09, who noted,

“I continue buying from the same seller because the fruits always arrive at just the right ripeness—never too green and never mushy. That reliability keeps me coming back.”

For this consumer, consistent delivery of produce at an optimal ripeness level was interpreted as a sign of professionalism and care on the part of the seller, thereby strengthening loyalty.

These viewpoints indicate that achieving the appropriate level of ripeness goes beyond simply maintaining product quality; it plays a crucial role in shaping the overall customer experience in online agricultural sales. Since buyers cannot physically examine products before purchase, they depend heavily on the seller’s ability to choose and deliver produce that matches the expected readiness for consumption. Vendors who consistently fulfill these expectations tend to encourage repeat buying behavior, and develop lasting customer relationships. Therefore, fresh produce e-commerce businesses can improve customer satisfaction and loyalty by implementing strict internal procedures to evaluate ripeness, tailoring these criteria to match consumers’ consumption needs, and clearly communicating this information during the buying process.

4.1.2 CATEGORY: Packaging Quality

In this category, the focus is on exploring the fundamental codes that define the role of packaging quality in influencing consumer satisfaction and repurchase intention. These codes encompass packaging comport, harvest info transparency, and appealing. Let us examine each of these aspects supported by illustrative quotations from respondents.

CODE 4 - Packaging Comport

Findings from the qualitative data also indicate that safe and neat packaging has become an important consideration for customers when deciding whether to make repeat purchases. Packaging that arrives in well-organized helps to build a sense of trust and

professionalism. One participant, Respondent R06, emphasized the psychological impact of receiving well-packaged goods by stating:

“When the product arrived in packaging that was safe and neatly packed, it made me feel more confident in the seller. It made me want to buy from them again.”

Another respondent, Respondent R11, echoed similar sentiments by noting:

“Every time I open a package and everything is neatly arranged without damage, I feel satisfied and want to buy again from that shop.”

These responses underline that packaging comfort extends beyond mere protection, it encompasses the emotional reassurance and positive impressions created during the unboxing experience. When customers perceive that their purchases are handled with care, thus increasing the likelihood of repeated transactions. Therefore, in the context of online agricultural sales, prioritizing packaging comfort through neat and secure can serve as a strategic advantage. Sellers who pay attention to these details are more likely to enhance customer satisfaction, foster loyalty, and differentiate themselves in a competitive e-commerce landscape.

CODE 5 - Harvest Info Transparency

Through the qualitative data collected from interviews with consumers of agricultural products on Indonesian e-commerce platforms, it was also found that transparency regarding harvest information plays a crucial role in encouraging repeat purchases. This aspect refers to how openly sellers communicate details such as harvest dates or farming practices. One participant, Respondent R06, shared their positive experience when purchasing vegetables online, noting that the presence of harvest date information provided a greater sense of assurance, by stating:

"When I want to buy vegetables online, I really appreciate knowing exactly when they were harvested. It feels like a guarantee that the product is still fresh."

Similar to the previous respondent, Respondent R09 also shared their experience of feeling comfortable purchasing from a platform that clearly states the harvest date, especially since we are buying agricultural products, which are quite different from regular products.

“I feel more comfortable buying from a platform that clearly shows when the product was harvested. I think this is really important, especially because we are buying agricultural products, which are quite different from regular items. So, when this information is available, it just makes me more confident and I’m like, ‘Oh, I’ll definitely buy here again.’”

Therefore, sellers who clearly communicate harvest-related details can better align with customer expectations, foster satisfaction, and ultimately enhance customer loyalty. E-commerce platforms that prioritize this type of transparency may gain a competitive advantage in the increasingly quality-conscious online food market.

CODE 6 - Appealing

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Through the qualitative data collected from interviews with consumers of agricultural products on Indonesian e-commerce platforms, it was also found that appealing packaging plays an important role in encouraging repeat purchases. This aspect refers to how visually attractive and thoughtfully designed packaging enhances the overall consumer experience. One participant, Respondent R04, shared their positive experience by stating:

“I just like it when the packaging is creative; it’s nice to look at and makes the product more enjoyable.”

Similarly, Respondent R08 recounted:

“I once bought from an online store, and the packaging was really attractive—it caught my attention right away.”

Another participant, Respondent R12, emphasized the importance of packaging appearance in their purchasing decisions:

“I tend to choose products with appealing packaging because it shows that the seller pays attention to quality and detail.”

These insights highlight that appealing packaging not only attracts consumers but also signals professionalism and care. Sellers who invest in attractive and well-designed packaging are more likely to meet customer expectations and foster loyalty. In the competitive landscape of online agricultural product sales, platforms that prioritize appealing packaging may gain an advantage by enhancing the visual appeal and perceived value of their products.

4.1.3 CATEGORY: Product Certification

This section explores the critical dimensions through which product certification contributes to the likelihood of repeat purchases in the context of online agricultural product consumption. Specifically, the discussion highlights three core aspects: the presence of safety certifications, the inclusion of halal labels, and the visibility of certification information across digital platforms or packaging. These components are not only essential in signalling product credibility and quality but also reflect the seller’s commitment to meeting consumer expectations and regulatory standards. The significance of each element is further examined through detailed narratives and direct quotations from participant interviews, offering nuanced insights into consumer perceptions and purchasing behaviors within Indonesian e-commerce ecosystems.

CODE 7 – Safety Label

Based on qualitative insights gathered from interviews with consumers of agricultural products on Indonesian e-commerce platforms, it was revealed that product certification serves as a key factor in shaping repurchase decisions. This aspect pertains to the presence of official food safety certifications that help assure consumers of a product’s quality and safety. One interviewee, Respondent R05, shared their experience:

“Certified products always feel more reliable. I once compared two similar vegetable products—one had a food safety certification, and the other didn’t. I ended up choosing

the certified one, and it turned out great. The product was fresh, clean, and well-packaged. I felt like I made the right decision, and I've stayed loyal to that shop ever since."

Respondent R07 recounted an experience of purchasing fruits online and noticing an organic certification on the products. The certification was seen as a positive indicator, demonstrating that the seller genuinely cared about the quality and healthiness of what was offered to customers.

"There was this one time I bought some organic fruits from an online store, and I noticed that the packaging clearly showed a certification from a national food agency. That detail really gave me confidence that the store actually cared about quality standards"

Supporting this view, Respondent R10 emphasized the importance of seller transparency and professionalism:

"To me, seeing that certification means the seller is transparent and committed to providing safe and quality goods. That level of professionalism really matters, especially when it comes to something as sensitive as food."

These insights illustrate that certification acts as a signal of trustworthiness, encouraging consumer confidence and loyalty. Sellers who include visible proof of certification on their products can better meet customer expectations, differentiate themselves in a competitive market, and promote repeat purchases by assuring food safety and consistent quality.

CODE 8 – Halal Label

The halal label is an important factor when purchasing products, especially items like meat, as it relates to religious compliance and adherence to Islamic law. A common theme that emerged from the interviews was that the presence of a halal label is considered essential to ensure the product meets religious requirements and can be trusted by Muslim consumers. For example, Respondent R03 stated,

"I feel the halal label is a must, especially regarding meat. As far as I know, the way chicken is slaughtered is already regulated, particularly in Islam."

Respondent R12 emphasized that halal certification is a necessity, especially since the products are for consumption, so consumers must be aware of their halal status. As expressed by Respondent R12,

"Halal certification is an absolute necessity, particularly because these products are meant for consumption. It is crucial for consumers to be fully aware of the halal status to ensure that what they are eating complies with Islamic dietary laws."

The presence of a halal label also increases the seller's credibility in the eyes of consumers who pay attention to religious aspects. This is a key factor in building trust and

loyalty among consumers who want to ensure the products they purchase align with their religious values. As Respondent R13 noted,

“The presence of a halal label on a product increases the credibility of the seller among consumers who consider religious aspects.”

In summary, the statements from participants highlight that the halal label is not merely a symbol but a crucial element influencing purchasing decisions, particularly for meat and other food products. In the context of Indonesia’s predominantly Muslim market, guaranteeing the halal status of products through official certification is vital for building consumer trust and supporting buyer loyalty on e-commerce platforms.

CODE 9 – Display Info

Displaying clear and visible product certification information is a crucial factor in influencing consumer confidence in online repurchases, especially for agricultural products on e-commerce platforms. When sellers provide transparent certification details, often even on the product packaging, it helps assure buyers about the authenticity of the products they receive. Through the qualitative data collected from interviews with consumers of agricultural products on Indonesian e-commerce platforms, it was found that clear and visible product certification plays a significant role in encouraging repurchase. One participant, Respondent R10, shared their experience by stating:

“I have purchased several times from this seller because the information about the certification is very clear. It’s even displayed on the packaging.”

Similarly, Respondent R11 mentioned that the confidence to buy is higher and it creates a greater sense of calm.

“When the seller shows official product certification, I feel more confident to repurchase. That certification makes me believe the product I receive is truly guaranteed in quality.”

These insights highlight that clear certification not only reassures consumers but also signals reliability and professionalism. Sellers who prominently display official certifications on their products and packaging are more likely to build consumer confidence and encourage customer loyalty. In the competitive environment of online agricultural product sales, e-commerce platforms and sellers that prioritize transparency through visible certifications can gain an advantage by enhancing product credibility and fostering repurchase.

4.1.4 CATEGORY: Responsiveness

In this category, the focus is on examining how seller responsiveness influences consumers' repurchase intention of agricultural products in e-commerce. These codes capture various aspects of how timely, clear, and helpful communication from sellers affects consumer satisfaction and loyalty. Key factors include the speed of response to inquiries, clear communication, and the seller’s willingness to resolve issues efficiently. High levels of

responsiveness are perceived by consumers as indicators of professionalism and reliability, which in turn encourage repeat purchases.

CODE 10 – Quick Support

In the context of online shopping for agricultural products, especially perishable goods, the speed and quality of seller response, often referred to as quick support, emerged as a crucial factor influencing consumers' repurchase decisions. This form of responsiveness is particularly important when consumers seek timely clarification regarding product condition, storage instructions, or delivery timelines.

The qualitative findings revealed that delayed responses from sellers can lead to doubts about professionalism and negatively affect the shopping experience. On the other hand, when sellers respond promptly and effectively, consumers feel more accommodated and assured, which can lead a higher likelihood of repeat transactions. Respondent R02 emphasized the importance of fast communication when dealing with fresh products, stating:

"Especially when it comes to fresh products that require quick certainty. If the response is slow, I feel the seller is not professional, and I usually move on to another store."

This illustrates how responsiveness not only affects the immediate purchase decision but can also drive consumers to seek alternative sellers when timely support is lacking. Similarly, Respondent R06 noted the practical value of responsive communication in enhancing convenience and the overall shopping experience:

"When the seller quickly answers my questions, such as about how to store the product or estimated delivery time, it really helps and increases the comfort of shopping."

This shows that responsiveness is not merely a transactional factor, but a contributor to the overall service quality perceived by customers. A more critical view came from Respondent R14, who shared a negative experience with a slow responding seller:

"I once had a bad experience with a store that responded slowly. I had already placed an order, but when I asked about the condition of the product, the answer came the next day. I was quite upset, and it made me think twice about becoming a regular customer."

This response suggests that slow communication can evoke frustration and hesitation to repurchase, even if the product itself was not necessarily defective. These insights demonstrate that quick support functions as more than just a basic service. It serves as a confidence building mechanism and a reflection of seller reliability. In the fast paced environment of ecommerce, particularly within the agricultural sector where timing and freshness are essential, sellers who prioritize quick, clear, and helpful communication are more likely to maintain customer satisfaction and encourage repurchase.

CODE 11 – Clear Communication

Based on qualitative data gathered from interviews with consumers of agricultural products on Indonesian e-commerce platforms, it was revealed that clear communication

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especially the ability to provide transparent and precise answers to product related inquiries is a key factor in fostering repeat purchases. This involves sellers offering comprehensive and easily understood information which enables buyers to make well informed choices and enhances their confidence in the transaction. Respondent R09 shared a positive experience related to clear communication, stating:

“I once asked about the size of the fruit being sold, and the seller answered in detail, even sending additional photos. Communication like that made me confident and ultimately led me to repurchase from that store.”

This example highlights how thorough and transparent communication can strengthen consumer assurance and encourage repeat purchases. Similarly, Respondent R17 emphasized the overall impact of clear communication on the shopping process:

“I feel valued as a customer when sellers communicate openly and helpfully.”

This statement underscores that clarity in communication not only facilitates transactions but also contributes to positive customer experiences and loyalty. Together, these insights demonstrate that clear and detailed communication is more than just providing information—it fosters trust and creates a sense of respect between sellers and buyers. In the competitive and fast-paced environment of e-commerce, especially for agricultural products where product characteristics matter greatly, sellers who prioritize clarity and transparency in their interactions are more likely to sustain customer satisfaction and encourage repurchase.

CODE 12 – Resolve Issue

Analysis of qualitative interviews with consumers of agricultural products on Indonesian e-commerce platforms revealed that sellers’ promptness and effectiveness in handling issues strongly influence customers’ decisions to buy again. This factor involves how quickly and adequately sellers respond to complaints or problems. Respondent R15 shared a meaningful experience regarding issue resolution, stating:

“The seller’s willingness to help when there is a problem is very important to me. I once complained about a delayed delivery, and they immediately looked for a solution without making me wait long.”

This example illustrates how swift and proactive problem-solving can enhance the customer’s confidence and willingness to continue purchasing from the same seller. Similarly, Respondent R18 expressed expectations for efficient issue resolution, saying:

“Thankfully, I have never encountered any problems while shopping. But if there is an issue, I want the seller to act quickly and avoid unnecessary complications.”

This observation underscores the importance consumers place on clear and timely responses to their concerns which facilitates a more seamless purchasing process and enhances their confidence in the seller. Collectively these findings suggest that sellers’ capacity and willingness to address issues promptly extend beyond mere problem resolution and are fundamental to cultivating enduring customer relationships. Within the fast paced and

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competitive landscape of e-commerce particularly in the agricultural sector where product quality and timely delivery are paramount. Sellers who emphasize effective and efficient handling of customer issues are better positioned to promote repeat purchasing intention.

4.1.5 CATEGORY: Shipping Experience

CODE 13 - On time Delivery

Another important factor that strongly influences my sense of loyalty is the reliability of on-time delivery. I find it particularly frustrating when I have to wait for a long time, especially when the delivery arrives later than expected. I once made an online purchase, although it was not an agricultural product, and the delivery took several days to arrive. It was very disappointing. This concern also applies to agricultural products. For me, punctual delivery is a critical aspect of the shopping experience. R08 expressed expectations for efficient service and timely resolution, stating:

"In all my shopping experiences at this place, I have never been upset due to long waiting times. It matches what was communicated. Sometimes, I even plan in advance and inform the seller that I need the vegetables by seven in the evening. I really appreciate that they often arrive around that time."

CODE 14 - Reliable Shipping

Reliable shipping plays a vital role in shaping customer loyalty, particularly in the context of agricultural e-commerce where product freshness and timing are crucial. Delays in delivery can result in frustration and may discourage repeat purchases, especially when the items are time-sensitive. For many buyers, consistent and punctual delivery reflects a seller's reliability and commitment to service quality. R12 emphasized the importance of timely delivery by stating:

"What makes me stay with this seller is that the delivery is always on time. I do not have to worry about delays. Once I place an order, I can be sure it will arrive as promised. That gives me peace of mind."

Similarly, Respondent R17 elaborated on how dependable shipping significantly influences their overall shopping behavior and decision-making process. They emphasized that even when there are alternative sellers offering lower prices, the assurance of timely delivery remains a top priority. According to R17, the reliability of a seller in fulfilling delivery promises not only builds trust but also creates a sense of consistency and professionalism that encourages continued purchases. As explained:

"Even when the product is slightly more expensive than others, I still choose this shop because they never fail in delivery. It always arrives when it is supposed to."

CODE 15 - Damage-free Delivery

The condition in which agricultural products arrive plays an essential role in determining customer satisfaction and loyalty. In the context of e-commerce, where buyers cannot physically inspect the products before purchase, the expectation for goods to arrive in excellent condition becomes even more critical. Damage during transit, such as bruised vegetables or broken packaging, not only leads to dissatisfaction but can also undermine trust in the seller's handling and logistics system. Customers expect that the products they order, especially fresh produce, are well-packed and protected to ensure they reach their destination intact. R09 emphasized the importance of receiving undamaged goods, highlighting how product condition affects repeat purchases:

"I was really impressed when my vegetables arrived in good condition. Nothing was crushed or rotten. I could see that the seller packed everything carefully. That made me feel like they really care."

Similarly, Respondent R15 reflected on the impact of product integrity on their overall perception of the seller. They shared that proper packaging and damage-free delivery are non-negotiable expectations, especially when ordering perishable goods. The experience of receiving well-preserved items not only satisfies immediate needs but also influences future buying decisions. As they stated:

"I've had bad experiences before when my orders arrived damaged, especially leafy vegetables. But since I started ordering from this seller, the quality has been consistent."

4.1.6 CATEGORY: Payment Convenience

This category focuses on how the convenience of the payment process influences consumers' repurchase intention in agricultural e-commerce. Several respondents emphasized that when payments are easy to complete, without technical obstacles or complicated steps, they feel more confident and willing to make repeat purchases. Any delay or difficulty in the payment stage often becomes a source of frustration and may discourage future transactions.

In addition, the availability of various payment options was cited as a key factor in consumer satisfaction. Buyers appreciate the flexibility to choose the most suitable method for them, whether through bank transfers, e-wallets, or cash on delivery. This flexibility enhances the inclusiveness of the platform and accommodates consumers with different banking habits and technological access. Respondents also emphasized that the overall payment process must be smooth and secure. A fast transaction, supported by a trustworthy system, provides reassurance to consumers and minimizes their concerns about fraud or failed payments. Together, these elements of payment convenience contribute to a frictionless shopping experience that not only facilitates the initial purchase but also strengthens the consumer's intention to return to the same seller or platform in the future.

CODE 16 – Payment Ease (No Obstacle)

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Smooth and reliable payment processes are fundamental to customer satisfaction in online transactions. In e-commerce, where trust is built digitally, the ease of completing a payment often serves as a critical point of customer experience. Any disruption, such as unresponsive customer service or technical issues with digital payment methods like QR codes, can create significant frustration and decrease the likelihood of future purchases. When customers face obstacles during payment, particularly involving money transfers, they may perceive the seller or platform as unprofessional or unreliable.

R16 shared a negative experience that highlights the importance of seamless payment systems:

“I had a bad experience back when I was in Jogja. I was trying to make a purchase. I had already chosen the product and was ready to pay using a QR code. But when I tried to scan it, it just wouldn’t work. I contacted their customer service, but they didn’t respond at all. There was also a time when I had already made the payment, but the money got refunded for some reason. I forgot exactly why. It was such a hassle.”

“That’s why smooth payment is super important. It shouldn’t be complicated. Especially when it involves money, there’s always that fear that something might go wrong.”

CODE 17 – Multiple Payment Methods

The availability of multiple payment methods plays an important role in enhancing customer experience and increasing the success rate of transactions in online commerce. In the digital marketplace, consumers come from diverse backgrounds with different preferences and levels of access to financial tools. Therefore, providing flexible payment options becomes essential. When buyers are limited to only one method of payment, they may feel restricted or discouraged from completing their purchase. Offering various alternatives such as bank transfers, e-wallets, virtual accounts, or even cash-on-delivery can significantly improve convenience and accessibility. This diversity supports inclusivity and builds a more user-friendly environment for online transactions.

R07 expressed appreciation for platforms that offer more than one way to pay, emphasizing that flexibility leads to greater comfort and confidence when shopping online:

“I feel more comfortable when there are various payment options available, such as transfer methods and other alternatives, rather than being limited to just one.”

This insight shows that offering multiple payment methods can increase customer satisfaction and foster trust, which are key elements in encouraging repeat purchases and long-term engagement.

CODE 18 – Smooth and Secure

A smooth and secure transaction process is one of the most critical components in building consumer trust in e-commerce. Beyond just ease of use, consumers also expect

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assurance that their personal and financial information is protected during every step of the purchasing journey. Security concerns, such as the risk of fraud, data leaks, or payment errors, can strongly influence consumer confidence and their willingness to engage in future transactions.

In the context of agricultural e-commerce, where many consumers may be relatively new to digital platforms, having a seamless and trustworthy system becomes even more vital. A user-friendly interface combined with visible security measures such as payment verification, encryption, or secure gateways reinforces the credibility of the seller or platform. One participant expressed this expectation clearly, indicating that they feel more confident when the transaction process is both straightforward and secure. R20 highlighted that a lack of visible security or a complicated payment flow may cause hesitation or fear of something going wrong.

“There was this one time I was about to check out, but the payment process looked kind of messy and I wasn’t sure if it was secure. I got nervous and ended up cancelling the order. For me, what matters most is that the transaction goes smoothly and I feel safe.”

This perspective underscores the dual importance of simplicity and safety in online transactions. When consumers feel that their experience is not only convenient but also protected, they are more likely to complete their purchases and return in the future.

4.1.7 CATEGORY: Social Influence

Social influence plays a significant role in shaping consumer behavior in online shopping environments, including the purchase of agricultural products through e-commerce platforms. In the absence of physical interaction with the product, consumers tend to rely heavily on the experiences, opinions, and recommendations of others to reduce uncertainty and perceived risk. This influence can come in various forms, including online reviews, ratings, social recommendations from peers, and word-of-mouth communication.

CODE 19 – Review

Product reviews are an important aspect of online consumer behavior, especially in agricultural e-commerce where buyers cannot physically inspect the items before purchasing. Reviews provide social cues and insights from previous buyers, helping potential consumers make more informed decisions. Many respondents noted that they always look at customer comments or reviews before proceeding with a purchase.

Respondent R03 respondent shared:

“When I shop on Sayurbox, I always check the reviews first. They usually play a key role in helping me decide whether to repurchase the product.”

However, while reviews are valued, some participants raised concerns about their relevance and specificity. Respondent R13 noted that reviews often refer to the store in general rather than to the specific product of interest:

“Reviews are really helpful for decision-making, especially those from previous buyers. But sometimes the reviews are about the store, not the specific product. For example, if I want to buy chili, I try to find reviews specifically for the chili. But sometimes they’re not there. Maybe online stores could add a feature for product-specific reviews.”

Respondent R06 respondent also shared the experience:

“When I shop on Sayurbox, I always check the reviews first. They usually play a key role in helping me decide whether to repurchase the product.”

This suggests that consumers seek more detailed and relevant information to evaluate the quality and reliability of individual products, not just the overall store reputation.

CODE 20 – Social Recommendation

Social recommendation plays a key role in influencing first-time adoption and repeat purchases, particularly in the context of agricultural e-commerce where trust is still developing. Recommendations from friends or family often serve as credible sources and trigger interest in trying a particular platform. Respondent R06 described how their buying behavior began and continued because of such influence:

“Since the pandemic, I started ordering online because a friend recommended it. Back then, they told me about Sayurbox. And because it kept getting recommended, I just kept ordering there. It’s like I was influenced by my friend.”

This shows how social networks act as powerful drivers in encouraging consumers to explore and stay loyal to specific online sellers.

CODE 21 – Word-of-Mouth

While not directly quoted in the provided text, word-of-mouth can be understood as an extension of both social recommendation and review behavior. It refers to informal, person-to-person communication that reinforces trust and shapes purchase decisions. In the absence of firsthand product experience, especially with perishables, word-of-mouth often acts as a surrogate for product trial. Respondent R012 respondent also shared the experience:

“Colleague at work mentioned that she always got bad quality fruits from that seller. I’ve actually never had a bad experience myself, but hearing that made me switch to another place anyway.”

CODE 22 – Rating

Ratings are another critical feature that influences consumers’ perceptions of product quality and reliability. High ratings can create a sense of confidence, while lower or missing ratings may raise doubts. In agricultural e-commerce, ratings not only influence the decision to buy but also impact repeat purchase behavior.

Respondent R10 respondent stated:

“...So I always go for shops that have good ratings. If the rating is high, of course I’ll keep buying there.”

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Respondent R13 added:

“One reason I buy online, aside from lower prices, is that I can check the ratings. If they’re good, I’ll buy there again. So far, the places I buy from have good ratings, and I also give ratings sometimes.”

However, there was also a critical observation regarding the structure of the rating system. Respondent R07 respondent noted that the ratings often apply to the overall store rather than individual products, which limits their usefulness:

“The ratings are only for the store overall, not for each product. But I’d prefer if every product had its own rating. That way, I could know, for example, that the papaya here is rated well, but the jackfruit might not be. I think that could help sellers improve too.”

This highlights a consumer need for more granular and transparent feedback mechanisms to better assess product-level quality and to support both buyers and sellers in maintaining standards.

4.1.8 CATEGORY: Community Impact

This category explores how consumers’ awareness of and emotional connection to the broader social impact of their purchases—particularly their contribution to local farming communities—influences repurchase intention. In the context of agricultural e-commerce, many consumers are motivated not only by product quality or convenience, but also by the desire to support local farmers. This reflects a growing consumer trend that values social responsibility and sustainable practices within the supply chain.

CODE 23 – Support Local Farmer

One of the most salient expressions of community impact is the consumer’s intention to support local farmers through their purchasing choices. For these consumers, buying agricultural products online is not merely a transactional activity, it is also an opportunity to participate in economic empowerment. Respondents shared that knowing the product comes directly from farmers gives them a greater sense of meaning and satisfaction in the shopping experience. The qualitative data revealed that messages about local farmer involvement serve as emotional triggers that encourage repeat buying behavior. Respondent R14 stated:

“As someone who strongly supports local farmers, I sometimes intentionally buy vegetables from them, not just because I need them, but because I feel like I’m helping the farmers too.”

This shows that the repurchase intention is not only influenced by product attributes but also by moral and emotional alignment with the platform's mission. Another Respondent R01 noted the power of persuasive marketing that highlights social impact:

“To be honest, I wasn’t really planning to shop online. But I saw an ad from this platform saying the products come directly from farmers in a rural village. That caught my attention and I ended up buying again.”

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Such narratives emphasize that platforms or sellers who clearly communicate their connection to local producers can build stronger emotional bonds with customers. Respondent R09 added:

“The more I see local farmers being involved, the happier I feel as a customer.”

Overall, this code highlights that consumers are more inclined to repurchase from sellers or platforms that actively promote inclusivity, fairness, and community support. Involving local farmers in the value chain not only increases consumer trust but also reinforces a deeper sense of purpose behind the act of buying, converting a routine transaction into a socially meaningful choice.

CODE 24 – Ethical Procedure

Ethical procedure reflects consumers' increasing awareness of how agricultural products are produced, sourced, and marketed. For many, repurchase decisions are influenced not only by product quality but also by the perceived ethical integrity of the producers. This includes fair labor practices, environmentally friendly packaging, and transparency in supply chains. Ethical practices give consumers a sense of alignment with their personal values, thereby increasing brand loyalty. Respondent R19 explained:

“I’m more loyal to products from ethically responsible producers. It matters to me how things are made, not just how they look.”

Such statements highlight that ethical considerations are not secondary but often central to repurchase intention. When consumers trust that a seller acts responsibly, their commitment to continue buying strengthens, even if alternatives exist.

CODE 25 – Sustain Local Agriculture

This code reflects a growing consumer awareness about the broader impact of their purchasing decisions, particularly in relation to sustaining local agriculture. Many respondents expressed that their motivation to repurchase agricultural products online is not only driven by personal need, but also by a sense of social responsibility to contribute to the growth of Indonesia’s agricultural sector. For urban consumers, online access to farm products presents an opportunity to stay connected with and support national food systems. Respondents expressed that their repeat purchases are often shaped by this awareness. R02 respondent shared:

“These days everything is digital. I think buying agricultural products online helps people in big cities like me play a role in supporting the development of agriculture in Indonesia.”

Another noted from Respondent R03:

“Aside from the fact that I need the products, I think I repurchase because I’m aware of the importance of advancing our agriculture.”

R04 respondent also voiced concern for the struggles faced by sustain local agriculture in Indonesia:

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“Our agriculture still faces many challenges, especially in sales. In developed countries, selling is not really an issue anymore. But for us, I often feel bad for local farmers. I hope that by buying their products online, I can help improve their income and contribute to advancing our agriculture.”

These statements illustrate that for many consumers, buying online becomes a meaningful act that extends beyond consumption, reflecting their values and hopes for a stronger, more sustainable agricultural future.

4.1.9 CATEGORY: Product Storytelling

This category examines how narrative elements such as the origin of the product, the background of the farmers, or the emotional appeal embedded in product information affect consumers’ repurchase intention. In agricultural e-commerce, product storytelling provides consumers with a deeper sense of connection, not just to the product itself, but also to its journey and producers. Storytelling fosters trust and emotional engagement, which in turn may reinforce customer loyalty and influence their decision to buy again.

CODE 26 – Agriculture Origin

Consumers value knowing where and how the products they purchase are grown. The perceived transparency around agricultural origin enhances trust and helps buyers feel connected to the farming process. Respondents indicated that detailed and traceable product origin gives added meaning to the transaction and builds credibility. Respondent R05 respondent highlighted:

“The storytelling in online selling is lacking. In Thailand and Malaysia, it’s well-developed you know which tree it came from, when it was harvested, and even when it was planted. Both farmers and customers are well-informed.”

This emphasis on transparency illustrates that clear and traceable narratives about the product’s origin can increase consumer confidence and repeat buying behavior.

CODE 27 – Story Product

Beyond factual details, many consumers expressed a desire for narratives that enrich their shopping experience and create personal meaning. A well-crafted product story adds symbolic value and makes the product more memorable. When customers are emotionally engaged through the story, they are more likely to continue purchasing. Respondent R14 respondent reflected:

“Sometimes I imagine if there were an explanation about how this product came to be, it would be so meaningful—and I’d learn something too.”

This highlights how storytelling contributes not only to product appreciation but also to consumer education and emotional connection.

CODE 28 – Emotional

Emotions play a pivotal role in how consumers perceive and connect with a product. Respondents noted that certain stories, visuals, or background narratives can evoke empathy, nostalgia, or a sense of purpose. When a product story resonates emotionally, it increases the likelihood of repurchase, as consumers feel more involved and invested. The data revealed that consumers are not just buying for utility; they are buying for meaning. Emotional storytelling helps transform a simple transaction into an experience, building a bond between the consumer, the product, and the people behind it. Respondent R05 respondent highlighted:

“I once bought organic vegetables from an online seller, and the seller was really friendly, even sent messages like ‘hope you stay healthy after eating our veggies.’ It made me feel close to them, like I was buying from a friend. That’s why I never switch stores, even though some others are cheaper. I still choose to buy from them.”

4.1.10 CATEGORY: Pricing Fairness

This category emphasizes how consumers perceive fairness in pricing as a crucial factor influencing their online repurchase intention, especially in the context of agricultural products. In agricultural e-commerce, price transparency and affordability are key aspects that can either build or erode trust. For many consumers, the online marketplace provides an alternative to the fluctuating and sometimes ambiguous pricing found in traditional markets. Respondents commonly compared prices between traditional markets and online platforms, and many appreciated the clear and sometimes more affordable pricing of online agricultural products. Beyond just seeking the cheapest option, these consumers placed value on price clarity, consistency, and perceived fairness toward both buyer and seller.

CODE 29 – Affordable Pricing

Several respondents indicated that affordable pricing online encouraged them to repurchase. The perception that online agricultural products are reasonably priced compared to physical markets reinforces their intention to continue shopping online. Respondent R20 mentioned:

“I’ve compared the prices at the market and online before—sometimes the prices online are just the same, or even cheaper.”

CODE 30 – Price Comparison

Respondents also noted the transparency of online pricing compared to local markets, where price fluctuations and bargaining are common. The ease of comparing prices online not only offers convenience but also enhances trust in the platform. Respondent R19 and R06 shared:

“I sometimes prefer shopping online because the prices are clearly stated, unlike in traditional markets where prices can be higher and you have to negotiate.”

“Sometimes I prefer buying online because the prices are clearly stated, unlike in traditional markets where they can be expensive. It's typical here—sellers often raise the price, so we have to bargain first.”

CODE 31 – Fair Pricing

Fair pricing, in the eyes of consumers, does not always mean the lowest price. Rather, it reflects the idea that the price is reasonable for the quality and origin of the product—especially when it supports local farmers. Fair pricing becomes an ethical consideration, as consumers balance cost with perceived value. The interviews show that when prices are perceived as fair, customers are more likely to repurchase and recommend the product to others. Respondent R19 expressed this sentiment clearly:

“For me, fair pricing doesn’t mean it has to be the cheapest. If I know the price reflects the quality and helps the farmer, I’m happy to keep buying from the same seller.”

4.1.11 CATEGORY: Discounts and Promotion

This category explores how various pricing incentives such as special promotions, bundle deals, and discounted products influence repurchase intentions among agricultural e-commerce consumers. While price alone may not determine loyalty, consumers are often encouraged to return when they feel they are receiving additional value. These pricing strategies not only help stimulate trial purchases but also reinforce long-term consumer retention—especially when paired with perceived product quality and reliability.

CODE 32 – Special Promotion

Special promotions such as limited-time offers, free shipping events, or seasonal discounts were found to be strong motivators for consumers. These promotions create a sense of urgency and provide consumers with an extra push to complete their purchase. More importantly, when such offers are perceived as genuine (not misleading or overinflated), they foster trust. Respondent R11 noted:

“Sometimes when I get a message that there's a promotion for certain days, I’m more likely to go back to that seller—it feels like a reward for being a loyal buyer.”

This reveals that strategically timed promotions can reinforce a sense of appreciation and loyalty in buyers.

CODE 33 – Bundle Deals

Bundle offerings where multiple items are packaged together at a reduced rate appeal to consumers not only for their financial value but also for the convenience they offer. These deals are especially attractive in the context of agricultural products like vegetables or spices, where consumers often shop in volume. Respondent R19 shared:

“If they offer a bundle like three kinds of organic vegetables in one package at a fair price, I’m interested. It saves me time and feels like getting a better deal.”

This underscores the importance of practical and psychological value in designing bundles that can drive repeat purchases.

CODE 34 – Discounted Product

Direct discounts on individual products are a widely appreciated tactic, especially when transparently applied and clearly labeled. Respondents indicated that even small price cuts can make a difference in shopping behaviour provided they don't compromise on quality. Fairness and clarity in how the discounts are communicated are key. Respondent R09 explained:

“I like when the price is clearly discounted. Like, it shows the original and the new price. It feels honest and helps me decide faster.”

These responses suggest that discounts are most effective when they're paired with trust and transparency, supporting the decision to return and purchase again.

4.1.12 CATEGORY: Reward and Loyalty

This category explores how customer retention strategies such as personalized appreciation, point-based systems, and loyalty rewards influence repurchase intentions in agricultural e-commerce. As competition increases, especially in digital marketplaces, consumers become more sensitive to how they are treated post-purchase. Respondents in this study noted that even small gestures of recognition can foster emotional satisfaction and long-term brand commitment. Loyalty is not only driven by price or quality but also by the experience and recognition customers receive from the seller.

CODE 35 – Special Treatment

Consumers value being acknowledged as loyal buyers and expect to be treated differently from one-time customers. Recognition through personalized messages, early access to products, or tailored discounts creates a sense of exclusivity and appreciation. When customers feel noticed and appreciated, it enhances their emotional bond with the seller and increases the likelihood of repeat purchases. Respondent R07 shared:

“So far, what I really hope for is that loyal customers get different treatment than others. Don't treat us all the same.”

Similarly, Respondent R16, mentioned that small gestures that make customers feel valued are truly important:

“I've never really experienced any treatment that made me feel appreciated as a customer. But honestly, small things like that would make me happy. Especially now, when there are so many other options available.”

These insights suggest that personal attention and recognition are simple yet powerful tools to increase customer satisfaction and loyalty.

CODE 36 – Points

Point-based systems, where customers earn points for every transaction that can be redeemed for discounts or gifts, are appreciated by digital consumers. These programs make consumers feel like they are gaining more value with every purchase. It turns shopping into a gamified experience, keeping buyers engaged over the long term. Respondents emphasized the

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motivational nature of accumulating points and the feeling of reward that comes with it. Respondent R12 shared:

“What I’d like is some kind of point system, you know? So when I shop, I get points that I can use or exchange later.”

CODE 37– Loyalty Reward

Loyalty rewards—such as free gifts, early product access, or birthday discounts are perceived by consumers as signs of appreciation. Rather than expecting large rewards, customers often find joy in simple gestures that acknowledge their continued support. Respondent R17 respondent mentioned:

“I once imagined receiving a free pack of herbs when ordering my usual vegetables. There was a note that said, “Thank you for being our loyal customer. It truly made my day. I felt like they remembered me—not just as a buyer, but as a regular supporter.”

This example reflects how even small incentives through points can enhance loyalty by creating a cycle of continuous engagement.

4.13 Analysis of Divergent Perspectives

Although the majority of participants emphasized the importance of community impact and product storytelling, there were also respondents who prioritized different factors in their purchasing decisions. Some respondents stated that their decision to buy was primarily driven by price and available discounts. For these consumers, cost savings and attractive promotions were considered more important than emotional factors, such as supporting farmers. This indicates that price sensitivity can outweigh other value propositions for certain consumer segments. On the other hand, there were also respondents who did not take price into consideration at all; for them, making a repeat purchase was seen as a meaningful way to support farmers in Indonesia. These contrasting perspectives highlight the diversity of consumer motivations and underscore the need for marketing strategies that cater not only to socially driven buyers but also to those whose decisions are more strongly influenced by economic considerations.

4.2 Research Findings

The researcher employed a grounded theory approach, which involved systematically collecting and analyzing data to develop theory from the ground up. Through this process, seven distinct conceptual categories emerged, each capturing different aspects of consumer behavior and perceptions. These categories were subsequently organized into four broader aggregated dimensions, namely “Product Assurance,” “Social Drivers,” “Service Reliability,” and “Price and Promotion.” This categorization provided a structured framework that not only encapsulates the complexity of the findings but also offers a clear lens for interpreting the factors influencing consumer decisions in the studied context.

4.2.1 Product Assurance

The “Product Assurance” category highlights respondents’ concerns about the reliability and consistency of agricultural products purchased online. Key aspects included product quality, packaging quality, and product certification. Buyers expected fresh, clean, and accurately described products. Proper packaging was viewed as a sign of professionalism, while certifications were seen as indicators of product legitimacy and safety. Product qualities were seen as a baseline expectation for any agricultural product purchased online, with little tolerance for deviations. Rather, the respondents emphasized the role of the e-commerce platform in ensuring product quality.

PRODUCT QUALITY

Among the 21 respondents, 17 identified product quality as the most important factor influencing their repurchase intention. Respondent R14 highlighted the importance of freshness and product condition upon arrival in their decision to repurchase. Establishing a strong foundation of product quality allows e-commerce platforms to adapt more effectively to changing consumer preferences, thereby fostering long-term customer loyalty. The quality of agricultural products plays a crucial role in shaping repurchase intentions, with consumer satisfaction directly affecting future purchasing decisions (Prayogo et al., 2024).

PACKAGING QUALITY

Packaging quality plays a crucial role in influencing consumers' decisions to repurchase agricultural products online. Good packaging not only serves to protect the product during shipping but also creates a strong first impression regarding the freshness and safety of the product. In the context of agricultural products, such as fruits, vegetables, or other perishables, packaging quality is particularly significant in maintaining product integrity. Several studies have shown that attractive and secure packaging can enhance consumer satisfaction, which in turn strengthens the intention to repurchase (Sabilla, 2023; Hasanah et al., 2024). Packaging quality plays a crucial role in shaping consumer repurchase intentions in agricultural e-commerce. Well-packaged products that arrive in good condition increase consumer confidence, encouraging future purchases. Conversely, damaged packaging can diminish trust, especially for fresh produce where quality is vital.

PRODUCT CERTIFICATION

Product certification plays a crucial role in building consumer confidence and influencing repurchase decisions for agricultural products on e-commerce platforms. Certifications such as organic labels, halal assurance, or approvals from regulatory bodies like BPOM or the Ministry of Agriculture enhance product legitimacy and improve consumer perception. Studies have shown that certified products are viewed as safer, more hygienic, and of higher quality, which significantly impacts consumer satisfaction and repurchase intentions (Bravo et al., 2024; Ummah et al., 2023).

In particular, halal certification has been found to significantly influence Muslim
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consumers repurchase intention. halal labels increase consumers' confidence in the product's compliance with religious standards, which not only boosts initial purchase decisions but also contributes to long-term loyalty (Yener, 2022). Halal assurance is positively correlated with perceived value and trust, which in turn increases the intention to repurchase, particularly among ethically conscious consumers in the food and agriculture sector (Shalihin et al., 2025). Respondents in this study indicated a stronger inclination to repurchase from sellers who consistently offered certified products, especially when the certification was prominently displayed.

4.2.2 Service Reliability

The "Service Reliability" category emphasizes respondents' concerns regarding the dependability and effectiveness of the services provided by e-commerce platforms in the context of purchasing agricultural products online. Three key factors identified in this category include responsiveness, shipping experience, and payment convenience. Respondents indicated that responsiveness, which refers to the platform's ability to promptly address customer inquiries and issues, was a critical determinant in shaping their overall experience. Furthermore, the shipping experience was deemed essential, with consumers expecting timely delivery of products in optimal condition, free from delays or damages.

The payment convenience factor also emerged as crucial, with respondents highlighting the importance of accessible and secure payment methods that ensured smooth and efficient transactions. Delays, errors in orders, or complications during payment processes were noted as significant deterrents to repurchase intention.

RESPONSIVENESS

Responsiveness plays a crucial role in shaping consumers' confidence and influencing their decisions to repurchase agricultural products through e-commerce platforms. For agricultural products, the responsiveness of the e-commerce platform, including timely responses to customer inquiries, quick issue resolution, and clear communication, helps reinforce the platform's reliability and enhances buyer satisfaction. Research has shown that platforms with high responsiveness are more likely to be perceived as reliable and customer-oriented, which significantly affects consumer repurchase (Rita et al., 2019; Temy & Jaolis, 2022).

PAYMENT CONVENIENCE

Payment convenience is a critical aspect of e-commerce platforms, influencing consumer satisfaction and repurchase behavior. The ease and flexibility of payment methods are crucial in enhancing the customer experience, as consumers expect smooth, secure, and varied options for completing transactions. Digital payment systems have revolutionized the way consumers make purchases, with mobile wallets, credit cards, and instant payment options becoming central to online shopping behavior.

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As noted by several respondents in this study, seamless payment processes significantly impact their decision to return to a platform for future purchases. Six of the 21 respondents highlighted that they actively monitor the integration of new payment systems to ensure convenience and security for their customers. Respondent R07 mentioned that they feel more comfortable when multiple payment method options are available, rather than being limited to just one. The importance of payment convenience shows that platforms offering a variety of secure and easy payment options tend to have higher conversion rates and increased customer loyalty (Hossain et al., 2024). E-commerce platforms that adopt these strategies are likely to foster stronger customer loyalty, securing their position in a competitive digital environment.

SHIPPING EXPERIENCE

For agricultural products, factors like timely delivery, secure packaging, and the condition of the product upon arrival are crucial in reinforcing platform reliability and enhancing buyer satisfaction. Research shows that positive shipping experiences contribute to higher customer retention and repurchase intentions, as customers link timely delivery and secure packaging to product quality and overall service reliability (Sari et al., 2024; Xianguang et al., 2025). On-time delivery significantly influences consumers' repurchase intention, as customers who experience punctual deliveries are more likely to perceive the e-commerce platform as dependable, thus increasing the likelihood of future purchases (Saha et al., 2020). Smooth shipping process, which ensures that products are delivered on time and in good condition, directly influences their decision to repurchase, as delays or damages to the product significantly diminish their overall satisfaction with the service.

4.2.3 Service Drivers

The "Social Drivers" category reflects respondents' views on how social influence shapes their decisions to repurchase agricultural products online. Key aspects included family recommendations, emotional support for local farmers, and product storytelling. Many buyers were influenced by positive feedback from others and by stories behind the products, especially when they felt their purchases contributed to supporting Indonesian farmers. The respondent R06 emphasized the importance of social recommendations, stating that purchases suggested by family members often felt more trustworthy. Meanwhile, respondent R14 noted that reading real customer experiences and seeing high product ratings gave them more confidence to buy again. These social elements served not only to guide initial purchases but also to strengthen loyalty over time.

SOCIAL INFLUENCE

This dimension encompasses various elements, including recommendations from friends and family, influence from trusted buyers, and positive word-of-mouth. For instance, social influence plays a crucial role in shaping individuals' decisions and purchasing behaviours. This finding reinforces the broader understanding that social cues and endorsements, whether through personal networks or digital platforms, can substantially

influence consumers' decisions, including their intention to repurchase products through e-commerce platforms.

COMMUNITY IMPACT

Community impact plays a crucial role in driving repurchase intentions, particularly in the context of agricultural products. Supporting local farmers, endorsing ethical producers, and helping sustain local agricultural communities are key motivators for consumers to return and make repeat purchases. These actions not only support sustainable practices but also strengthen consumer loyalty by fostering a deeper connection to the community and its values.

PRODUCT STORYTELLING

Product storytelling is integral to repurchase intentions, particularly in the agricultural sector. The background story of a product, emotional connections with the product or seller, and narratives highlighting its agricultural origins are essential components in fostering consumer engagement. These stories create a stronger emotional bond between the consumer and the product, contributing to loyalty, which increases the likelihood of repeat purchases based on shared values and meaningful connections. Emotional connections formed through storytelling foster consumer loyalty, thereby increasing the likelihood of repeat purchases based on shared values and meaningful experiences (Lohati, 2022).

4.2.4 Price and Promotion

The "Price and Promotion" category explores how pricing strategies and promotional incentives influence respondents' decisions to repurchase agricultural products online. Key aspects included pricing fairness, discounts and promotions, and rewards and loyalty.

PRICING FAIRNESS

Pricing fairness refers to the perception that the price of a product or service is reasonable and justifiable, considering factors such as its quality, market standards, and the value it provides to consumers. Of the 21 respondents, 10 identified pricing fairness as a critical factor influencing their intention to repurchase. Respondent R07 highlighted that transparent, fair, and competitive pricing significantly affects their decision to make future purchases. By ensuring pricing fairness, e-commerce platforms can enhance customer satisfaction and build trust, thereby fostering long-term loyalty and encouraging repeat business. These pricing strategies not only encouraged initial purchases but also strengthened customer loyalty by offering long-term value. Price perception has been found to have a positive and significant effect on repurchase intention, indicating that the more favourable consumers perceive the price, the greater their interest in making repeat purchases (Sandy & Aquini, 2022; Ramdhani & Widyasari, 2022).

DISCOUNTS AND PROMOTIONS

A significant number of respondents indicated a strong preference for discounts, perceiving them as a form of immediate value that plays a critical role in shaping their decision to repurchase. The appeal of discounted prices was often tied to the perception of receiving

more for their money, which in turn created a sense of satisfaction and incentivized future purchases. Respondent R08 specifically noted that seasonal discounts and limited-time offers played a pivotal role in shaping their purchasing behavior. These promotional tactics not only enhanced the perceived value of the product but also created a sense of urgency, making them feel as though they were securing a favourable deal. This sense of urgency and perceived value often served as a catalyst for repeat purchases, reinforcing the idea that well-timed discounts could effectively drive customer retention and loyalty in the long term.

REWARDS AND LOYALTY

Loyalty rewards, including points or cashback programs and special treatment, play a pivotal role in fostering consumer loyalty and driving repurchase intentions. These mechanisms not only incentivize repeat purchases but also create a sense of belonging and appreciation among consumers.

Respondent R11 noted that loyalty rewards, such as the accumulation of points for future use or cashback incentives, significantly increased their likelihood of returning to the same platform. The ability to redeem rewards on subsequent purchases enhances the perceived value of the shopping experience, thereby encouraging continued engagement with the brand.

4.3 A Proposed Model Framework – The e-AGRINT Model

The findings of this study provide empirical evidence supporting the unique dimensions influencing online repurchase intention in the agricultural e-commerce sector. Drawing upon grounded theory and the Gioia methodology, the e-AGRINT model synthesizes four core aggregate dimensions: Product Assurance, Service Reliability, Social Drivers, and Price and Promotion, which collectively shape customer decisions to repurchase agricultural products online.

As illustrated in Figure 2, the theoretical framework was developed based on the three-tiered structure of the Gioia methodology: first-order concepts (respondents' terms), second-order themes (researcher interpretations), and aggregate dimensions (theoretical constructs). This data structure emerged from a rigorous analysis of the interview transcripts using constant comparison and axial coding. From this process, four aggregate dimensions were derived: Product Assurance, Service Reliability, Social Drivers, and Price and Promotion.

The Product Assurance dimension was developed from first-order concepts related to product quality, packaging, and certification. This dimension reflects the importance buyers place on the authenticity of agricultural products, especially when repurchased online. Service reliability is conceptualized as a composite construct derived from several key service components, including responsiveness to customer inquiries, efficiency and timeliness of shipping experiences, and the ease and security of payment mechanisms. These factors collectively contribute to the overall perception of reliability in the digital transaction environment, which is especially critical in e-commerce platforms where physical interaction

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is absent. Reliable service enhances consumer confidence and encourages repeat purchases by reducing uncertainties related to delivery and transaction processes. The Social Drivers dimension, meanwhile, encompasses the influence of peer recommendations, which significantly shape consumer perceptions and decision-making processes. In the context of agricultural e-commerce, where transparency is vital, social validation through user-generated content and shared experiences plays a crucial role in driving adoption and loyalty.

Finally, the Price and Promotion dimension included elements such as discounts, rewards programs, and pricing fairness. Interviewees noted that attractive and transparent pricing combined with promotional offers enhanced their motivation to repurchase and created a perception of value. Together, these four aggregate dimensions form the core of the e-AGRINT model, offering a grounded, data-driven explanation of online repurchase intention in agricultural product e-commerce.

The integration of the four dimensions results in the e-AGRINT model, and is the final result of a theoretical framework developed from empirical findings. The e-AGRINT model may differ from existing frameworks, particularly in markets where repurchase intention in agricultural product e-commerce carries unique implications, given the distinct characteristics of agricultural products compared to other goods. However, the e-AGRINT is considered both practical and particularly relevant for emerging markets, especially in Indonesia. For practitioners, the e-AGRINT model offers a comprehensive framework to enhance repurchase intention and foster long-term customer retention within the agricultural e-commerce sector.

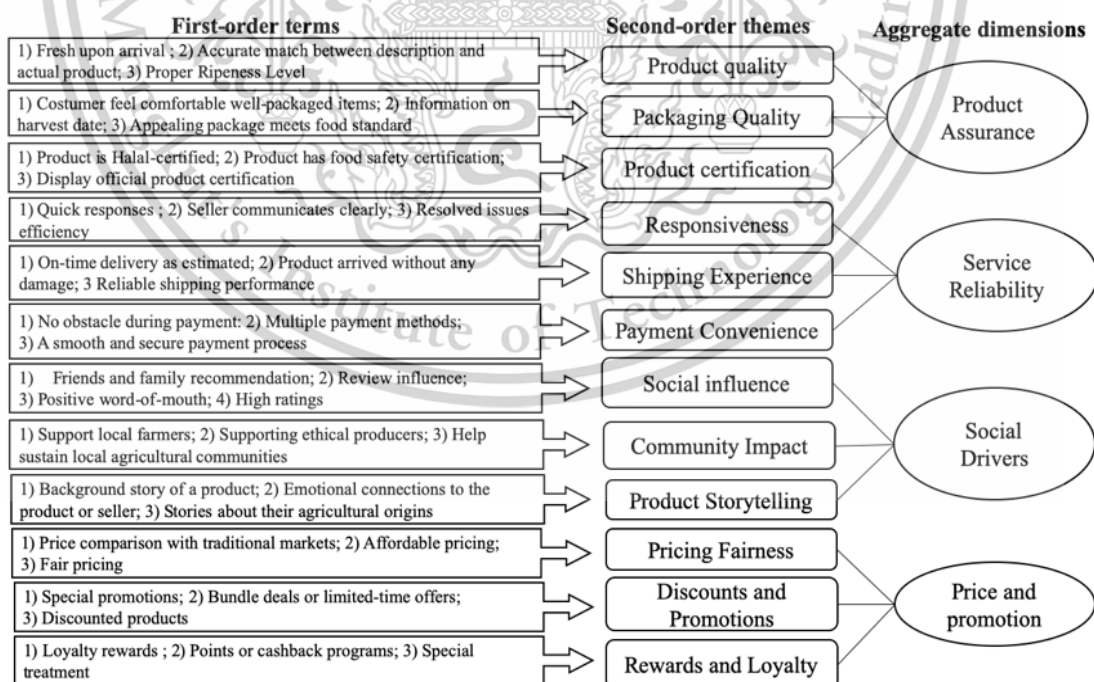


Figure 4.2. Data structure showing model development from first-order concepts to aggregate dimensions using Gioia methodology

The four dimensions of the e-AGRINT model each address specific gaps identified. Product Assurance expands ECT by incorporating context-specific factors such as perishability, authenticity, and certification, reflecting buyers' emphasis on consistent quality and secure packaging. Service Reliability enhances the DeLone and McLean IS Success Model by integrating responsiveness, delivery timeliness, and secure payment systems to address rural logistics and trust challenges. Social Drivers refine TPB's subjective norms by capturing sector-specific influences like supporting local farmers, community trust, and product storytelling. Price and Promotion emphasize transparent pricing, attractive discounts, and loyalty programs, highlighting how price sensitivity can outweigh ethical or emotional drivers in certain consumer segments.

Thus, the e-AGRINT model contributes both theoretically and practically by offering a contextualized lens to understand and influence repurchase behavior in the agricultural B2B and B2C e-commerce environment. It is particularly relevant for emerging markets like Indonesia, where digital transformation intersects with traditional agricultural practices. For practitioners, this model provides actionable insights to strengthen buyer loyalty and optimize long-term engagement in digital agricultural platforms.



CHAPTER 5

RESEARCH ANALYSIS AND RESULTS

A QUANTITATIVE PHASE

This chapter marks a significant transition from the previously conducted qualitative exploration to the commencement of the quantitative phase of the study. While the earlier qualitative analysis provided rich, in-depth insights into the underlying factors that shape online repurchase intention within the context of agricultural product e-commerce in Indonesia, the focus now shifts toward empirically testing and validating those insights. Specifically, this quantitative phase is designed to systematically examine the relationships, interactions, and potential causal linkages among the key variables that were identified and conceptualized in the e-AGRINT model.

By applying statistical methods and survey-based data collection techniques, this phase seeks not only to confirm the theoretical propositions derived from the qualitative findings but also to uncover the strength, direction, and significance of each variable's influence on repurchase intention. In doing so, this chapter aims to provide a more comprehensive and robust understanding of how these variables collectively operate and interact within the dynamic ecosystem of agricultural e-commerce in Indonesia. The quantitative analysis is therefore instrumental in substantiating the model and ensuring that the conclusions drawn are grounded in both theoretical and empirical evidence.

5.1 Research Framework and Hypothesis Development

The theoretical framework and corresponding hypotheses were developed based on insights derived from the qualitative findings. Each theme identified through coding was translated into measurable constructs, forming the basis of the conceptual model to be tested in the quantitative phase. This ensured that the model was grounded in empirical realities while supported by relevant literature

5.1.1 Effect of Product Assurance on Online Repurchase Intention

Product Assurance refers to consumers' perceptions of the credibility, quality, and safety of agricultural products sold via e-commerce platforms. It encompasses product freshness and condition upon arrival, the visual and physical quality of packaging, and the presence of formal certifications (e.g., Halal, organic, or food safety labels). These elements reduce perceived risk and play a vital role in building trust and confidence in online repurchase decisions. Based on qualitative data, key dimensions of Product Assurance include: (1) Product Quality, which refers to attributes such as freshness, ripeness, and the accuracy of product descriptions; (2) Packaging Quality, which encompasses the use of secure, professional packaging and appropriate food labelling; and (3) Product Certification, characterized by the

presence of recognized food safety and ethical standards. A product is expected to meet or even exceed consumer expectations to ensure their satisfaction and fulfil their needs (Agarwal et al., 2012). In the context of online food purchases, for example, consumers develop expectations about taste and flavor based on the information provided on the website. They then evaluate product attributes such as flavor, portion size, and freshness upon receipt. Only when these characteristics align with their expectations will they feel satisfied and consider the online retailer trustworthy (Mofokeng, 2021).

Another critical aspect of product assurance is packaging. The material used in packaging not only protects the product from damage or loss but also influences consumer perception. High-quality packaging materials are more attractive to consumers compared to lower-quality alternatives (Shah et al., 2013). Packaging also serves as a key marketing tool, providing essential product information such as origin, production date, ingredients, and usage instructions. In fact, research indicates that packaging elements are among the most influential factors in consumer purchasing decisions. Many producers even prefer using informative packaging as a cost-effective promotional strategy instead of investing in expensive advertisements (Shah et al., 2013). For certain products like fresh food, packaging plays an even more critical role, as it must maintain freshness and safety during distribution (Mofokeng, 2021).

In terms of product certification, halal labelling has become an important assurance element, especially in Indonesia, which has the largest Muslim population in the world. In this context, halal certification is a government-mandated requirement for products to bear a halal label, ensuring compliance with Islamic dietary laws (Djunaidi et al., 2021). Therefore, this study proposes the following hypothesis to assess the role of product assurance in driving repeat purchasing intention in an online context:

H1: Product assurance positively influences online repurchase intention.

5.1.2 Effect of Social Drivers on Online Repurchase Intention

Social Drivers encompass the impact of interpersonal relationships and community-oriented factors on consumers' decisions to repurchase. These factors include informal endorsements from social Influence, community impact, and product storytelling. The social context in which a product is situated often strengthens the consumer's sense of identity and shared purpose, thereby fostering continued patronage.

Based on qualitative findings, the key dimensions of Social Drivers can be delineated into three primary components: (1) Social Influence, which encompasses advice or recommendations from trusted individuals—such as family, peers, or online communities—and their role in shaping consumer trust and confidence; (2) Community Impact, referring to the consumer's intrinsic motivation to support local farmers, encourage ethical agricultural practices, and contribute to the sustainability of local food systems; and (3) Product

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Storytelling, which highlights narratives about the origin, background, and ethical values of the product, fostering emotional connections and reinforcing brand loyalty.

Reading online reviews has become an ingrained habit for most online consumers, emphasizing the important role of reviews as informational cues in evaluating product quality and performance (Pooja & Upadhyaya, 2024). In line with this, both product ratings and online consumer reviews have been found to exert a positive and significant influence on purchase intention (Ramadhani & Sanjaya, 2021). Moreover, online consumer reviews, along with emotional connection, significantly impact repurchase intention. This suggests that user-generated content not only influences initial purchase decisions but also plays a crucial role in maintaining customer engagement and encouraging repeat transactions (Yunus et al., 2022). Experimental studies also demonstrate that community recommendations and peer influence reduce perceived uncertainty, making consumers more confident in product evaluation and decision-making (Talib & Saat, 2017). Additionally, product storytelling that emphasizes authenticity, emotional connection, and clear usage narratives has been proven to enhance online customer experience and shape consumer perceptions of product competence (Garczarekbak et al., 2024). Together, these social drivers play a central role in reinforcing online product assurance in digital commerce environments. Therefore, this study proposes the following hypothesis to assess the Social Drivers in driving repeat purchasing intention in an online context:

H2: Social Drivers positively influences online repurchase intention.

H3: Social Drivers positively influences online product assurance.

5.1.3 Effect of Service Reliability on Online Repurchase Intention

Service Reliability refers to the perceived functional consistency and dependability of both the e-commerce platform and the seller in facilitating a seamless and trustworthy online shopping experience. This construct encompasses several critical elements, including prompt and effective communication, the timely resolution of issues, adherence to promised delivery schedules, and the availability of user-friendly and secure payment mechanisms. Collectively, these components shape consumers' perceptions of operational reliability, which in turn play a pivotal role in influencing their intention to engage in repeat purchase.

Drawing from qualitative data, the key dimensions of Service Reliability can be delineated into three primary components: (1) Responsiveness, defined as the speed and helpfulness of seller or platform communication in addressing customer inquiries or concerns; (2) Shipping Experience, which reflects the punctuality and condition of product delivery, particularly the assurance of damage-free arrival; and (3) Payment Convenience, referring to the accessibility of flexible, efficient, and secure payment options. These dimensions collectively contribute to shaping consumer perceptions of reliability in the context of agricultural e-commerce.

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Responsiveness has been found to have a significant positive impact on repurchase intention (Sherly & Keni, 2022). One of the ways companies enhance responsiveness is through 24/7 customer support via mobile applications, which enables them to address customer concerns efficiently and with minimal effort. This, in turn, helps foster continued patronage (Kumar et al., 2019). In addition, on-time product delivery plays a crucial role in influencing consumers' repeat purchase decisions (Chaturvedi & Agnihotri, 2019). Furthermore, ease of payment is another important factor that contributes to user satisfaction, particularly in food delivery applications. It shapes customers' perceptions of convenience and safety when placing orders online, thereby enhancing their overall experience and increasing the likelihood of repurchase (Yoopetch, et al., 2022). Therefore, this study proposes the following hypothesis to assess the Service Reliability in driving repeat purchasing intention in an online context:

H4: Service Reliability positively influences online repurchase intention.

5.1.4 Effect of Price and Promotion on Online Repurchase Intention

Price and promotion reflect consumers' sensitivity to cost and their responsiveness to incentive structures in repurchase decisions. This factor includes the appeal of competitive pricing compared to traditional markets, the influence of promotional offers such as discounts and bundled deals, and the role of loyalty programs in encouraging repeat purchases. Together, these elements enhance the perceived value of the transaction and strengthen consumers' intention to repurchase agricultural products through online platforms.

The key dimensions derived from qualitative data include: (1) Pricing Fairness, which pertains to the relative competitiveness of product pricing in comparison to traditional offline market channels; (2) Discounts and Promotions, which encompass strategically timed offers or bundled packages intended to enhance the attractiveness of the product and stimulate consumer purchasing intention; and (3) Rewards and Loyalty, which involve the provision of tangible incentives, such as points or exclusive benefits, aimed at encouraging repeat purchases and fostering long-term customer loyalty.

Online shoppers benefit from greater access to information and a wide selection of competitively priced products and services, which reinforces their intention to repurchase from trusted platforms (Suhaily & Soelasih, 2017). Repurchase intention is significantly influenced by price, suggesting that perceived price fairness and affordability can directly enhance consumer loyalty and repeat purchases (Budi et al., 2023). Promotional programs such as price discounts, free shipping vouchers, cashback schemes, and interactive features have a strong impact on repurchase intention (Zaky & Purnami, 2020). Price and promotion influence product assurance because fair pricing and attractive promotional offers give consumers a clear signal of product value and seller credibility. When prices are transparent and promotions are relevant, consumers feel more certain that the product is genuine and worth purchasing. Effective pricing and promotion strategies play a crucial role in reducing consumer doubts and enhancing

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confidence in product quality, particularly in online purchasing contexts where direct product evaluation is limited (Chen et al., 2022; Wijaya & Setiawan, 2023). Clear, competitive pricing signals transparency and fairness, while well-designed promotional campaigns can reinforce perceived value and urgency. Therefore, this study proposes the following hypothesis to assess the role of Price and Promotion in driving repeat purchasing intention an online context:

H5: Price and Promotion positively influences online repurchase intention.

H6: Price and Promotion positively influences product assurance.

To gain a more comprehensive and nuanced understanding of the primary factors influencing online repurchase intention within the specific context of agricultural e-commerce in Indonesia, this study introduces a conceptual framework that systematically maps out the interrelationships among key constructs. This model serves not only as a theoretical guide but also as a foundation for empirical validation. The development of this framework is based on prior qualitative findings and relevant literature, ensuring both contextual relevance and theoretical grounding.

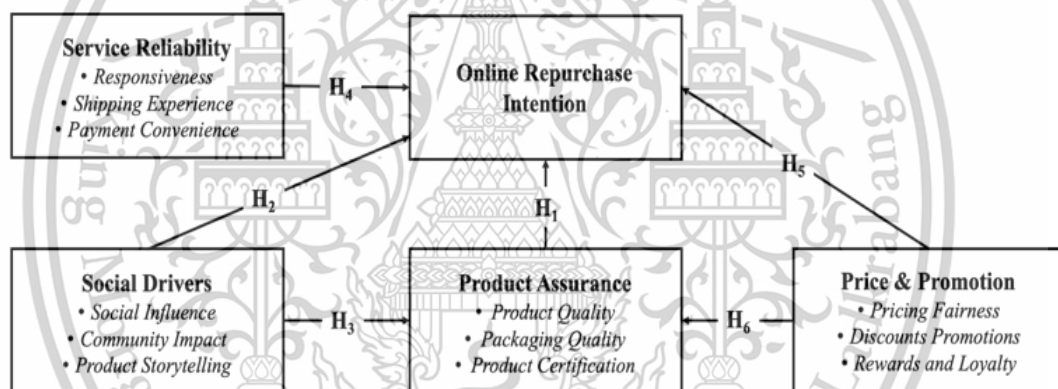


Figure 5.1 A proposed conceptual model from a qualitative phase

5.2 Hypothesis Test Results

5.2.1 Descriptive Statistics

The descriptive demographic and behavioural profiles of the survey respondents provide valuable insights into the characteristics of individuals participating in this study on online repurchase intention in the context of agricultural product e-commerce in Indonesia. The age distribution reveals that the majority of respondents fell within the 30 to 39-year age bracket, accounting for 47.8% of the total sample population. This suggests that individuals in this age group, who are likely to be in the midst of their professional and family lives, represent a dominant segment in the agricultural e-commerce consumer base. Following this group, the next largest demographic was those aged between 20 and 29 years, comprising 37.5% of the respondents. This indicates a strong representation of younger, possibly more digitally native consumers, who are typically more comfortable with using online platforms for shopping.

Table 5.1. Descriptive statistics of questions.

	N	Minimum	Maximum	Mean	Std. Deviation
PQ1	320	3	5	4.49	.643
PQ2	320	2	5	4.44	.651
PQ3	320	2	5	4.41	.637
PACQ1	320	2	5	4.49	.623
PACQ2	320	1	5	4.35	.691
PACQ3	320	1	5	4.39	.649
PC1	320	2	5	4.48	.662
PC2	320	2	5	4.41	.671
PC3	320	1	5	4.45	.670
R1	320	2	5	4.47	.608
R2	320	2	5	4.32	.638
R3	320	2	5	4.41	.622
SE1	320	2	5	4.45	.612
SE2	320	2	5	4.46	.586
SE3	320	2	5	4.41	.627
PCO1	320	2	5	4.36	.612
PCO2	320	2	5	4.46	.632
PCO3	320	2	5	4.39	.662
SI1	320	2	5	4.26	.636
SI2	320	2	5	4.31	.687
SI3	320	2	5	4.29	.633
SI4	320	2	5	4.43	.609
CI1	320	2	5	4.41	.651
CI2	320	2	5	4.38	.627
CI3	320	1	5	4.35	.679
PS1	320	2	5	4.41	.656
PS2	320	2	5	4.26	.672
PS3	320	2	5	4.25	.671
PF1	320	2	5	4.29	.653
PF2	320	2	5	4.33	.639
PF3	320	2	5	4.30	.666
DP1	320	2	5	4.31	.663
DP2	320	2	5	4.25	.675
DP3	320	2	5	4.35	.649
RL1	320	2	5	4.32	.631
RL2	320	2	5	4.33	.640
RL3	320	2	5	4.30	.627
FRP1	320	2	5	4.23	.648
FRP2	320	2	5	4.29	.642
FRP3	320	3	5	4.27	.636
CA1	320	2	5	4.16	.697
CA2	320	2	5	4.25	.662
CA3	320	2	5	4.20	.767
WR1	320	2	5	4.27	.601
WR2	320	2	5	4.32	.616
WR3	320	2	5	4.29	.658

Note: Product Quality (PQ), Packaging Quality (PACQ), Product Certification (PC), Responsiveness (R), Shipping Experience (SE), Payment Convenience (PCO), Social Influence (SI), Community Impact (CI), Product Storytelling (PS), Pricing Fairness (PF), Discounts and Promotions (DP), Rewards and Loyalty (RL), Future Repurchase Plan (FRP), Customer Affinity (CA), and Willingness to Recommend (WR).

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In terms of educational attainment, the sample was relatively well-educated. A majority, 56.3% of respondents, reported holding a Bachelor's degree, indicating that most participants had completed higher education. Furthermore, 25.3% of the respondents had attained a Master's degree, reflecting a substantial portion of individuals with advanced academic training. Meanwhile, 15.9% had completed Senior High School, and a small minority of 2.5% held a Doctoral degree. This educational composition reflects a population with a relatively high level of academic background, which may influence their ability to navigate and make informed decisions in online shopping environments. Regarding the frequency of online shopping, the data show that 42.2% of respondents reported shopping online between five to nine times per month, indicating a moderate to high level of engagement with digital commerce platforms. Meanwhile, 40.6% of respondents engaged in online shopping between one to four times per month, reflecting occasional users. A notable 17.2% of participants reported shopping online ten times or more each month, highlighting a segment of highly active e-commerce users. This range of shopping frequencies demonstrates a diverse level of experience and engagement among the respondents in terms of their familiarity and comfort with online purchasing.

The results of the survey indicate that all 320 respondents completed all of the survey questions. The five-point Likert-scale used to evaluate the responses produced a mean value range between 4.16 and 4.49. The lowest value was obtained for question CA1, while the highest value was obtained for question PQ1 and PACQ1. The consistent and high level of participation from all 320 respondents highlights the importance of the survey's questions to the study participants. The relatively high mean values suggest that the participants found the questions to be relevant and meaningful, particularly for PQ1 and PACQ1. Conversely, the low mean value for CA1 suggests that this question may have been perceived as less significant or less relevant to the participants.

In general, high mean scores show that most respondents agreed or strongly agreed with the statements provided. Compared to the theoretical median value of 3 (the midpoint of the Likert scale), all mean scores are above the median, suggesting that respondents' attitudes lean positively toward the online agricultural shopping experience. The Product Quality (PQ) indicators recorded the highest mean score ($M = 4.49$) with a standard deviation of 0.64, indicating that respondents consistently agreed that the agricultural products purchased online were of high quality. Similarly, Packaging Quality (PACQ) and Product Certification (PC) demonstrated high mean values (4.35–4.49) and low standard deviations (approximately 0.62–0.69), showing a high level of agreement regarding the reliability of packaging and product authenticity. The Responsiveness (R) and Shipping Experience (SE) constructs also reported mean values above 4.4 with standard deviations between 0.58–0.63, suggesting that respondents perceived the customer service and delivery process as efficient and dependable.

Likewise, Payment Convenience (PCO), Social Influence (SI), and Community Impact (CI)

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achieved mean values between 4.26–4.46 with low variation, indicating consistent perceptions of convenient payment systems and the role of social influence in shaping purchase behavior.

Meanwhile, Product Storytelling (PS), Pricing Fairness (PF), and Discounts and Promotions (DP) recorded mean values between 4.25–4.41 with standard deviations around 0.65. This shows that fair pricing, engaging storytelling, and promotional strategies were perceived as effective in enhancing satisfaction and encouraging repurchase intention. The Rewards and Loyalty (RL) and Future Repurchase Plan (FRP) constructs showed mean values between 4.23–4.33 with standard deviations around 0.63–0.65, reflecting respondents' positive attitudes toward long-term engagement and loyalty to digital agricultural platforms. Finally, Customer Affinity (CA) and Willingness to Recommend (WR) had mean values between 4.16 and 4.32, with standard deviations ranging from 0.60 to 0.77. Although these means are slightly lower than other variables, they still remain above the theoretical median, suggesting respondents' positive attachment to and willingness to recommend the online agricultural platform to others.

Overall, the results across most items indicate that the responses were relatively homogeneous and consistent among participants. This consistency highlights a shared positive perception of product quality, service reliability, and the overall digital shopping experience for agricultural products. The findings confirm that users exhibit strong satisfaction, trust, and loyalty toward the agricultural e-commerce platforms examined in this study.

5.2.2 Structural Model

Loading Factors, Average Variance Extracted (AVE), and Composite Reliability (CR) were used to assess the validity and reliability of the model (Savalei, 2021). All indicators maintained loading factors above 0.7, confirming strong reliability. These indicators include Product Quality (PQ), Packaging Quality (PACQ), Product Certification (PC), Responsiveness (R), Shipping Experience (SE), Payment Convenience (PCO), Social Influence (SI), Community Impact (CI), Product Storytelling (PS), Pricing Fairness (PF), Discounts and Promotions (DP), Rewards and Loyalty (RL), Future Repurchase Plan (FRP), Customer Affinity (CA), and Willingness to Recommend (WR). All AVE values exceeded the 0.50 threshold, confirming convergent validity as each construct explains sufficient variance in its indicators (Whittaker, 2012). The AVE values were: PQ (0.648), PACQ (0.663), PC (0.851), R (0.754), SE (0.623), PCO (0.825), SI (0.707), CI (0.707), PS (0.808), PF (0.548), DP (0.707), RL (0.822), FRP (0.636), CA (0.595), and WR (0.633). These results indicate that all items met the required thresholds and are valid based on their factor loadings. The AVE values for Product Assurance (PA), Service Reliability (SR), Social Drivers (SD), Price and Promotion (PP), and Online Repurchase Intention (ORI) exceed the 0.5 threshold.

Likewise, their Composite Reliability (CR) values are above 0.7, indicating strong convergent validity and internal consistency values were: PQ (0.847), PACQ (0.855), PC

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(0.945), R (0.901), SE (0.832), PCO (0.934), SI (0.867), CI (0.934), PS (0.867, PF (0.791), DP (0.926), RL (0.933), FRP (0.838.), CA (0.814), and WR (0.838). In addition, dimensions such as PA, SR, SD, and PP exceed the 0.70 threshold, confirming the reliability of each construct.

The next step presents the results of the structural model analysis based on the qualitative-derived model using AMOS software (see Table 5.2). The chi-square value was not statistically significant at the 0.05 level, with a relative chi-square (χ^2/df) of 0.76. The goodness-of-fit indicators also demonstrated satisfactory values: GFI = 0.937, AGFI = 0.915, RMR = 0.18, and RMSEA = 0.040. These results indicate a good fit between the model and the empirical data, providing support for the model's adequacy (Bentler, 1990).

Table 5.2 The calculated estimated of model fit

Index	Recommended Value	Model Value
λ^2/df	< 2.00	0.76
GFI	≥ 0.90	0.937
AGFI	≥ 0.90	0.915
RMR	< 0.50	0.18
RMSEA	< 0.05	0.040
CFI	≥ 0.90	0.943

In conclusion, the model developed from the qualitative phase demonstrates that online repurchase intention for agricultural products on Indonesia's e-commerce platforms is influenced by the weighted contributions of each observed variable. These findings indicate that the model provides a reliable and valid framework for assessing online repurchase intention in this context. Furthermore, the structural model derived from the qualitative phase was validated through the assessment of various statistical indicators, confirming the theoretical soundness and empirical adequacy of the proposed framework.

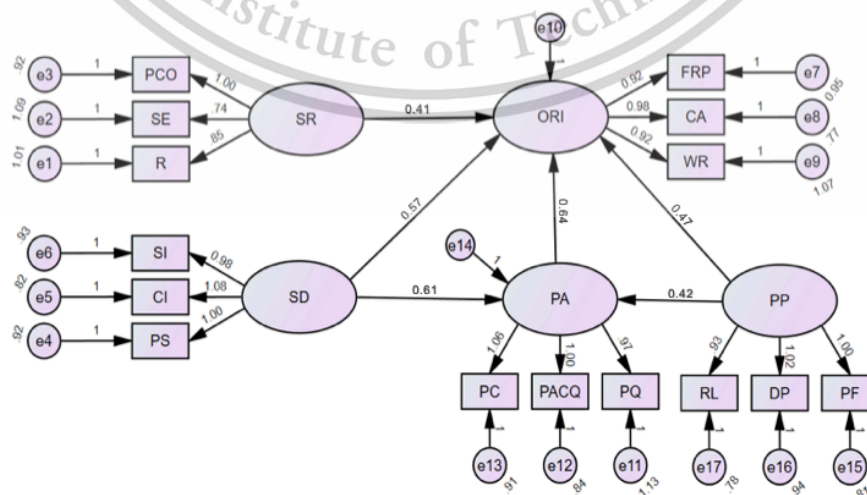


Figure 5.2. Standardized estimates result of the Structural Equation Modeling, using AMOS Graphics.

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Table 3 presents the regression weights, which indicate the significant influence of online repurchase intention. The variables of product assurance, service reliability, social drivers, and price and promotion were found to have a significant impact on online repurchase intention for agricultural products in Indonesia's e-commerce platforms.

H1: There is a positive and significant relationship between Product Assurance and Online Repurchase Intention for agricultural products on e-commerce platforms ($\beta = 0.648$, $p = 0.004$), with a critical ratio (C.R.) of 2.885. This indicates a statistically significant relationship at the 0.05 level. The probability of obtaining a critical ratio as large as 2.885 in absolute value is 0.004, meaning the regression weight for Product Assurance is significantly different from zero at the 0.05 significance level (two-tailed). These results support the hypothesis that perceived product assurance positively influences consumers' intention to repurchase.

H2: There is a positive significant between Social Drivers and Online Repurchase Intention ($\beta = .570$, $p = .005$), with a critical ratio of 2.836 and a, confirming statistical significance at the 0.05 level (two-tailed). These results indicate that Social Drivers contribute meaningfully and positively to the variance in Online Repurchase Intention. The statistical strength of this relationship highlights the relevance of Social Drivers as a key influencing factor in the structural model. The evidence supports the hypothesis that consumers' repeated purchase intention is significantly shaped by social-related variables as captured in this study.

H3: The path from Social Drivers to Product Assurance was found to be positive and statistically significant ($\beta = 0.609$, $p = 0.010$) with a critical ratio (C.R.) of 2.567, indicating statistical significance at the 0.05 level. This result confirms that Social Drivers have a positive and significant influence on Product Assurance.

H4: There is a significant relationship between Service Reliability and Online Repurchase Intention for agricultural products on e-commerce platforms ($\beta = .413$, $p = 0.025$), which is statistically significant at the 0.05 level (two-tailed). These statistical results confirm that Service Reliability exerts a positive and significant influence on consumers' intention to repurchase agricultural products online. The strength of this relationship demonstrates that the perception of reliability in services plays a substantial role in shaping consumers' continued use of e-commerce for agricultural product purchases. The evidence supports the inclusion of Service Reliability as a key construct within the tested structural model

H5: A significant relationship was found between Price and Promotion to Online Repurchase Intention ($\beta = 0.469$, $p = 0.048$), with a critical ratio (C.R.) of 1.988 This demonstrates that Price and Promotion have a significant impact on Online Repurchase Intention at the 0.05 level (two-tailed). It implies that competitive pricing strategies, combined with effective promotional campaigns, can positively influence consumer decisions to make

repeat purchases. Price sensitivity and perceived value remain key considerations in the consumer's online shopping experience.

Table 5.3. Relative influence of items (Regression Weights)

Hypotheses	Estimate	S.E.	C.R (t-value)	P-value	Significant
H1: Online Repurchase Intention <-- Product Assurance	.648	.225	2.885	.004*	Supported
H2: Online Repurchase Intention <-- Social Drivers	.570	.254	2.241	.025*	Supported
H3: Product Assurance <-- Social Drivers	.609	.222	2.567	.010*	Supported
H4: Online Repurchase Intention <-- Service Reliability	.413	.145	2.836	.005*	Supported
H5: Online Repurchase Intention <-- Price Promotion	.469	.257	1.988	.048*	Supported
H6: Product Assurance <-- Price Promotion	.421	.135	2.236	.022*	Supported

Note: * $p < 0.05$

H6: The path from Price and Promotion to Product Assurance was found to be positive and statistically significant ($\beta = .421$, $p = .022$), with a critical ratio (C.R.) of 2.236, indicating statistical significance at the 0.05 level. This finding suggests that pricing strategies such as fairness, affordability, and transparency, combined with effective promotional efforts including discounts, loyalty rewards, and bundled offerings, can enhance consumers' perception of product assurance. When customers perceive that the prices are reasonable and the promotional activities are beneficial and relevant, it increases their confidence in the product's quality and reliability. As a result, this strengthens their trust in the platform and encourages future repurchase behavior in agricultural e-commerce environments. In summary, the quantitative findings provide a comprehensive understanding of the multifaceted factors influencing online repurchase intention in the context of agricultural product e-commerce in Indonesia.

CHAPTER 6

DISCUSSION AND CONCLUSION

This chapter presents the overall conclusions of the study and outlines the final development of the proposed model, which was constructed using an exploratory sequential mixed methods approach. The chapter synthesizes key findings from both the qualitative and quantitative phases, culminating in a comprehensive model that captures the main constructs influencing online repurchase intention for agricultural products. In addition, this chapter discusses the theoretical and practical implications of the research, highlighting its contributions to academic literature and its relevance for industry stakeholders, policymakers, and e-commerce practitioners. Finally, the chapter provides actionable recommendations based on the findings and identifies directions for future research.

6.1 Conclusion

This research fundamentally redefines the drivers of consumer loyalty in agricultural e-commerce within emerging markets by validating e-AGRINT model that identifies Product Assurance, Service Reliability, Social Drivers, and Price and Promotion as significant determinants of online repurchase intention. In addition to identifying these key drivers, the study reveals the underlying mechanisms through which they influence consumer behaviour, particularly emphasizing the mediating role of Product Assurance. The findings confirm that product quality attributes such as freshness, packaging, and certifications, for example, halal and organic, enhance consumer loyalty. Service-related factors such as timely delivery and ease of digital payments contribute to the development of habitual repurchasing behaviour. Social Drivers, including peer recommendations, user reviews, and community support for local farmers, not only strengthen social connection and loyalty but also significantly enhance Product Assurance. This suggests that social validation reinforces perceived quality and trustworthiness. Similarly, Price and Promotion strategies directly influence repurchase intention and also positively impact Product Assurance. Competitive pricing, discounts, and promotional offers act as signals of quality, increasing consumer confidence in both product value and seller reliability. Storytelling about the product's origin, producer background, and sustainability further deepens emotional engagement, while pricing strategies such as bundles, discounts, and loyalty programs encourage repeat purchases by creating a sense of value and appreciation.

This study contributes to the literature on consumer behaviour in agricultural e-commerce and offers practical insights for platforms, sellers, marketers, and policymakers. By explicitly showing how Product Assurance mediates key influences, the findings provide a more nuanced understanding of how consumer trust and loyalty develop in digital agricultural marketplaces. Future research can expand this model to other regions and contexts. Although

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this study focuses on Indonesian consumers, examining these determinants in different cultural, economic, or technological settings may reveal context-specific variations. Furthermore, including perspectives from other stakeholders such as farmers, platform operators, or delivery personnel could offer a more comprehensive understanding of the agricultural e-commerce ecosystem. Broadening research across user groups and geographic markets will help improve strategies to sustain growth, trust, and repurchase behaviour in digital agricultural commerce.

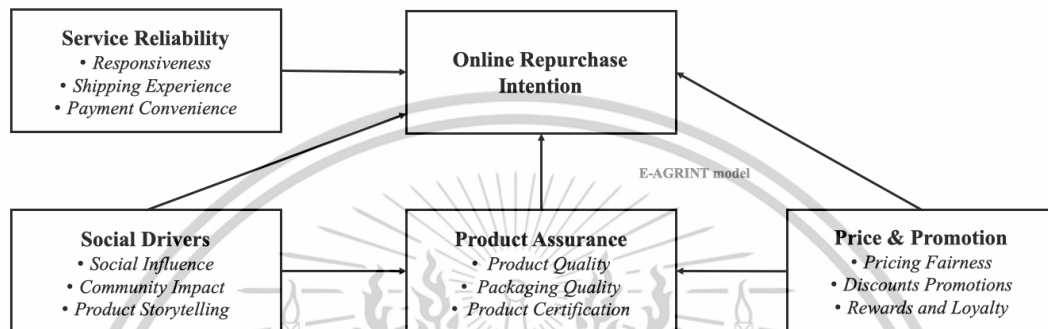


Figure 6.1 A final development of the e-AGRINT model, using an exploratory sequential mixed methods study.

Overall, the e-AGRINT model presents a comprehensive and integrated perspective on the factors influencing online repurchase intention for agricultural products in Indonesia (see Figure 6.1). This conceptual model is built upon four interrelated and essential components: Product Assurance, Service Reliability, Social Drivers, and Price and Promotion. Together, these elements offer a structured framework for understanding consumer behaviour in the digital agricultural marketplace. The e-AGRINT model represents a significant contribution to the broader field of finance, accounting, and digital commerce, particularly in emerging markets like Indonesia, where agricultural e-commerce is rapidly expanding but remains under-researched.

To further strengthen the robustness and generalizability of the findings, it is recommended that future research test the e-AGRINT model across other emerging markets and within various agricultural value chains. Such comparative studies would help establish the model's external validity and reveal potential contextual differences or similarities in its applicability across diverse economic and agricultural settings.

6.2 Discussion

This study reveals a positive and significant influence between Product Assurance and Online Repurchase Intention for agricultural products on e-commerce platforms. Notably, the path coefficient from Product Assurance to Repurchase Intention ($\beta = 0.648$) was the strongest among all direct paths, indicating that while other dimensions such as Service Reliability, Social

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Drivers, and Price & Promotion also play important roles, the assurance of a high-quality product remains the most dominant driver of consumer loyalty. Consumers demonstrate a greater likelihood to repurchase when agricultural products consistently meet quality expectations particularly in terms of freshness, alignment with product descriptions, and appropriate ripeness. Proper packaging, including clean and secure presentation along with harvest and expiration date labelling, further strengthens consumer trust. Moreover, valid certifications such as halal, organic, or official food safety endorsements serve as credible signals that reinforce the perceived reliability of the product, thereby magnifying its impact on repurchase intention. This finding suggests that businesses should prioritize investments in quality control and product assurance systems over other marketing strategies, as these efforts yield the highest return in building sustained consumer commitment.

Previous studies have underscored the critical role of product quality in shaping consumer repurchase behavior. Consumers consistently seek high-quality products, and improvements in product quality increase the likelihood of repeat purchases (Hasanah & Murniati, 2021). Product quality significantly contributes to consumers repurchase decisions, higher product quality is positively associated with customer satisfaction (Fiani & Japariato, 2012; Lasander, 2013). Packaging functions as a communication tool between producers and consumers, incorporating both visual and informational elements that influence emotional and cognitive responses (Rettier & Brewer, 2000). Informational content, including written and material cues, supports consumers' rational decision-making processes (Silayoi & Speece, 2004). Certification also reduces perceived risk and facilitates quality assessment, while simultaneously supporting farmer income and market access.

The study further demonstrates a significant positive relationship between Service Reliability and Online Repurchase Intention. When consumers perceive that e-commerce services are responsive, offer timely shipping, and provide convenient and secure payment processes, the likelihood of repeat purchases increases. These service dimensions play a vital role in building consumer confidence and fostering long-term loyalty, particularly in digital agricultural commerce within emerging markets where reliable logistics and service assurance serve as key differentiators. Ensuring timely and consistent delivery remains one of the most pressing challenges for e-commerce providers in developing countries. The availability of express delivery options has a critical impact on customer satisfaction and repurchase intention. Conversely, delivery delays can negatively affect consumers' emotional states and sense of customer value (Ali & Bhasin, 2019; Demoulin & Djelassi, 2013).

Another important determinant of online repurchase intention for agricultural products in Indonesian e-commerce is Social Drivers. Social influences such as peer recommendations, product ratings, and positive word-of-mouth significantly shape consumer intention. The findings support the effectiveness of digital word-of-mouth and user reviews in encouraging repurchase behavior. Rating systems in online marketplaces, such as star-based evaluations,

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provide a useful benchmark for seller reputation, and user-generated reviews reflect consumers' overall assessments of product quality and service (Demoulin & Djelassi, 2013; Filieri et al., 2019). Online customer reviews are particularly valuable due to their capacity to inform and persuade prospective buyers. These reviews significantly influence consumers' perceptions and purchasing decisions. Beyond individual peer influence, the broader impact of online communities is increasingly shaping consumer behavior in the context of agricultural e-commerce (Purnawirawan et al., 2015; Mogilova et al., 2020; Verma et al., 2023).

Consumers increasingly prefer to support local farmers and contribute to the resilience of local economies, which reinforces the social value attached to their purchases. This sense of community involvement enhances trust and loyalty beyond the individual transaction. Moreover, product storytelling emerges as a powerful marketing tool to deepen emotional engagement. Narratives about product origin, the background of producers, and sustainable farming practices help create a meaningful connection between consumers and the products they buy. By sharing authentic stories, sellers can foster long-term relationships and strengthen consumer commitment in the agricultural digital marketplace.

In the Indonesian context, social values also influence consumer intention. A segment of consumers is motivated not solely by personal benefit but by the desire to contribute to the local economy. A sense of nationalism and pride in local products fosters consumer intention that supports local producers and enhances community-based economic resilience (Siswanto, 2019). Moreover, consumers tend to develop deeper emotional connections with brands that integrate storytelling into their messaging. Story-based branding enhances engagement and is perceived as more credible when delivered through structured, authentic narratives (Kang & Choy, 2006; Lee et al., 2017).

The importance of Price and Promotion as key determinants of repeat purchases. Factors such as pricing fairness, discounts, promotional offers, and loyalty rewards significantly influence consumers' decisions to repurchase. Customers tend to feel valued when they receive exclusive treatment, which in turn strengthens brand loyalty. Price has a notable impact on purchase decisions, particularly when pricing is perceived as affordable and aligned with product value (Gunarsih et al., 2021). Pricing plays a significant role in shaping purchase intentions, with strategies like free shipping and discounts contributing to higher perceived value and fostering repeat purchase behavior (Ali & Bhasin, 2019; Wu et al., 2014). Receiving discounts often creates a sense of preferential treatment, reinforcing customer appreciation and fostering loyalty. Building upon this, exclusive benefits strengthen relational commitment and mitigate brand-switching tendencies, ultimately supporting sustained long-term customer engagement (Chou & Chen, 2018).

The results also indicate that social validation, such as a large number of positive reviews and endorsements from the community, serves as a cognitive heuristic in consumer decision-making. When consumers observe widespread approval from others, they are more

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likely to perceive the product as having higher quality and reliability, which in turn enhances Product Assurance. This strengthened perception of Product Assurance subsequently increases the likelihood of Repurchase Intention, indicating a significant indirect effect of Social Drivers on Repurchase Intention through Product Assurance.

Similarly, the significant path from Price & Promotion to Product Assurance suggests that pricing strategies play a role beyond facilitating transactions, functioning as indicators of product quality. When pricing is perceived as fair and transparent, and promotional offers are reasonable and consistent, consumers tend to associate these signals with a product's inherent quality and the seller's credibility. This perception reinforces Product Assurance, which then positively influences Repurchase Intention. These findings highlight the mediating role of Product Assurance, demonstrating that both Social Drivers and Price & Promotion impact Repurchase Intention not only directly but also indirectly through their influence on Product Assurance.

The findings provide a comprehensive understanding of the multifaceted factors influencing online repurchase intention in the context of agricultural product e-commerce in Indonesia. The significant relationships identified among Product Assurance, Service Reliability, Social Drivers, and Price and Promotion demonstrate that consumers' repurchase intentions are not solely based on rational evaluations of quality and price, but are also shaped by social and emotional factors. When viewed through the lens of established behavioural models, these findings offer theoretical refinement and extension.

According to the TP), repurchase intention is largely determined by rational assessments of attitude, subjective norms, and perceived behavioural control. However, the current study suggests that in the context of agricultural e-commerce, social and emotional dimensions exert an equally strong, if not greater, influence on consumer decision-making. The significant role of Social Drivers—including peer influence, online communities, and digital word-of-mouth challenges the traditional assumption of purely rational choice embedded in TPB. Consumers' decisions to repurchase are not merely guided by deliberate evaluation of utility but are also shaped by social validation, community belonging, and cultural trends. Such findings indicate a shift toward socially embedded rationality, where emotional and social identity factors complement utilitarian reasoning in shaping online repurchase intentions.

Furthermore, the results contribute to the ECT by emphasizing that consumers' repurchase behaviour is influenced not only by the confirmation of prior expectations regarding product and service quality, but also by continuous reinforcement through social validation and perceived credibility of the platform. The integration of social and relational variables, as demonstrated in this study, extends ECT by suggesting that post-purchase satisfaction and repurchase intention are reinforced by community-driven trust and perceived authenticity in digital interactions.

In summary, this research advances theoretical understanding by integrating cognitive, affective, and social dimensions into the study of repurchase intention. It moves beyond the rational-choice assumptions of TPB and the satisfaction-based mechanisms of ECT, offering a more holistic view of how Indonesian consumers engage with agricultural e-commerce platforms.

6.3 Research Implication

For Theoretical Implications

This study contributes to the existing literature on consumer intention in agricultural e-commerce by empirically validating a e-AGRINT model that incorporates Product Assurance, Service Reliability, Social Drivers, and Price and Promotion as determinants of Online Repurchase Intention. Academically, it enriches the understanding of how quality-related cues, such as certification and packaging, combined with platform service performance and social influence mechanisms, shape consumer loyalty in the context of online agricultural product purchases. The findings demonstrate the robustness of these constructs in explaining repeated purchase intention, particularly in emerging market contexts such as Indonesia. Furthermore, the study confirms that perceived service quality and pricing strategies are critical in building consumer trust and satisfaction, reinforcing the applicability of repurchase intention frameworks within the agri-digital commerce sector.

Theoretically, this study extends the Theory of Planned Behavior (TPB) by unpacking its core constructs, particularly subjective norms and perceived behavioural control, into more context-specific determinants relevant to agricultural e-commerce. The proposed e-AGRINT model integrates Product Assurance, Service Reliability, Social Drivers, and Price and Promotion as distinct drivers of Online Repurchase Intention, thereby enhancing the explanatory granularity of TPB in a collectivist, emerging market context. It also complements Expectation Confirmation Theory (ECT) by demonstrating how post-purchase evaluations, such as perceived service quality and fair pricing, reinforce consumer trust and satisfaction, which in turn sustain loyalty. By empirically validating the predictive power of quality-related cues (e.g., certification, packaging), platform service performance, and social influence mechanisms, the study not only strengthens existing repurchase intention frameworks but also adapts them to the specific dynamics of agri-digital commerce in Indonesia.

For Practical/Managerial Implication

For e-commerce platform managers, the findings of this research offer a strong and actionable message. Investing in features that enhance social credibility, such as providing detailed farmer profiles, implementing transparent and verifiable review systems, and encouraging genuine user interactions, should not be seen merely as a supplementary marketing effort. Instead, these initiatives serve as a direct and measurable driver of how consumers perceive product quality, which in turn significantly influences their intention to make repeat purchases. The impact of fostering a sense of community, reliability, and transparency within the platform is not just intangible goodwill; it translates into a clear return on investment by strengthening customer loyalty, increasing purchase frequency, and ultimately improving long-term platform sustainability and competitiveness.

6.4 Recommendations

In addition to its theoretical and empirical implications, the e-AGRINT model offers valuable practical recommendations for e-commerce platforms specializing in agricultural products as well as other relevant stakeholders in the agricultural digital economy. Based on the findings derived from the model, the following recommendations are proposed:

Enhancing Product Assurance

Implement a Freshness Guarantee badge. Utilize blockchain for farm-to-table traceability that consumers can access via QR code on packaging. This approach not only assures buyers about the authenticity and freshness of the products but also strengthens brand credibility in the increasingly competitive e-commerce landscape.

Optimizing Service Reliability

Establish a 24/7 customer service chatbot for instant query resolution. Partner with hyperlocal delivery services to offer guaranteed 2-hour delivery slots in urban centers, ensuring a seamless and highly responsive shopping experience for every customer.

Leveraging Social Drivers

Launch a Farmer of the Month campaign featuring video interviews. Create a referral program that rewards both the referrer and the new customer to stimulate word-of-mouth.

Strategizing Price and Promotion

Introduce a tiered loyalty program (Bronze, Silver, Gold) with escalating benefits. Use dynamic pricing for bundle and save deals based on harvest surplus to manage inventory and offer value.

6.5 Limitations of the Study

Although this study provides valuable insights and contributes to the understanding of the topic, it is not without its limitations. Several constraints may have influenced the findings, the scope of analysis, and the generalizability of the results. For clarity and transparency, the specific limitations of this research are outlined and discussed as follows.

Geographic Limitation

While this study provides a robust model for urban and peri-urban consumers, it is limited in its geographic scope. Future research should employ a stratified sampling method to compare the relative importance of the e-AGRINT dimensions between consumers in Java versus outer islands like Sumatra and Sulawesi, answering the question: How do infrastructural differences moderate the effect of Service Reliability on repurchase intention?.

Cross-Sectional Limitation

This study offers a cross-sectional snapshot. A longitudinal study tracking a cohort of new users over a 12-month period would provide invaluable insights into how the drivers of repurchase intention evolve from initial adoption to long-term loyalty.

Demand-Side Focus Limitation

Our focus was on consumer (demand-side) perspectives. A critical next step is a complementary supply-side study interviewing farmers and platform operators to understand the operational challenges in meeting the expectations outlined in the e-AGRINT model.

Cultural Specificity

Cultural Specificity may affect the generalizability of the findings, as the participants reflect a particular socio-cultural environment that may not represent other regions or countries.

6.6 Ethical Considerations

This research adhered to strict ethical standards throughout its implementation, encompassing both the qualitative and quantitative phases. Every stage was designed to ensure the safety, dignity, and autonomy of the participants, with specific protocols in place to address potential risks and uphold participants' rights. In the qualitative phase, interviews were conducted in a virtual format to promote comfort and convenience for participants while also maintaining privacy. Each session was held individually and confidentially, ensuring that no third party was present during the interaction. Prior to the commencement of the interviews, participants received an Informed Consent Form, which clearly outlined the objectives, procedures, and voluntary nature of the study. They were encouraged to review the form carefully, ask any questions they might have, and provide written consent before proceeding. Participants were explicitly informed that their involvement was entirely voluntary and that they were under no obligation to continue if they felt uncomfortable at any point. They retained full autonomy to refuse to answer specific questions, pause the session,

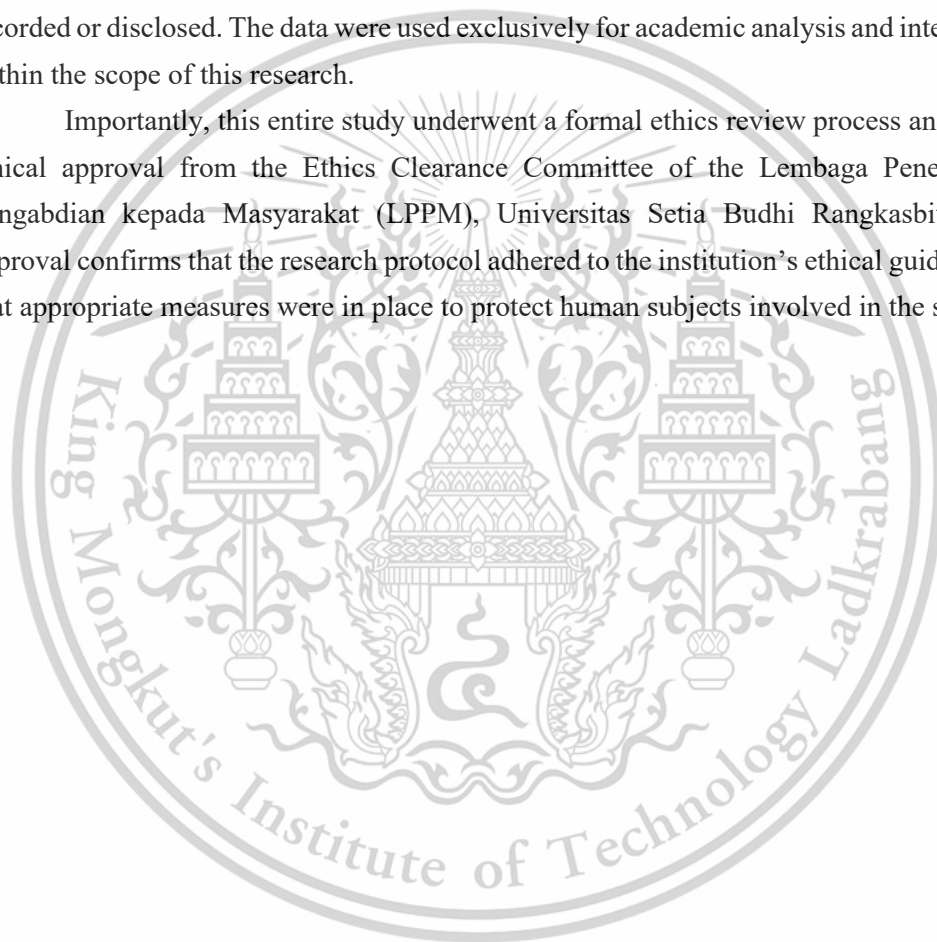
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or withdraw from the interview altogether, without facing any consequences. This approach was intended to foster a respectful and pressure-free environment.

The researcher also sought and obtained permission to digitally record the interviews for the purpose of accurate data transcription. These recordings were stored securely on a password-protected server, accessible only to the researcher, thereby ensuring data confidentiality. To further safeguard participant identities, individuals were assigned numerical codes in all documentation and reports, rather than being identified by name or other personal identifiers. Similarly, during the quantitative phase, data collection was carried out with the same level of ethical awareness and confidentiality. All survey responses were handled in a manner that protected participants' anonymity, with no identifying information recorded or disclosed. The data were used exclusively for academic analysis and interpretation within the scope of this research.

Importantly, this entire study underwent a formal ethics review process and received ethical approval from the Ethics Clearance Committee of the Lembaga Penelitian dan Pengabdian kepada Masyarakat (LPPM), Universitas Setia Budi Rangkasbitung. The approval confirms that the research protocol adhered to the institution's ethical guidelines and that appropriate measures were in place to protect human subjects involved in the study.



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APPENDIX A

Announcement of Dissertation Outline Approval



Announcement

KMITL Business School

King Mongkut's Institute of Technology Ladkrabang

Result of Dissertation Outline Approval (Mr. Arga Ramadhana)

KMITL Business School, King Mongkut's Institute of Technology Ladkrabang, with the approval of the Dissertation Proposal Committee, would like to announce the research topic and approve the Dissertation outline of the Doctor of Philosophy Program in Industrial Business Administration (International Program), which was approved on 28 February 2024 to proceed as follows:

Mr. Arga Ramadhana, Student ID 65106034 is allowed to do a Dissertation on the topic of "ANTECEDENTS OF ONLINE REPURCHASE INTENTION OF AGRICULTURE PRODUCT ON INDONESIAN E-COMMERCE: AN EXPLORATORY MIXED METHOD STUDY" with with Assoc. Prof. Dr. Wornchanok Chaiyasoonthorn as a main advisor and Assoc. Prof. Dr. Singha Chaveesuk as a co-advisor.

In this regard, the student is required to research and write a Dissertation by consulting with his advisors to complete it within the stipulated time in the regulations of King Mongkut's Institute of Technology Ladkrabang.

Announced on July 25, 2024

(Associate Professor Dr.Singha Chaveesuk)

Dean, KMITL Business School

2024/07/25 Time 09:14:30 Non-PKI Server Sign-LN

Signature Code : QgAwA-DEAQg-BCAEI-AQAAz

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APPENDIX B

Informed Consent Form

INFORMED CONSENT To Participate in a Research Study

KMITL Business School
King Mongkut's Institute of Technology Ladkrabang
Bangkok, THAILAND

Research Project Antecedents of Online Repurchase Intention of Agricultural Product on Indonesian E-Commerce: An Exploratory Mixed Methods Study

**Research/
Principal Investigator** Arga Ramadhana (Mobile: +6282397004767)

A. PURPOSE AND BACKGROUND

Arga Ramadhana from KMITL Business School is researching the online repurchase intention of agriculture product on Indonesian e-commerce. The purpose of your participant in this research is to assist the researcher in investigating and comprehend variables that emerge from the developed research model of the research. You are chosen as a great promise participant in this study because you are the person that have experience buying agriculture product on Indonesian e-commerce.

B. PROCEDURES

If you agree to participate in this study, the following will occur: The digital recording will be used for a thirty-to-forty-five-minutes interview session.

C. RISKS

The interview will be carefully and thoughtfully conducted to minimize potential risk. If you are uncomfortable for any reason, you may refuse to answer any interview question or be asked to pause or end the interview at any time.

D. CONFIDENTIALITY

This study's records will be kept as confidential as possible. Only research personnel will have access to the file, and only those who have an essential need to see name's or other identifying information will have access to that specific file.

E. BENEFIT OF PARTICIPATION

Participating in this research study will provide you with no direct benefits. The anticipated benefit of your participation in this study is the development of new academic theoretical framework.

F. VOLUNTARY PARTICIPATION

Your decision whether or not the participate in this study is voluntary and will not affect your relationship with KMITL Business School or King Mongkut's Institute of Technology Ladkrabang. If you choose to participate in this study, you can withdraw your consent and discontinue participation at any time without prejudice.

G. QUESTIONS

If you have any questions about the study, please contact Arga Ramadhana by calling +6282397004767.

CONSENT

YOU ARE MAKING A DECISION WHETHER OR NOT PARTICIPATE IN A RESEARCH STUDY. YOUR SIGNATURE BELOW INDICATES THAT YOU HAVE DECIDED TO PARTICIPATE IN THE STUDY AFTER READING ALL OF THE INFORMATION ABOVE AND THAT YOU UNDERSTAND THE INFORMATION IN THIS FORM, AS WELL AS THAT YOU HAVE HAD ANY QUESTIONS ANSWERED.

Signature _____ Date _____
Research Participant

Signature _____ Date _____
Interview

APPENDIX C

Interview Guide Development

Research Questions	Research Objective	Literature review	Expected Information from Participant	Interview Questions as Guided by Patton (1990)	Selected Interview Question	Reason to select the Questions
RQ1: How can agricultural products on Indonesian e-commerce platforms be improved to enhance online repurchase intentions?	To develop a research model that can be used to investigate the online repurchase intention of agriculture product on Indonesian ecommerce.	<ul style="list-style-type: none"> - E-commerce in Indonesia: Growth in online shopping, especially for agricultural products. - Repurchase Intentions: Influenced by product quality, trust, delivery speed, ease of use, and customer satisfaction - Agricultural Ecommerce: Barriers and enablers include trust in product quality, logistics, and certifications - Related previous research 	Insights into the key elements that influence online repurchase behavior and how agricultural products can be improved to increase repurchase intention.	<p>Could you share your general experience and perspective on using e-commerce platforms in Indonesia?</p> <p>In what ways has e-commerce impacted your daily life, particularly in how you shop for agricultural products?</p>	<p>Could you share your general experience and perspective on using e-commerce platforms in Indonesia?</p> <p>In what ways has e-commerce impacted your daily life, particularly in how you shop for agricultural products?</p>	<p>This question is important to gauge the participant's general comfort and familiarity with e-commerce, which will provide context for their responses on agricultural e-commerce and repurchase behaviors.</p> <p>To determine the obvious impact of the e-commerce</p>
RQ1: How would agriculture product on Indonesian ecommerce be improved to online repurchase intention?	To develop a research model that can be used to investigate the online repurchase intention of agriculture product on Indonesian ecommerce.		Increased information about agriculture e-commerce	<p>How would you describe agricultural e-commerce platforms in Indonesia?</p> <p>In your opinion, why is agricultural e-commerce important for Indonesia?</p>	<p>How would you describe agricultural e-commerce platforms in Indonesia?</p> <p>In your opinion, why is agricultural e-commerce important for Indonesia?</p>	<p>Understanding how participants perceive agricultural e-commerce platforms specifically will provide insights into potential improvements or features that could encourage repurchase.</p> <p>This question explores the participant's understanding of the broader significance of agricultural e-commerce, shedding light on what aspects they value or believe should be enhanced for future growth.</p>
RQ1: How would agriculture product on Indonesian ecommerce be improved to online repurchase intention?	To develop a research model that can be used to investigate the online repurchase intention of agriculture product on Indonesian ecommerce.		Difficulties they encounter when buying agricultural products online and Improving user experience	<p>What challenges or difficulties have you faced when purchasing agricultural products through e-commerce platforms?</p> <p>How do you ensure agriculture e-commerce will growth?</p> <p>Who is required to be involved to overcome the problem?</p>	<p>What challenges or difficulties have you faced when purchasing agricultural products through e-commerce platforms?</p>	<p>Identifying obstacles or pain points directly linked to repurchase behavior will guide actionable suggestions for improvement.</p>

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Research Questions	Research Objective	Literature review	Expected Information from Participant	Interview Questions as Guided by Patton (1990)	Selected Interview Question	Reason to select the Questions
RQ1: How would agriculture product on Indonesian ecommerce be improve to online repurchase intention?	To develop a research model that can be used to investigate the online repurchase intention of agriculture product on Indonesian ecommerce		Factors directly influenced their decision to repurchase	How satisfied are you with the current agricultural products available on Indonesian e-commerce platforms? From your perspective, what motivates consumers to repurchase agricultural products online? Could you provide examples based on your own experience? Are specific factors, like product certification (e.g., halal), quality, or delivery speed, influencing your decision to repurchase agricultural products? Why are these important	From your perspective, what motivates consumers to repurchase agricultural products online? Could you provide examples based on your own experience? Are specific factors, like product certification (e.g., halal), quality, or delivery speed, influencing your decision to repurchase agricultural products? Why are these important	This question is key in understanding the motivations behind repurchase intentions, offering a direct link to the research objective of identifying factors that encourage repurchase. This question is essential for identifying the specific factors (such as product certification, quality, and delivery) that drive consumer repurchase decisions, which can guide improvements for agricultural e-commerce platforms.
RQ2: What factors influence the online repurchase intention of agricultural products on Indonesian e-commerce platforms?	To investigate and comprehend variables that emerge from the developed research model, including any relationships between variables.	<ul style="list-style-type: none"> -Repurchase Intentions: Factors like product quality, pricing, trust, and platform experience drive repurchase decisions. -Trust in Sellers/Platforms: Trust in sellers and platforms is crucial for repurchase. -Platform Features: User-friendly interfaces, reviews, and recommendations boost repurchase likelihood. -Social Influence: Social media, word-of-mouth, and recommendations strongly impact buying decisions. 	<p>How do you usually decide which agricultural product to purchase online?</p> <p>If you had to identify one key factor that most strongly influences your decision to repurchase agricultural products online, what would it be and why?</p> <p>Do you believe trust in the seller or platform plays a role in your decision to repurchase? How about pricing, promotions, or product availability?</p>	<p>How do you usually decide which agricultural product to purchase online?</p> <p>If you had to identify one key factor that most strongly influences your decision to repurchase agricultural products online, what would it be and why?</p> <p>Do you believe trust in the seller or platform plays a role in your decision to repurchase? How about pricing, promotions, or product availability?</p>	<p>If you had to identify one key factor that most strongly influences your decision to repurchase agricultural products online, what would it be and why?</p> <p>Do you believe trust in the seller or platform plays a role in your decision to repurchase? How about pricing, promotions, or product availability?</p>	<p>This question directly addresses the primary factor influencing repurchase decisions. It encourages the participant to prioritize and explain their most significant motivating factor.</p> <p>This question explores the role of trust, pricing, promotions, and product availability—all critical factors in repurchase decisions. It provides insights into which specific elements the participant values the most.</p>
			Reviews influence their decision to repurchase agricultural products	How do the features of the e-commerce platform (e.g., user interface, product recommendations, or reviews) affect your likelihood of repurchasing agricultural products?	How do the features of the e-commerce platform (e.g., user interface, product recommendations, or reviews) affect your likelihood of repurchasing agricultural products?	This question explores how platform features impact repurchase intentions. It's important because the design and usability of the platform can directly influence consumer behavior.

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Research Questions	Research Objective	Literature review	Expected Information from Participant	Interview Questions as Guided by Patton (1990)	Selected Interview Question	Reason to select the Questions
				Do external factors, such as social media recommendations or word of mouth, influence your repurchase decisions? If yes, how?	Do external factors, such as social media recommendations or word of mouth, influence your repurchase decisions? If yes, how?	This question examines the social influence of social media and word of mouth, which can significantly affect consumers' online repurchase behavior.
				Is there anything else you'd like to share or suggest about improving the online shopping experience for agricultural products?	Is there anything else you'd like to share or suggest about improving the online shopping experience for agricultural products?	This open-ended question allows participants to provide additional insights or suggestions not covered by the previous questions, providing valuable feedback on improving the online shopping experience.



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APPENDIX D

Interview Guide

INTERVIEW GUIDELINE OF THE STUDY

1. Could you share your general experience and perspective on using e-commerce platforms in Indonesia?
2. In what ways has e-commerce impacted your daily life, particularly in how you shop for agricultural products?
3. How would you describe agricultural e-commerce platforms in Indonesia?
4. In your opinion, why is agricultural e-commerce important for Indonesia?
5. What challenges or difficulties have you faced when purchasing agricultural products through e-commerce platforms?
6. From your perspective, what motivates consumers to repurchase agricultural products online? Could you provide examples based on your own experience?
7. Are specific factors, like product certification (e.g., halal), quality, or delivery speed, influencing your decision to repurchase agricultural products? Why are these important?
8. If you had to identify one key factor that most strongly influences your decision to repurchase agricultural products online, what would it be and why?
9. Do you believe trust in the seller or platform plays a role in your decision to repurchase? How about pricing, promotions, or product availability?
10. How do the features of the e-commerce platform (e.g., user interface, product recommendations, or reviews) affect your likelihood of repurchasing agricultural products?
11. Do external factors, such as social media recommendations or word of mouth, influence your repurchase decisions? If yes, how?
12. Is there anything else you'd like to share or suggest about improving the online shopping experience for agricultural products?

APPENDIX E

Item-Objective Congruence (IOC) Analysis (Interview Guide)

Congruent = +1 Questionable = 0 Incongruent = -1

QUESTION	Item Objective Congruence			The IOC Index	
	E1	E2	E3	Total Score	Mean of Expert Score
1. Can you share your overall experience with e-commerce platforms in Indonesia? Probing: What do you like or dislike most?	1	1	1	3	1.0
2. How has using e-commerce platforms changed the way you shop for agricultural products? Probing: Is it more convenient or less? Why?	1	1	1	3	1.0
3. How would you describe agricultural e-commerce platforms in Indonesia?	1	1	1	3	1.0
4. Why do you think agricultural e-commerce is important for Indonesia's economy or society? Probing: What benefits do you see?	1	1	1	3	1.0
5. What challenges or difficulties have you faced when purchasing agricultural products online? Probing: How do these challenges affect your decision to repurchase?	1	0	1	2	0.6
6. From your perspective, what motivates consumers to repurchase agricultural products online? Probing: "Can you give an example of a time when this influenced you?"	1	1	1	3	1.0
7. Do factors like product certification (e.g., halal), quality, or delivery speed influence your decision? Why are these important?	1	1	1	3	1.0
8. If you had to identify one key factor that most strongly influences your decision to repurchase agricultural products online, what would it be and why?	1	0	1	2	0.6
9. Do you believe trust in the seller or platform affects your decision to repurchase? How about pricing, promotions, or product availability?	1	1	1	3	1.0
10. How do platform features, like the interface, product recommendations, or reviews, influence your likelihood to repurchase agricultural products?	1	1	1	3	1.0
11. Do external factors, like social media recommendations or word of mouth, impact your repurchase decisions? If so, how?	1	1	1	3	1.0
12. Is there anything else you'd like to share or suggest about improving the online shopping experience for agricultural products?	1	1	1	3	1.0

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APPENDIX F

Item-Objective Congruence (IOC) Analysis

Congruent = +1 Questionable = 0 Incongruent = -1

Item	Questions Statement	Item-Objective Congruence (IOC)			The IOC Index	
		E1	E2	E3	Total Score	Mean of Expert Score
PRODUCT ASSURANCE						
Product Quality						
1	The perceived freshness of the product at the time of delivery influences my intention to repurchase. <i>Kesegaran produk pada saat diterima memainkan peran penting dalam membentuk niat saya untuk melakukan pembelian ulang.</i>	1	1	1	3	1.0
2	I am more likely to repurchase if the product I receive matches its description on the platform. <i>Saya lebih mungkin membeli lagi jika produk yang diterima sesuai dengan deskripsi yang tertera di platform.</i>	1	1	1	3	1.0
3	If the product meets the expected level quality (e.g ripeness) I'm more likely to buy it again. <i>Saya akan Jika tingkat kematangan produk sesuai dengan yang saya harapkan, saya cenderung akan membelinya lagi.</i>	1	1	1	3	1.0
Packaging Quality						
4	Secure and neat packaging makes me feel confident about repurchasing the product. <i>Kemasan yang aman dan rapi meningkatkan kepercayaan saya untuk membeli produk tersebut kembali.</i>	1	1	1	3	1.0
5	I prefer to repurchase products that are labelled with harvest and expiration dates. <i>Kemasan mencantumkan informasi tanggal panen dan kedaluwarsa dengan jelas</i>	1	0	1	3	0.66
6	Food-grade packaging that follows safety standards increases my trust to repurchase. <i>Kemasan yang menarik dan memenuhi standar keamanan pangan meningkatkan kepercayaan saya untuk membeli lagi.</i>	1	1	1	3	1.0
Product Certification						
7	Halal or organic certification strengthens my intention to repurchase the product. <i>Sertifikasi halal atau organik memperkuat niat saya untuk membeli ulang produk</i>	1	1	1	3	1.0

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8	I feel more secure repurchasing products that are certified by a recognized food safety authority. <i>Saya merasa lebih aman membeli ulang produk yang telah disertifikasi oleh otoritas keamanan pangan yang diakui.</i>	1	1	1	3	1.0
9	I trust sellers more when they display official product certifications. <i>Saya lebih mempercayai penjual ketika mereka menampilkan sertifikasi produk resmi.</i>	1	1	1	3	1.0
SERVICE RELIABILITY						
Responsiveness						
10	Quick responses from sellers make me more willing to repurchase. <i>Penjual yang merespons dengan cepat dan membantu membuat saya lebih percaya pada platform.</i>	1	1	1	3	1.0
11	If my previous issues were resolved efficiently, I feel confident to buy again. <i>Jika masalah saya sebelumnya diselesaikan dengan efisien, saya merasa yakin untuk membeli lagi.</i>	1	1	1	3	1.0
12	Helpful and clear communication increases my loyalty to the platform. <i>Komunikasi yang membantu dan jelas meningkatkan loyalitas saya terhadap platform.</i>	1	0	1	2	0.66
Shipping Experience						
13	Receiving the product on time encourages me to repurchase <i>Pengiriman produk yang dilakukan tepat waktu sesuai dengan estimasi meningkatkan kepuasan saya.</i>	1	1	1	3	1.0
14	Damage-free delivery increases my trust in the seller. <i>Pengiriman tanpa kerusakan meningkatkan kepercayaan saya terhadap penjual</i>	1	1	1	3	1.0
15	Reliable shipping performance influences my future purchases. <i>Kinerja pengiriman yang dapat diandalkan memengaruhi pembelian saya di masa depan.</i>	1	1	1	3	1.0
Payment Convenience						
16	If there are no problems during payment, I am more likely to buy again. <i>Tidak ada hambatan saat melakukan pembayaran di platform meningkatkan kenyamanan saya.</i>	1	1	1	3	1.0
17	Multiple payment options make the shopping experience more convenient. <i>Adanya berbagai metode pembayaran yang tersedia memudahkan saya saat bertransaksi.</i>	1	1	1	3	1.0
18	A smooth and secure payment process increases my willingness to repurchase. <i>Proses pembayaran yang lancar dan aman meningkatkan keinginan saya untuk membeli kembali.</i>	1	1	1	3	1.0
SOCIAL DRIVERS						
Social influence						

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19	Recommendations from friends or family influence my repurchase decision. <i>Saya lebih cenderung untuk membeli kembali jika teman atau keluarga merekomendasikan produk tersebut.</i>	1	1	1	3	1.0
20	High product ratings increase my likelihood of repurchase <i>Peringkat produk yang tinggi meningkatkan kemungkinan saya untuk membeli kembali.</i>	1	1	1	3	1.0
21	Positive word-of-mouth motivates me to return to the same seller <i>Ulasan positif dari mulut ke mulut mendorong saya untuk kembali ke penjual yang sama.</i>	1	0	1	2	0.66
22	I feel more confident to repurchase when a product has many positive reviews. <i>Saya merasa lebih yakin untuk membeli kembali ketika sebuah produk memiliki banyak ulasan positif.</i>	1	1	1	3	1.0
Community Impact						
23	I derive a sense of fulfillment from repurchasing products that contribute to the livelihoods of local farmers. <i>Saya merasakan kepuasan saat membeli kembali produk yang mendukung mata pencaharian petani lokal.</i>	1	1	1	3	1.0
24	My loyalty to products increases when they are produced by ethically responsible producers. <i>Loyalitas saya terhadap produk meningkat ketika produk tersebut dihasilkan oleh produsen yang bertanggung jawab secara etis.</i>	1	1	1	3	1.0
25	I engage in repurchasing behavior as a means to support the sustainability of local agricultural communities. <i>Saya melakukan pembelian ulang sebagai upaya untuk mendukung keberlanjutan komunitas pertanian lokal.</i>	1	1	1	3	1.0
Product Storytelling						
26	Awareness of a product's background story enhances my intention to engage in repeat purchases. <i>Mengetahui latar belakang suatu produk meningkatkan niat saya untuk melakukan pembelian ulang.</i>	1	1	1	3	1.0
27	Emotional connections to the product or seller encourage me to repurchase. <i>Keterikatan emosional terhadap produk atau penjual berpengaruh positif terhadap perilaku pembelian ulang saya.</i>	1	1	1	3	1.0
28	I exhibit brand loyalty toward those that transparently communicate their agricultural origins through storytelling. <i>Saya menunjukkan loyalitas terhadap merek yang secara transparan membagikan kisah asal-usul pertanian mereka melalui narasi.</i>	1	1	1	3	1.0
PRICE AND PROMOTION						

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Pricing Fairness						
29	I evaluate the product's price against traditional market prices before making a repurchase decision. <i>Saya mengevaluasi harga produk dengan membandingkannya terhadap harga di pasar tradisional sebelum memutuskan untuk membeli kembali.</i>	1	1	1	3	1.0
30	Affordable pricing increases my likelihood to buy again. <i>Harga yang terjangkau dan bersaing berpengaruh positif terhadap niat saya untuk membeli kembali.</i>	1	1	1	3	1.0
31	Perceived price fairness enhances my confidence in making repeat purchases. <i>Persepsi terhadap keadilan harga meningkatkan keyakinan saya dalam melakukan pembelian ulang.</i>	1	1	1	3	1.0
Discounts and Promotions						
32	Special promotions significantly impact my decision-making process when considering a repurchase. <i>Promosi khusus secara signifikan memengaruhi proses pengambilan keputusan saya ketika mempertimbangkan pembelian ulang.</i>	1	1	1	3	1.0
33	Bundle offers and limited-time enhance my interest in making repeat purchases. <i>Penawaran bundel dan promosi terbatas meningkatkan minat saya untuk melakukan pembelian ulang.</i>	1	1	1	3	1.0
34	Products offered at a discount are more appealing to me than those priced at regular rates. <i>Produk yang ditawarkan dengan harga diskon lebih menarik bagi saya dibandingkan dengan produk yang dihargai pada harga reguler.</i>	1	1	1	3	1.0
Rewards and Loyalty						
35	The receipt of loyalty rewards significantly motivates me to engage in repeat purchases. <i>Penerimaan penghargaan loyalitas secara signifikan memotivasi saya untuk melakukan pembelian ulang.</i>	1	1	1	3	1.0
36	Loyalty programs offering points or cashback influence my purchasing preferences and decisions. <i>Program loyalitas yang menawarkan poin atau cashback memengaruhi preferensi dan keputusan pembelian saya.</i>	1	1	1	3	1.0
37	Receiving special treatment as a customer enhances my loyalty to the platform. <i>Mendapatkan perlakuan khusus sebagai pelanggan meningkatkan loyalitas saya terhadap platform tersebut.</i>	1	1	1	3	1.0

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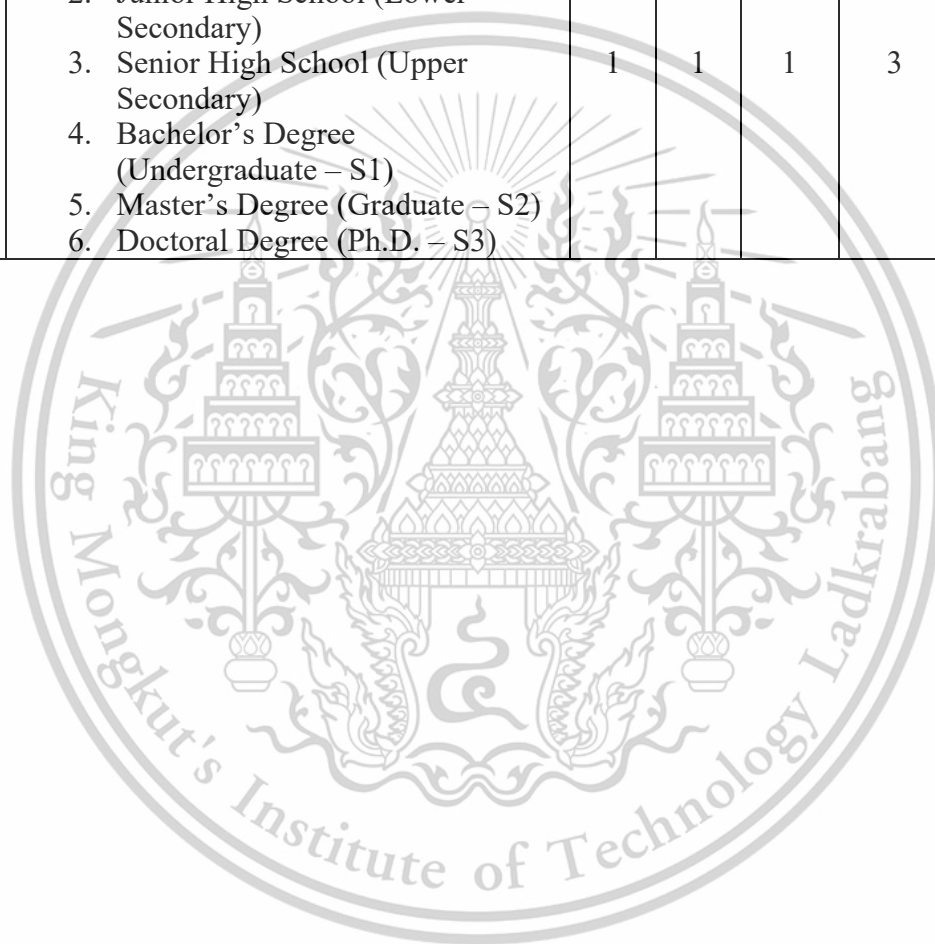
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REPURCHASE INTENTION						
Future Repurchase Plan						
38	I intend to continue buying agricultural products through this e-commerce platform <i>Saya berniat untuk terus membeli produk pertanian melalui platform e-commerce ini.</i>	1	1	1	3	1.0
39	I plan to make future purchases of agricultural products online. <i>Saya berencana untuk melakukan pembelian produk pertanian secara online di masa depan.</i>	1	1	1	3	1.0
40	I will increasing the frequency of my agricultural product purchases through e-commerce platforms. <i>Saya memprediksi akan meningkatkan frekuensi pembelian produk pertanian saya melalui platform e-commerce.</i>	1	1	1	3	1.0
Customer Affinity						
41	I consider myself loyal to this e-commerce platform when purchasing agricultural products. <i>Saya menganggap diri saya loyal terhadap platform e-commerce ini saat membeli produk pertanian.</i>	1	1	1	3	1.0
42	I will choose this platform again over others for buying agricultural products <i>Saya akan memilih platform ini lagi dibandingkan platform lain untuk membeli produk pertanian.</i>	1	1	1	3	1.0
43	I am unlikely to switch to another platform for agricultural product purchases. <i>Saya tidak mungkin beralih ke platform lain untuk membeli produk pertanian.</i>	1	1	1	3	1.0
Willingness to Recommend						
44	I am likely to recommend this platform to others for purchasing agricultural products. <i>Saya kemungkinan akan merekomendasikan platform ini kepada orang lain untuk membeli produk pertanian.</i>	1	1	1	3	1.0
45	I encourage friends or family to purchase from this e-commerce platform. <i>Saya secara aktif mendorong teman-teman dan keluarga untuk membeli produk pertanian dari platform e-commerce ini.</i>	1	1	1	3	1.0
46	I share my positive experiences of purchasing agricultural products online with others. <i>Saya sering membagikan pengalaman positif saya dalam membeli produk pertanian secara online kepada orang lain.</i>	1	1	1	3	1.0
ADDITIONAL INFORMATION						
47	Age of respondent 1. < 20 years	1	1	1	3	1.0

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	2. 20 – 29 years 3. 30 – 39 years 4. 40 – 49 years 5. 50 above					
48	How often do you shop online in a month? 1. 1–2 times 2. 5–9 times 3. 10 times or more	1	1	1	3	1.0
49	Highest Education Level 1. Elementary School (Primary Education) 2. Junior High School (Lower Secondary) 3. Senior High School (Upper Secondary) 4. Bachelor's Degree (Undergraduate – S1) 5. Master's Degree (Graduate – S2) 6. Doctoral Degree (Ph.D. – S3)	1	1	1	3	1.0





APPENDIX G

Informed Consent Adaptation to the Online Survey

**SURVEY ON ONLINE REPURCHASE
INTENTION OF AGRICULTURAL PRODUCTS
IN INDONESIAN E-COMMERCE**

A DOCTORAL DISSERTATION IN INDUSTRIAL BUSINESS ADMINISTRATION
KMITL BUSINESS SCHOOL, KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG

**A 3-MINUTE SURVEY TO
EXAMINE ONLINE REPURCHASE
INTENTION OF AGRICULTURAL
PRODUCTS IN INDONESIAN E-
COMMERCE**

To protect your privacy, neither your name nor the name of your organization will be asked, tracked, or revealed.
Untuk melindungi privasi Anda, nama Anda maupun nama organisasi Anda tidak akan diminta, dilacak, atau diungkapkan.

If you have any questions or concerns about the research, please contact us at +62 823-9700-4767.
Jika Anda memiliki pertanyaan atau kekhawatiran terkait penelitian ini, silakan hubungi kami di +62 823-9700-4767.

By continuing with this survey, you are providing your consent to participate in this study.
Dengan melanjutkan survei ini, Anda menyatakan persetujuan untuk berpartisipasi dalam penelitian ini.

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Berikutnya

Kosongkan formulir

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APPENDIX H
Calculate of Measurement Model Stage

	Indicator	Loading Factor	AVE	CR
PQ	PQ1	0,833	0,648	0,847
	PQ2	0,809		
	PQ3	0,772		
PACQ	PACQ1	0,855	0,663	0,855
	PACQ2	0,828		
	PACQ3	0,756		
PC	PC1	0,907	0,851	0,945
	PC2	0,960		
	PC3	0,900		
R	R1	0,743	0,754	0,901
	R2	0,964		
	R3	0,883		
SE	SE1	0,751	0,624	0,832
	SE2	0,836		
	SE3	0,780		
PC	PCO1	0,887	0,826	0,934
	PCO2	0,925		
	PCO3	0,914		
SI	SI1	0,836	0,708	0,868
	SI2	0,822		
	SI3	0,865		
	SI4	0,868		
CI	CI1	0,727	0,559	0,792
	CI2	0,756		
	CI3	0,760		
PS	PS1	0,898	0,808	0,927
	PS2	0,912		
	PS3	0,887		
PF	PF1	0,712	0,548	0,784
	PF2	0,776		
	PF3	0,732		
DP	DP1	0,867	0,708	0,879
	DP2	0,765		
	DP3	0,887		
RL	RL1	0,925	0,823	0,933
	RL2	0,914		
	RL3	0,882		

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	Indicator	Loading Factor	AVE	CR
FRP	FRP1	0,772	0,636	0,840
	FRP2	0,809		
	FRP3	0,811		
CA	CA1	0,776	0,595	0,815
	CA2	0,736		
	CA3	0,801		
WR	WR1	0,829	0,634	0,838
	WR2	0,793		
	WR3	0,765		

Note: Product Quality (PQ), Packaging Quality (PACQ), Product Certification (PC), Responsiveness (R), Shipping Experience (SE), Payment Convenience (PCO), Social Influence (SI), Community Impact (CI), Product Storytelling (PS), Pricing Fairness (PF), Discounts and Promotions (DP), Rewards and Loyalty (RL), Future Repurchase Plan (FRP), Customer Affinity (CA), and Willingness to Recommend (WR).



APPENDIX I

The Research Ethics Committee Certificate of Exemption



YAYASAN SETIA BUDHI RANGKASBITUNG
UNIVERSITAS SETIA BUDHI (USB) RANGKASBITUNG
LEMBAGA PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT (LPPM)
KOMITE ETIK KLIRENS

Jalan Budi Utomo No. 22L Kecamatan Rangkasbitung Kabupaten Lebak Provinsi Banten
 Telepon (0252) 206715 Laman : www.lppm.usbr.ac.id

KLIRENS ETIK
(Ethical Clearance)

No. 07/LPPM-USBR/B1/I/2025

Title of research protocol : Antecedents of Online Repurchase Intention of Agriculture Product on Indonesian E-Commerce: An Exploratory Mixed Methods Study
 Document Approved : Research Protocol
 Principal investigator : Arga Ramadhana
 Member of research : 1. Associate Professor Dr. Wornchanok Chaiyasoonthorn
 2. Associate Professor Dr. Singha Chaveesuk
 Date of approval : 01 January 2025
 Place of research : Indonesia

The Research Ethic Committee Institute for Research and Community Service University of Setia Budi Rangkasbitung that the above protocol meets the ethical principle outlined and therefore can be carried out.

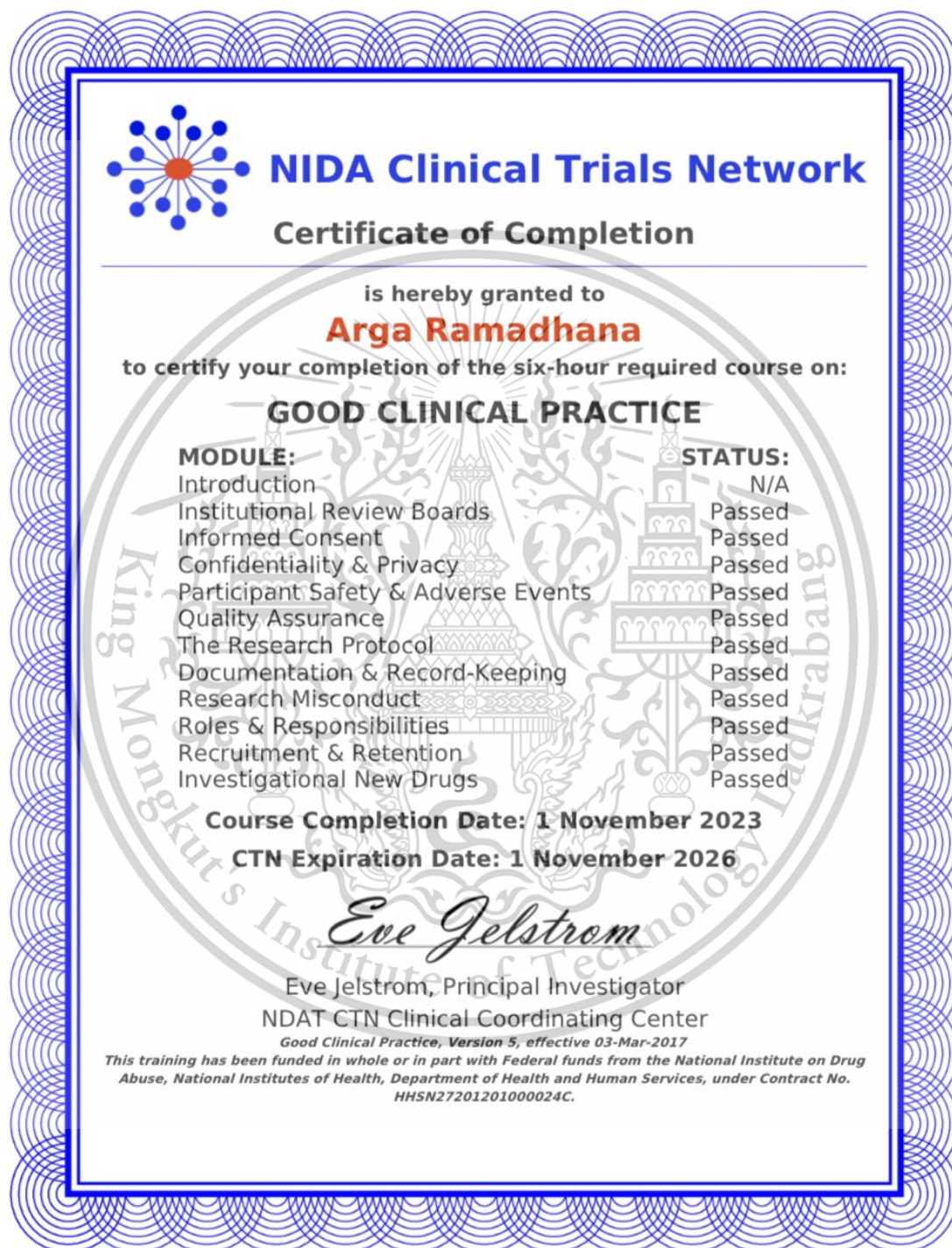
Rangkasbitung, 06 January 2025
 Chairperson LPPM



[Handwritten signature]
 ths.

Dr. Taufik Hidayat Suharto, M.Pd
 NIDN 0403039101

**Certificate of Completion on Good Clinical Practice from
the United States Department of Health and Human
Services:**



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Name Mr. Arga Ramadhana
Date of Birth 18th March 1993
Address Tonyaman, Polewali Mandar, West Sulawesi, Indonesia
Education

- B.E Economics Development, Islamic University of Indonesia, Yogyakarta, Indonesia
- M.A Agribusiness Economics, Prince of Songkla University, Hatyai, Thailand

Work Experience

- Customer Engagement Champion at PT VADS Indonesia (2017 – 2018)
- Research Assistant at Faculty of Economics, Prince of Songkla University, Thailand (2020)
- Lecturer at Fakkak State Polytechnic, Indonesia, (Present)

