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# The Influence of Information Quality and Website Quality on Repurchase Intention with Website-Based Customer Satisfaction as a Mediating Variable in Shopee and Tokopedia Applications

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***Keywords:*** *Information Quality, Website Quality, Repurchase Intention, Customer Satisfaction.*

***Abstract***

*The purpose of this study is to analyze the effect of Information Quality and Website Quality on Purchase Decisions with Customer Satisfaction as a mediating variable on the Shopee and Tokopedia applications. This research is an explanatory study with a quantitative approach. The population of this study is the community in the Madiun region (Madiun, Magetan, and Ponorogo regencies) who use the Shopee and Tokopedia applications. The sampling technique in this study uses a non-probability sampling method based on a purposive sampling approach. The number of samples used in this study was 300 respondents. The data used in this study was primary data. The data analysis technique in this study used Partial Least Square (PLS) with the help of SMARTPLS software. The results showed that customer satisfaction had a positive and significant effect on repurchase intention among Shopee and Tokopedia users. Information Quality and Website Quality also have a positive and significant effect on Customer Satisfaction on both platforms. In addition, Information Quality has a positive and significant effect on Repurchase Intention, while Website Quality is only significant on Tokopedia and not significant on Shopee. Customer Satisfaction is proven to mediate the effect of Information Quality and Website Quality on Repurchase Intention on both platforms.*

## INTRODUCTION

Technological developments are the main drivers of social and economic transformation, bringing innovations such as AI, IoT, and digitization that increase efficiency and open up new opportunities (Alsulaimani & Islam, 2022). From the industrial revolution to the digital age, technology has evolved from simple machines to sophisticated computer- and internet-based systems. Advances in information and communication technology (ICT), particularly the internet, have laid the foundation for the birth of e-commerce, which has transformed conventional transaction patterns into online interactions (Ayu & Lahmi, 2020). E-commerce enables face-to-face transactions and is supported by internet access, mobile devices, and innovations such as digital payments and modern logistics (Ramayanti et al., 2024). This ecosystem plays an important role in empowering SMEs, improving business efficiency, and inclusive digital economic growth (Rolando & Mulyono, 2025).

Major platforms such as Shopee, Tokopedia, and Lazada are concrete evidence of how digital transformation is changing consumption patterns by creating an online ecosystem that facilitates access to products and services anytime, anywhere. Innovations in user interfaces, digital payment systems, logistics, and gamification/engagement features have improved transaction efficiency and consumer experience, thereby driving mass adoption of these platforms (Arief et al., 2023). Thus, the existence and evolution of this e-commerce platform plays a significant role not only in expanding market access, but also as a driving force for digital economic growth and the empowerment of local businesses.

Shopee has implemented digital transformation through the use of the latest technologies such as artificial intelligence and user interface optimization to improve operational efficiency and expand market penetration (Thuy et al., 2025). This innovation has been proven to encourage personalized services and AI-based interactions that positively impact customer satisfaction and loyalty in the context of e-commerce (Obiegbu & Larsen, 2025). Thus, Shopee's strategic move towards digitalization not only improves user convenience, but also strengthens the company's competitive advantage in the Indonesian e-commerce industry.

On the other hand, Tokopedia has successfully built competitive advantages through product and service innovation, strong ecosystem development, and superior customer service. These initiatives include direct support features for MSMEs, digital services, and logistics partner collaborations, thereby strengthening Tokopedia's presence as an inclusive digital ecosystem hub. In addition, Tokopedia's innovations in e-services have been proven to positively influence customer satisfaction and loyalty, strengthening its strategic advantage in the Indonesian e-commerce landscape. The following is an image of Shopee and Tokopedia visitors in 2023.

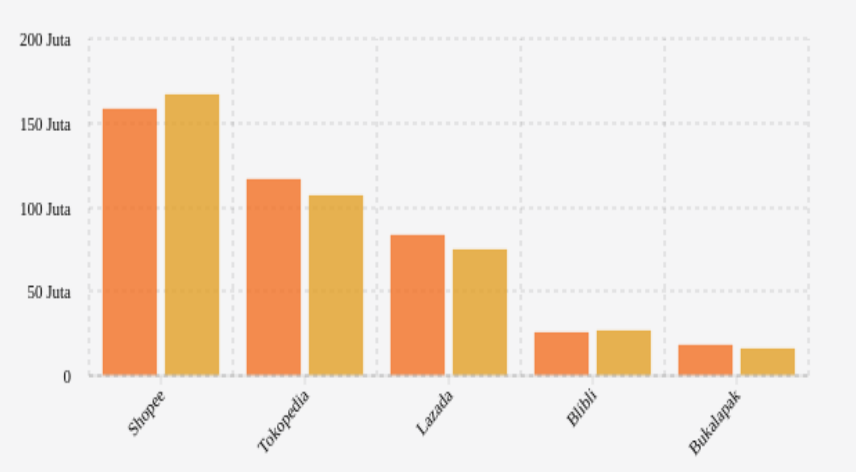


**Figure 1. E-commerce Visitors 2023**

Source: databoks.katadata.co.id

Shopee and Tokopedia also support the development of the sharia-based digital economy through the Shopee Barokah and Tokopedia Halal Corner features, which provide easy access to halal products and Islamic services such as riba-free payments and ZISWAF (Marhamah et al., 2024). Both platforms also play an important role in empowering MSMEs by providing broad market access, effective promotional features, and payment and logistics integration that simplify business operations.

The quality of information plays an important role in determining the ability of information systems to meet user needs (Miller et al., 2024). In the context of e-commerce, accurate, complete, timely, and relevant information increases consumer confidence and encourages satisfaction and repeat purchases. In addition, in management information systems, information quality is a key indicator of the successful implementation of technology (Falco et al., 2025). Previous research by Sevia and Muslim (2024) shows that dimensions such as relevance, accuracy, timeliness, and completeness have a positive effect on user satisfaction because they support effective and efficient decision making.

Website quality is one of the crucial factors in supporting the success of an online business. A high-quality website not only serves as a medium for information, but also directly represents the professionalism and credibility of a company. The three main dimensions often used to assess website quality include usability, information quality, and service interaction. When these three aspects are managed well, users will feel comfortable, secure, and confident when conducting activities on the website, including making purchasing decisions (Yutong, 2024).

Research shows Thariq and Efawati (2024) that website quality has a significant effect on consumer purchasing interest, contributing 64.4% to this variable. This study highlights the importance of aspects such as ease of navigation, attractive appearance, clarity of information, and transaction security as factors that can increase consumer interest in a product or service. This is in line with the empirical findings reported by (Saleem et al., 2022);(Miao et al., 2022);(Guo et al., 2023) which shows that the quality of information and the quality of the website significantly increase customer satisfaction, and that satisfaction subsequently acts as a mediator that encourages repeat purchase intent on e-commerce platforms (including large marketplaces such as Shopee and Tokopedia).

Repurchase intention is the tendency of consumers to repurchase a product or service after a previous purchase experience. In line with this, Dyah Ayu and Kuswati (2022) emphasize that customer trust and satisfaction are important determinants that directly influence the formation of repurchase intention. Research by Ginting et al (2023) found that website quality has a significant effect on repurchase intention through the mediation of customer satisfaction among e-commerce users in Indonesia.

In line with these findings, research by Hardiyanto and Firdaus (2022) shows that customer satisfaction and consumer trust play an important role in encouraging repeat purchase intention on application-based marketplaces, such as Shopee and Tokopedia. In a study by Iqbal and Tantra (2023), customer satisfaction, interaction quality, and trust contribute significantly to repurchase intention on e-commerce platforms, with information quality and website quality as the main supporting factors. This shows that repurchase intention is not only influenced by functional factors such as price and product, but also by emotional factors such as convenience, trust, and consumer satisfaction in online transactions.

Website-based customer satisfaction is a crucial element in maintaining e-commerce user loyalty, as it reflects the extent to which digital platforms are able to meet consumers' functional and emotional expectations. Research by Hardiyanto and Firdaus (2022) reveals that website quality—including system quality, information quality, and e-service quality—significantly affects customer satisfaction, which in turn becomes a major factor in building repurchase intention in Indonesian fashion e-commerce. In line with this, a study Rahmayanti et al (2021) found that website quality, product quality, price, and transaction security simultaneously influence customer satisfaction, with the greatest contribution coming from product quality, but website quality still showing a significant influence.

Furthermore, Sinarta and Haryani (2024) show that the main factors that dominate user satisfaction in Indonesian e-commerce include responsiveness, reliability, and price knowledge, while aspects such as customization and site aesthetics are still underestimated—emphasizing the importance of optimizing the interface and functionality of websites in increasing customer satisfaction. Research by Nawir and Hendrawan (2024) suggests that website usability and mobile display optimization significantly increase customer satisfaction in Indonesian e-commerce, which indirectly contributes to increased sales conversions. These findings show that website-based customer satisfaction is influenced by a combination of technical quality and user experience, which forms a strong foundation for repeat purchase intent.

Shopee and Tokopedia were chosen as research subjects based on their dominance as the largest and most popular e-commerce platforms in Indonesia. These two platforms consistently rank at the top in terms of active users, transaction volume, and website/application visit rates according to various national research sources (Muna, 2022). Shopee is known for integrating Graph Neural Networks-based AI technology into its recommendation and advertising systems, improving product relevance and the user shopping experience (Nguyen et al., 2023), while Tokopedia is known for building competitive advantages through product innovation, services, and the development of a strong digital ecosystem, including support for MSMEs, which is its main focus (Sulistyawati & Munawir, 2024).

The selection of the research area for the Shopee and Tokopedia applications is Sekarisedenan Madiun. Madiun is relevant because this region has growing economic potential, especially in areas with relatively high per capita income. Based on the latest data, the three cities/regencies with the highest per capita income are Madiun Regency, Magetan Regency, and Ponorogo Regency, which are the areas studied in this research.

Madiun Regency plays a role as the economic and trade center in the western part of East Java with fairly advanced digital infrastructure, thus supporting massive e-commerce penetration. Magetan Regency ranks second with rapidly growing MSME and tourism sectors, increasing people's purchasing power for online products. Meanwhile, Ponorogo Regency is known to have a loyal consumer base that is responsive to digital trends, including online shopping activities through marketplaces such as Shopee and Tokopedia. These three regions are ideal representations for observing the influence of information quality and website quality on repurchase intention, with customer satisfaction as a mediating variable.

The research gap in this study is evident in the limited number of studies that examine the relationship between information quality and website quality on repurchase intention with customer satisfaction as a mediating variable. Ginting et al (2023) asserts that website quality has a significant effect on repurchase intention through customer satisfaction, but has not tested the role of information quality. Rahmayanti et al (2021) found that website quality, product quality, price, and security affect satisfaction, but have not linked them to repurchase intention. Sinarta and Haryani (2024) emphasized the factors of responsiveness and reliability in customer satisfaction, but did not examine website-based information quality. In addition, Hansopaheluwakan (2021) only researched Tokopedia without comparing it to Shopee and without considering the context of users in non-metropolitan areas. Therefore, this study attempts to fill the gap by simultaneously analyzing the influence of information quality and website quality on repurchase intention, with customer satisfaction as a mediating variable on the Shopee and Tokopedia platforms in the Sekarisedenan Madiun region.

The novelty of this study lies in the addition of a new indicator, namely customer engagement, to the variable of repurchase intention to enrich the analysis of the relationship between information quality and website quality on repurchase intention with website-based customer satisfaction as a mediating variable. This research also presents a novelty by simultaneously testing the two largest e-commerce platforms in Indonesia, Shopee and Tokopedia, in a comparative model. In addition, the focus of the research on non-metropolitan areas (Madiun Residency: Madiun, Magetan, and Ponorogo Regencies) provides a new perspective on digital consumer behavior outside of big cities. Thus, this study contributes to expanding the empirical understanding of e-commerce consumer behavior and digital marketing in Indonesia. The purpose of this study is to analyze the effect of information quality and website quality on repurchase intention with website-based customer satisfaction as a mediating variable on the Shopee and Tokopedia applications.

## LITERATURE REVIEW

### Intention to Repurchase

Repurchase intention is defined as the tendency of consumers to repurchase the same product or service after a previous purchase experience. Repurchase intention represents consumer loyalty and is an important indicator for the sustainability of e-commerce businesses amid fierce competition. It states that product quality, price, convenience, and brand trust significantly encourage consumers to make repeat purchases on e-commerce platforms in Indonesia (Etha, 2024). Research by Susilo et al (2023) found that perceptual benefits such as ease of transaction, product variety, and competitive prices, along with perceptual risks such as delivery and product quality, influence repurchase intention with customer satisfaction as a significant mediator among Tokopedia users during the Covid-19 pandemic.

**Information quality**

Information quality is defined as the extent to which the information provided by an e-commerce platform meets consumer needs in terms of accuracy, completeness, clarity, relevance, and ease of understanding(Qing et al., 2023). High-quality information helps consumers make the right purchasing decisions, reduces uncertainty, and increases trust in the platform (Amsl et al., 2023). Research by Hardiyanto and Firdaus (2022) shows that information quality has a significant effect on customer satisfaction, which ultimately drives repurchase intent in e-commerce in Indonesia. These findings confirm that the clearer, more complete, and more relevant the information provided by the platform, the higher the level of satisfaction felt by consumers. Thus, it can be concluded that information quality is a key factor in increasing customer satisfaction and building repurchase intent. Accurate, relevant, and easily accessible information can provide added value to consumers, thereby strengthening their trust and loyalty to e-commerce platforms such as Shopee and Tokopedia.

**Website quality**

Website quality is a feature that showcases the professionalism of a company to help build customer trust and credibility (Guo et al., 2023). Similar to information quality, website quality is also a factor that determines customer satisfaction in making purchasing decisions. A high-quality website contains a lot of clear, accurate, and concise information. A professional website gives a serious impression of the company (Hansopaheluwakan, 2021). Good website quality, through optimal design, information, and navigation, can increase satisfaction, build trust, and reduce consumer risk, thereby encouraging the adoption and sustainable use of e-commerce platforms (Handoyo, 2024). In the digital era, in addition to features and design, website quality is also a major concern. Companies realize that competition is not only about products but also about ease of access through websites. Several studies confirm that website quality is an important factor for a company's success (Guo et al., 2023); (Handoyo, 2024); (Lăzăroiu et al., 2020).

**Website-Based Customer Satisfaction**

Website-based customer satisfaction is defined as the level of positive or negative feelings experienced by consumers after using an e-commerce website. This arises from a comparison between consumer expectations and the actual performance of the website in delivering services and information. It shows that website quality, which includes information quality, system quality, and e-service quality, has a significant influence on customer satisfaction in Indonesian e-commerce (Aljabari et al., 2023). Accurate, complete, and relevant information quality is one of the main determinants in creating website-based customer satisfaction. Research by Wijaya et all (2021) on website quality found that the quality of information on the Shopee platform plays a dominant role in shaping a positive user experience. This confirms that customer satisfaction is influenced by how well the website is able to provide clear and reliable information.

## Conceptual Framework

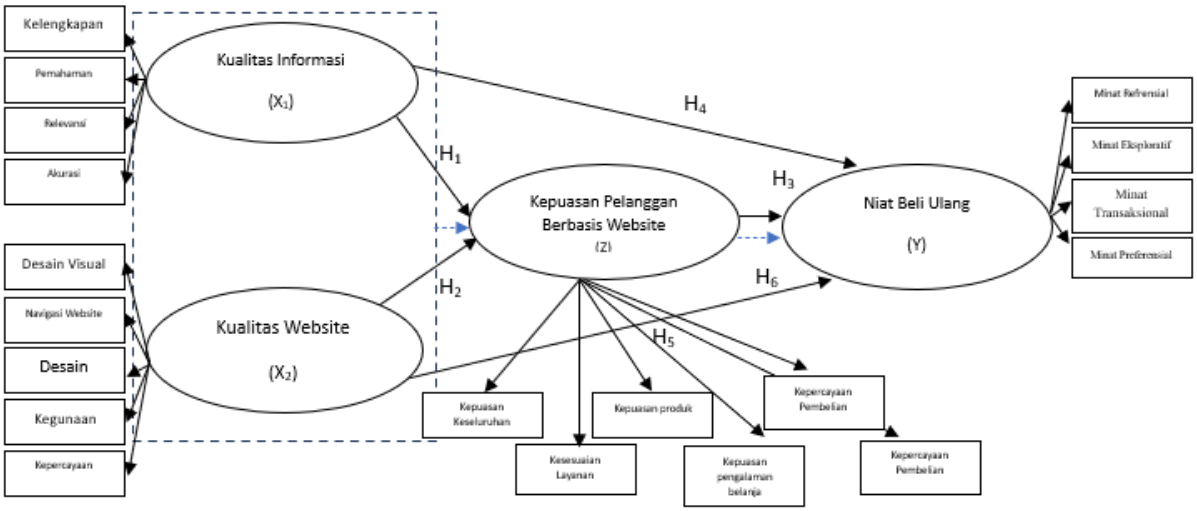


**Figure 2. Conceptual Framework**

**Description:**

- Information quality ($X_1$) affects customer satisfaction (Z).
- Website quality ($X_2$) affects customer satisfaction (Z)
- Customer satisfaction (Z) affects purchasing decisions (Y)
- Information quality ($X_1$) affects purchasing decisions (Y)
- Website quality ($X_2$) influences purchasing decisions (Y).
- Information quality ($X_1$) and website quality ($X_2$) influence purchasing decisions (Y) through customer satisfaction (Z) as a mediating variable.

## RESEARCH METHOD

This type of research is explanatory research with a quantitative approach. A quantitative approach was used in this study because it emphasizes scientific principles such as evidence-based data collection, numerical and objective measurements, and systematic and logical analysis (Sugiyono, 2018).

The population in this study was the residents of Madiun (Madiun, Magetan, and Ponorogo regencies) who use the Shopee and Tokopedia applications. The sample in this study was part of the population of Shopee and Tokopedia application users who had made online purchases (residents of Madiun, Magetan, and Ponorogo regencies).

The sampling technique used in this study is non-probability sampling based on the purposive sampling approach. Purposive sampling is a sampling technique in which the researcher selects informants based on specific characteristics or criteria relevant to the research objectives (Etikan et al, 2020). The criteria for respondents selected were individuals who actively use the Shopee and Tokopedia applications and have purchased products through these platforms, so they have experience in assessing the quality of information, website quality, and satisfaction with the services used, as follows:

1. Active users of Shopee and Tokopedia
2. Have made at least one purchase in the last three months
3. At least 17 years of age.

Because the population in Madiun, Magetan, and Ponorogo Regencies is very large, the sample was determined using the Slovin formula with a minimum of 100 respondents. To increase

accuracy and meet the SMARTPLS analysis criteria, the sample size was increased to 300 respondents.

The research data is primary data obtained through questionnaires. The analysis was conducted using the Partial Least Square (PLS) method with SMARTPLS, as it is capable of processing data with various scales without many assumptions and remains effective even with a relatively small sample size. The PLS-SEM analysis covers two stages, namely the outer model and the inner model.

## RESULTS AND DISCUSSION

### Result

### PLS Program Test Shopee Respondents

In this study, hypothesis testing used the Partial Least Square (PLS) data analysis technique with the SmartPLS 3.0 program. The following is the PLS program model scheme that was tested:

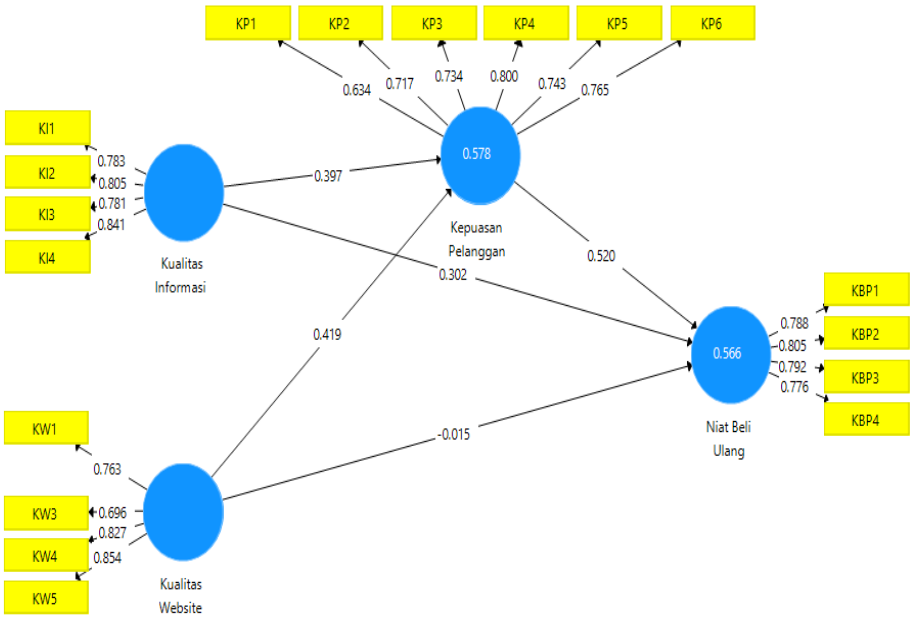


**Figure 3. Outer Model**

Outer model testing is used to determine the specifications of the relationship between latent variables and their indicators. This testing includes validity, reliability, and multicollinearity.

### Analysis of the Outer Model of Shopee Respondents

### Convergent Validity

An indicator is considered to have good convergent validity if the outer loading value is > 0.7. The following are the outer loading values for each indicator in the research variables.

**Table 1. Outer Loading Value**

| Variable | Indicator | Outer Loading | Description |
|---|---|---|---|
| Information Quality (X1) | X1.1 | 0,783 | Valid |
| | X1.2 | 0,805 | Valid |
| | X1.3 | 0,781 | Valid |
| | X1.4 | 0,841 | Valid |
| Website Quality (X2) | X2.1 | 0,763 | Valid |
| | X2.3 | 0,696 | Valid |
| | X2.4 | 0,827 | Valid |
| | X2.5 | 0,854 | Valid |

| | | | |
|---|---|---|---|
| Website-Based Customer Satisfaction (Z) | Z.1 | 0,634 | Valid |
| | Z.2 | 0,717 | Valid |
| | Z.3 | 0,734 | Valid |
| | Z.4 | 0,800 | Valid |
| | Z.5 | 0,743 | Valid |
| | Z.6 | 0,765 | Valid |
| Intention to Repurchase (Y) | Y.1 | 0,788 | Valid |
| | Y.2 | 0,805 | Valid |
| | Y.3 | 0,792 | Valid |
| | Y.4 | 0,776 | Valid |

Source: Processed primary data, 2025

Based on the table 1, it can be seen that many of the research variable indicators have outer loading values > 0.7. However, according to the measurement scale, loading values of 0.5 to 0.6 are considered sufficient to meet the requirements of convergent validity. The data above shows that there are no variable indicators with outer loading values below 0.5, so all indicators are declared feasible or valid for use in research and can be used for further analysis.

In addition to looking at the outer loading values, convergent validity can also be assessed by looking at the AVE (Average Variance Extracted) value > 0.5, so that it can be said to be valid in terms of convergent validity (Fornell and Larcker, 1981). The following are the AVE values for each of the research variables:

**Table 2. Average Variance Extracted Value**

| Variable | AVE | Description |
|---|---|---|
| Information Quality (X1) | 0,645 | Valid |
| Website Quality (X2) | 0,620 | Valid |
| Website-Based Customer Satisfaction (Z) | 0,539 | Valid |
| Repurchase Intention (Y) | 0,624 | Valid |

Source: Processed primary data, 2025

Table 2, shows the Average Variance Extracted (AVE) value of each variable as a measure of convergent validity. All variables have AVE values > 0.5 — Information Quality (0.645), Website Quality (0.620), Customer Satisfaction (0.539), and Repurchase Intention (0.624) — and are therefore considered valid.

The next discriminant validity test uses HTMT (Heterotrait-Monotrait Ratio), where a value < 0.90 indicates no discriminant validity issues.

**Table 3. HTMT Test Values**

| Variable | Website-Based Customer Satisfaction (Z) | Information Quality (X1) | Website Quality (X2) |
|---|---|---|---|
| Information Quality (X1) | 0,850 | | |
| Website Quality (X2) | 0,861 | 0,900 | |
| Website-Based Customer Satisfaction (Z) | | | |
| Repurchase Intention (Y) | 0,877 | 0,804 | 0,708 |

Source: Processed primary data, 2025

Based on Table 3 regarding the HTMT test values, it can be seen that all values between constructs are below the threshold of 0.900, namely between 0.708 and 0.900. These values indicate that each construct in the study, namely Information Quality (X1), Website Quality (X2), Website-Based Customer Satisfaction (Z), and Repurchase Intention (Y), has good discriminant validity. This means that each latent variable used is able to measure different concepts from one another and there is no overlap between constructs.

**Discriminant Validity**

Discriminant validity ensures that each construct is different from the others, tested through cross loading. An indicator is considered valid if the highest cross loading value is found in its own variable (Chin, 1998).

**Table 4. Cross Loading**

| Indicator | Information Quality (X1) | Website Quality (X2) | Website-Based Customer Satisfaction (Z) | Intention to Repurchase (Y) |
|---|---|---|---|---|
| X1.1 | **0,783** | 0,562 | 0,535 | 0,548 |
| X1.2 | **0,805** | 0,526 | 0,522 | 0,526 |
| X1.3 | **0,781** | 0,562 | 0,515 | 0,453 |
| X1.4 | **0,841** | 0,701 | 0,675 | 0,577 |
| X2.1 | 0,646 | **0,763** | 0,570 | 0,482 |
| X2.3 | 0,477 | **0,696** | 0,397 | 0,338 |
| X2.4 | 0,539 | **0,827** | 0,584 | 0,422 |
| X2.5 | 0,639 | **0,854** | 0,648 | 0,545 |
| Z.1 | 0,503 | 0,486 | **0,634** | 0,556 |
| Z.2 | 0,534 | 0,599 | **0,717** | 0,465 |
| Z.3 | 0,482 | 0,495 | **0,734** | 0,501 |
| Z.4 | 0,548 | 0,580 | **0,800** | 0,510 |
| Z.5 | 0,475 | 0,480 | **0,743** | 0,526 |
| Z.6 | 0,555 | 0,489 | **0,765** | 0,612 |
| Y.1 | 0,532 | 0,457 | 0,614 | **0,788** |
| Y.2 | 0,572 | 0,488 | 0,639 | **0,805** |
| Y.3 | 0,472 | 0,442 | 0,522 | **0,792** |
| Y.4 | 0,494 | 0,436 | 0,487 | **0,776** |

Source: Processed primary data, 2025

Based on Table 4, each indicator has the highest cross loading value on its own variable compared to other variables. This shows that all indicators have met discriminant validity well.

**Reliability Test**

The reliability test in this study uses Composite Reliability and Cronbach's Alpha to measure the internal consistency of each variable. A construct is considered reliable if it has a Composite Reliability and Cronbach's Alpha value > 0.7. The results of testing both reliability indicators for each research variable are presented below.

**Table 5. Composite Reliability**

| Variable | Composite Reliability | Cronbachs Alpha | Description |
|---|---|---|---|
| **Information Quality (X1)** | 0,879 | 0,816 | Reliable |
| **Website Quality (X2)** | 0,866 | 0,796 | Reliable |
| **Website-Based Customer Satisfaction (Z)** | 0,875 | 0,827 | Reliable |
| **Repurchase Intention (Y)** | 0,869 | 0,801 | Reliable |

Source: Processed primary data, 2025

Table 5, shows the reliability test results using Composite Reliability and Cronbach's Alpha, where all variables have values above 0.7, indicating high internal consistency. Thus, all constructs are declared reliable and suitable for further analysis.

**Multicollinearity Test**

Multicollinearity can be seen from the tolerance and variance inflation factor (VIF) values. Multicollinearity can be detected with a cut-off value that shows a tolerance value > 0.1 or equal to a VIF value < 10. Below are the VIF values in this study.

**Table 6. Colinearity Statistic (VIF)**

| Variable | Website-Based Customer Satisfaction | Intention to Repurchase |
|---|---|---|
| Information Quality (X1) | 2,193 | 2,566 |
| Website Quality (X2) | 2,193 | 2,610 |
| Website-Based Customer Satisfaction (Z) | | 2,372 |
| Repurchase Intention (Y) | | |

Source: Processed primary data, 2025

Table 6, shows the results of the multicollinearity test based on VIF values. Information Quality (X1) and Website Quality (X2) on Website-Based Customer Satisfaction have a VIF value of 2.193. For the repurchase intention model, the VIF values are 2.566 for Information Quality, 2.610 for Website Quality, and 2.372 for Website-Based Customer Satisfaction (Z). All values are below the limit of <10, so there is no multicollinearity problem and the model is suitable for further analysis.

**Analysis Inner Model**

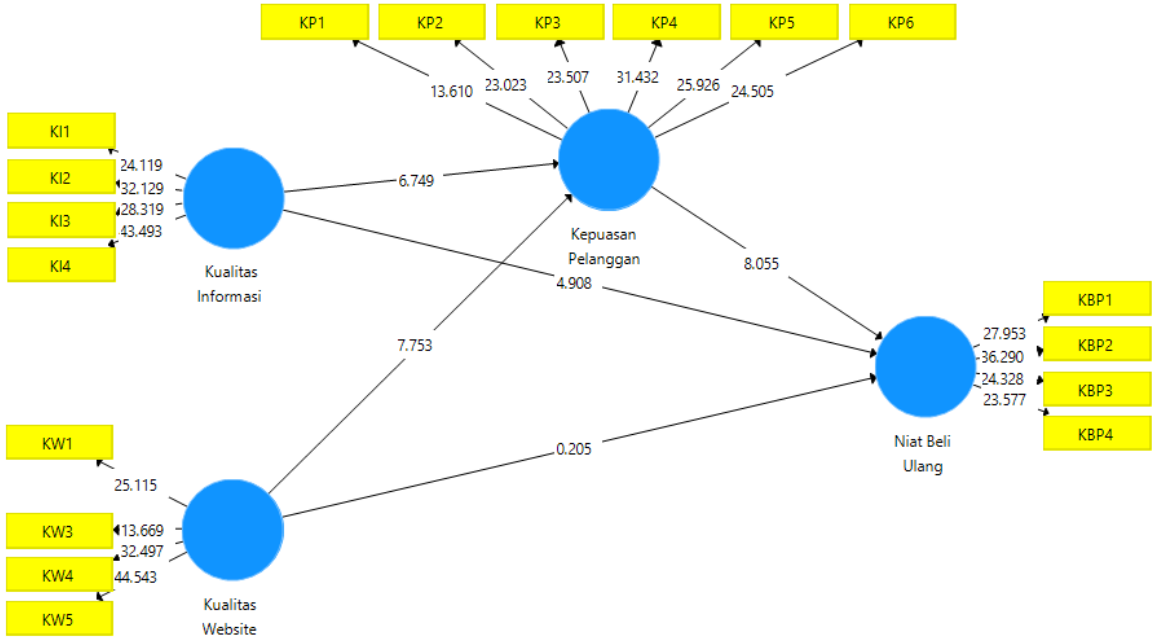


**Figure 4. Inner Model**

The inner model is used to test the influence between one latent variable and another latent variable. Testing the inner model can be done with three analyses, namely measuring the R2 (R-square) value, Goodness of Fit (Gof), path coefficient, and specific indirect effect.

**Model Goodness Test**

Structural model evaluation is conducted to examine the relationship between predictor variables, mediators, and results in a single model. Model goodness of fit tests include R-Square ($R^2$) and Q-Square ($Q^2$). The $R^2$ value shows how much influence exogenous variables have on

endogenous variables, with categories of strong (0.75), moderate (0.50), and weak (0.25) (Ghozali, 2015). The following are the coefficient of determination values for this study.

**Table 7. Nilai *R-Square***

| Variable | *R-Square* |
|---|---|
| Website-Based Customer Satisfaction (Z) | 0,578 |
| Repurchase Intention (Y) | 0,566 |

Source: Processed primary data, 2025

Based on Table 7, the R-Square value for the influence of Information Quality and Website Quality on Website-Based Customer Satisfaction is 0.578 (57.8%), and on Repurchase Intention is 0.566 (56.6%), both of which indicate a moderate relationship.

Furthermore, the Q-Square (Predictive Relevance) test was used to assess the predictive ability of the model. A $Q^2$ value > 0 indicates that the model has predictive relevance, while a $Q^2$ < 0 indicates the opposite. The following are the results of the Q-Square value calculation.

**Table 8. Q-Square (Q2) Analysis**

| Variable | Model | Value |
|---|---|---|
| Website-Based Customer Satisfaction (Z) | $Q^2$ (=1-SSE/SSO) | 0,303 |
| Repeat Purchase Intention (Y) | $Q^2$ (=1-SSE/SSO) | 0,341 |

Source: Processed primary data, 2025

Table 8, shows the results of the Q-Square ($Q^2$) analysis to assess the predictive ability of the model for latent variables. The $Q^2$ value for Website-Based Customer Satisfaction is 0.303 and for Repurchase Intention is 0.341, both of which are above 0, indicating that the model has good predictive power.

The next test, f-square ($f^2$), is used to measure the effect size or the magnitude of the influence of independent variables on dependent variables in the PLS-SEM model, with categories of small (0.02–0.15), medium (0.15–0.35), and large (≥0.35).

**Table 9. Effect Size (f2)**

| Variable | Website-Based Customer Satisfaction | Intention to Repurchase |
|---|---|---|
| Information Quality (X1) | 0,170 | 0,263 |
| Website Quality (X2) | 0,190 | 0,082 |
| Website-Based Customer Satisfaction (Z) | | 0,003 |
| Repurchase Intention (Y) | | |

Source: Processed primary data, 2025

Based on Table 9, Information Quality (X1) has a moderate effect on Website-Based Customer Satisfaction (Z) ($f^2$ = 0.170) and Repurchase Intention (Y) ($f^2$ = 0.263). Website Quality (X2) also has a moderate effect on Customer Satisfaction ($f^2$ = 0.190), but only a small effect on Repurchase Intention ($f^2$ = 0.082). Meanwhile, Customer Satisfaction (Z) has a very small effect on Repurchase Intention ($f^2$ = 0.003). These results indicate that information and website quality contribute significantly to customer satisfaction, but customer satisfaction itself has a weaker influence on repurchase intention than the direct influence of information quality.

## Hypothesis Testing

To test the hypotheses in this study, we can use the path coefficient table for direct effects and the specific indirect effect table for indirect (mediating) effects.

## Path Coefficient Test

The path coefficient test was conducted using the bootstrapping method to obtain the t-statistic and p-value. The influence between variables is considered significant if the p-value < 0.05 or the t-statistic > 1.96 ($\alpha$ = 5%). The results of the path coefficient test are presented below.

**Table 1.** ***Path Coefficient (Direct Effect)***

| | Hypothesis | Original Sample | t-Statistics | P Values | Description |
|---|---|---|---|---|---|
| Website-Based Customer Satisfaction (Z) -> Repurchase Intention (Y) | H1 | 0,520 | 8,055 | 0,000 | Significantly Positive |
| Information Quality (X1) -> Website-Based Customer Satisfaction (Z) | H2 | 0,397 | 6,749 | 0,000 | Significantly Positive |
| Website Quality (X2) -> Website-Based Customer Satisfaction (Z) | H3 | 0,419 | 7,753 | 0,000 | Significantly Positive |
| Information Quality (X1) -> Repurchase Intention (Y) | H4 | 0,302 | 4,908 | 0,000 | Significantly Positive |
| Website Quality (X2) -> Repurchase Intention (Y) | H5 | -0,015 | 0,205 | 0,838 | Negative Not |

Source: Processed primary data, 2025

Based on Table 10, the interpretation is as follows:

1. The results of the first hypothesis show that Website-Based Customer Satisfaction has a positive and significant effect on Repurchase Intention. The table 10, shows a t-statistic value of 8.055 with an effect size of 0.520 and a p-value of 0.000. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that hypothesis one is accepted, where there is a positive and significant effect between Website-Based Customer Satisfaction and Repurchase Intention.
2. The results of the second hypothesis show that Information Quality has a positive and significant effect on Website-Based Customer Satisfaction. The table 10, shows a t-statistic value of 6.749 with an effect size of 0.397 and a p-value of 0.000. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that hypothesis two is accepted, indicating a positive and significant influence between Information Quality and Website-Based Customer Satisfaction.
3. The results of the third hypothesis show that Website Quality has a positive and significant effect on Website-Based Customer Satisfaction. The table 10, shows a t-statistic value of 7.753 with an effect size of 0.419 and a p-value of 0.000. With a t-statistic value >1.96 and a p-value < 0.05, it can be concluded that hypothesis three is accepted, indicating a positive and significant effect of Website Quality on Website-Based Customer Satisfaction.
4. The results of the fourth hypothesis show that Information Quality has a positive and significant effect on Repurchase Intention. The table 10, shows a t-statistic value of 4.908 with an effect size of 0.302 and a p-value of 0.000. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that hypothesis four is accepted, indicating a positive and significant influence between Information Quality and Repurchase Intention.
5. The results of the fifth hypothesis show that Website Quality does not have a significant effect on Repurchase Intention. The table 10,shows a t-statistic value of 0.205 with an effect size of -0.015 and a p-value of 0.838. With a t-statistic value <1.96 and a p-value > 0.05, it can be concluded that hypothesis five is rejected, meaning that there is no significant effect between Website Quality and Repurchase Intention.

**Indirect Effect Test**

If the P-Value is < 0.05, then it is significant. This means that the mediator variable mediates the effect of an exogenous variable on an endogenous variable; in other words, the effect is indirect. If the P-Value is > 0.05, then it is not significant. This means that the mediator variable does not mediate the effect of an exogenous variable on an endogenous variable. In other words, the effect is direct (Juliandi, 2018). Below are the specific indirect model values.

**Table 11. Indirect Effect**

| | Hypothesis | Original Sample | t-Statistics | P Values | Description |
|---|---|---|---|---|---|
| **Information Quality (X1) -> Website-Based Customer Satisfaction (Z) -> Repurchase Intention (Y)** | H6 | 0,206 | 4,922 | 0,000 | Significantly Positive |
| **Website Quality (X2) -> Website-Based Customer Satisfaction (Z) -> Repurchase Intention (Y)** | H6 | 0,218 | 5,839 | 0,000 | Significantly Positive |

Source: Processed primary data, 2025

Based on Table 11, t-statistic values of 4.922 and 5.839 and p-values of 0.000 (<0.05) were obtained, so the sixth hypothesis was accepted. This means that Website-Based Customer Satisfaction mediates the relationship between Information Quality and Website Quality on Repurchase Intention. Among Shopee respondents, this mediating effect is full mediation.

**PLS Program Test Tokopedia Respondents**

In this study, hypothesis testing used the Partial Least Square (PLS) data analysis technique with the SmartPLS 3.0 program. The following is the PLS program model scheme that was tested:

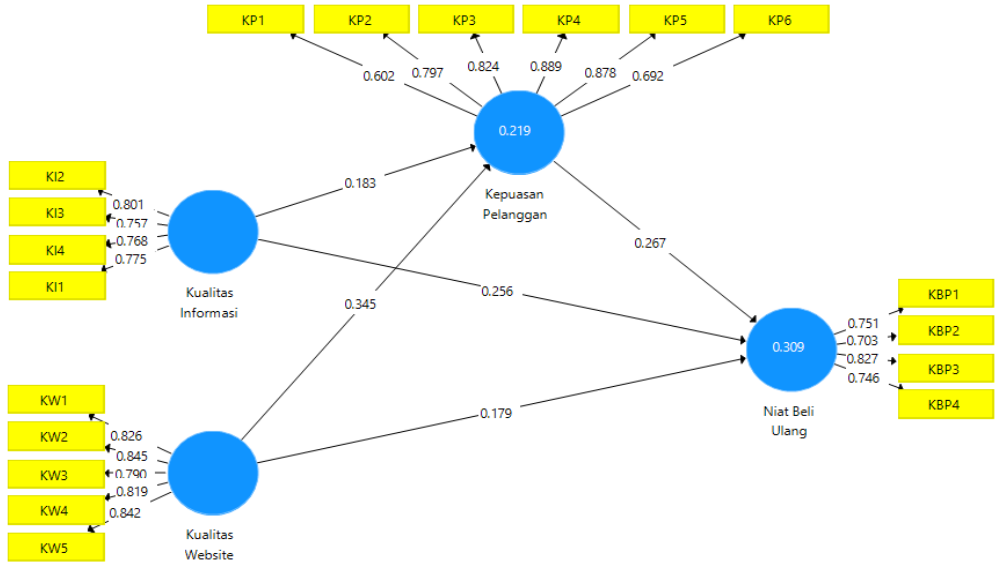


**Figure 5. Outer Model**

Outer model testing is used to determine the specifications of the relationship between latent variables and their indicators. This testing includes validity, reliability, and multicollinearity.

**Outer Model Analysis of Tokopedia Respondents**
**Convergen Validity**

An indicator is considered to have good convergent validity if the outer loading value is > 0.7. The following are the outer loading values for each indicator in the research variables.

**Table 2. Outer Loading Value**

| Variable | Indicator | Outer Loading | Description |
|---|---|---|---|
| Information Quality (X1) | X1.1 | 0,775 | Valid |
| | X1.2 | 0,801 | Valid |
| | X1.3 | 0,757 | Valid |
| | X1.4 | 0,768 | Valid |
| Website Quality (X2) | X2.1 | 0,826 | Valid |
| | X2.2 | 0,845 | Valid |
| | X2.3 | 0,790 | Valid |
| | X2.4 | 0,819 | Valid |
| | X2.5 | 0,842 | Valid |
| Website-Based Customer Satisfaction (Z) | Z.1 | 0,602 | Valid |
| | Z.2 | 0,797 | Valid |
| | Z.3 | 0,824 | Valid |
| | Z.4 | 0,889 | Valid |
| | Z.5 | 0,878 | Valid |
| | Z.6 | 0,692 | Valid |
| Intention to Repurchase (Y) | Y.1 | 0,751 | Valid |
| | Y.2 | 0,703 | Valid |
| | Y.3 | 0,827 | Valid |
| | Y.4 | 0,746 | Valid |

Source: Processed primary data, 2025

Based on Table 12, it is known that many of the research variable indicators have outer loading values > 0.7, so all indicators are declared feasible or valid for use in research and can be used for further analysis.

In addition to looking at the outer loading values, convergent validity can also be assessed by looking at the AVE value > 0.5, so that it can be said to be valid in terms of convergent validity (Fornell and Larcker, 1981). The following are the AVE values for each of the research variables:

**Table 3. Average Variance Extracted Value**

| Variable | AVE | Description |
|---|---|---|
| Information Quality (X1) | 0,601 | Valid |
| Website Quality (X2) | 0,680 | Valid |
| Website-Based Customer Satisfaction (Z) | 0,619 | Valid |
| Repurchase Intention (Y) | 0,575 | Valid |

Source: Processed primary data, 2025

Based on Table 13, all variables are declared valid because they meet the minimum AVE > 0.5 criterion, which means that the indicators in each variable are able to explain the variance of the construct well.

The HTMT test (Heterotrait-Monotrait Ratio) is used to assess discriminant validity in PLS-SEM. A lower HTMT value indicates clearer distinction between constructs, with the recommended threshold being < 0.90, which signifies no discriminant validity issues.

**Table 4. Nilai Uji HTMT**

| Variable | Website-Based Customer Satisfaction (Z) | Information Quality (X1) | Website Quality (X2) |
|---|---|---|---|
| Information Quality (X1) | 0,422 | | |
| Website Quality (X2) | 0,488 | 0,636 | |
| Website-Based Customer Satisfaction (Z) | | | |
| Repurchase Intention (Y) | 0,517 | 0,552 | 0,494 |

Source: Processed primary data, 2025

Based on Table 14, all HTMT values between constructs range from 0.422 to 0.636, below the 0.90 threshold. This indicates that Information Quality (X1), Website Quality (X2), Website-Based Customer Satisfaction (Z), and Repurchase Intention (Y) each have good discriminant validity, showing that the constructs measure distinct concepts without overlap.

**Descriminant Validity**

Discriminant validity ensures that each construct is distinct from the others. The test is conducted using cross loading values, whereby an indicator is deemed valid if it has the highest value on its own variable (Chin, 1998).

**Table 5. *Cross Loading***

| Indicator | Information Quality (X1) | Website Quality (X2) | Website-Based Customer Satisfaction (Z) | Intention to Repurchase (Y) |
|---|---|---|---|---|
| X1.1 | **0,775** | 0,311 | 0,273 | 0,376 |
| X1.2 | **0,801** | 0,380 | 0,362 | 0,346 |
| X1.3 | **0,757** | 0,502 | 0,217 | 0,337 |
| X1.4 | **0,768** | 0,465 | 0,265 | 0,330 |
| X2.1 | 0,435 | **0,826** | 0,310 | 0,395 |
| X2.2 | 0,575 | **0,845** | 0,399 | 0,410 |
| X2.3 | 0,347 | **0,790** | 0,295 | 0,264 |
| X2.4 | 0,423 | **0,819** | 0,362 | 0,316 |
| X2.5 | 0,369 | **0,842** | 0,433 | 0,371 |
| Z.1 | 0,133 | 0,222 | **0,602** | 0,166 |
| Z.2 | 0,208 | 0,369 | **0,797** | 0,341 |
| Z.3 | 0,313 | 0,323 | **0,824** | 0,337 |
| Z.4 | 0,284 | 0,395 | **0,889** | 0,402 |
| Z.5 | 0,282 | 0,436 | **0,878** | 0,377 |
| Z.6 | 0,441 | 0,295 | **0,692** | 0,382 |
| Y.1 | 0,416 | 0,287 | 0,361 | **0,751** |
| Y.2 | 0,233 | 0,176 | 0,288 | **0,703** |
| Y.3 | 0,423 | 0,463 | 0,369 | **0,827** |
| Y.4 | 0,223 | 0,322 | 0,299 | **0,746** |

Source: Processed primary data, 2025

Based on Table 15, each indicator has the highest cross loading value on its own variable, so all indicators are declared to have good discriminant validity.

**Reliability Test**

The reliability test was conducted using Composite Reliability and Cronbach's Alpha to assess the internal consistency of the variables. A construct is considered reliable if it has a Composite Reliability and Cronbach's Alpha value > 0.7. The following are the test results:

**Table 6. Composite Reliability**

| Variable | Composite Reliability | Cronbachs Alpha | Description |
|---|---|---|---|
| Information Quality (X1) | 0,858 | 0,780 | Reliable |
| Website Quality (X2) | 0,914 | 0,883 | Reliable |
| Website-Based Customer Satisfaction (Z) | 0,906 | 0,874 | Reliable |
| Repurchase Intention (Y) | 0,844 | 0,758 | Reliable |

Source: Processed primary data, 2025

Tables 16 show the reliability test results using Composite Reliability and Cronbach's Alpha. All variables have values above 0.7, indicating high internal consistency. The Composite Reliability values are as follows: Information Quality (0.858), Website Quality (0.914), Customer Satisfaction (0.906), and Repurchase Intention (0.844). Cronbach's Alpha values: Information Quality (0.780), Website Quality (0.883), Customer Satisfaction (0.874), and Repurchase Intention (0.758). Thus, all constructs are deemed reliable and suitable for further analysis.

**Multicollinearity Test**

Multicollinearity can be seen from the tolerance and variance inflation factor (VIF) values. Multicollinearity can be detected with a cut-off value that shows a tolerance value > 0.1 or equal to a VIF value < 10. Below are the VIF values in this study.

**Table 17. Colinearity Statistic (VIF)**

| Variable | Website-Based Customer Satisfaction | Intention to Repurchase |
|---|---|---|
| Information Quality (X1) | 1,385 | 1,427 |
| Website Quality (X2) | 1,385 | 1,537 |
| Website-Based Customer Satisfaction (Z) | | 1,281 |
| Repurchase Intention (Y) | | |

Source: Processed primary data, 2025

Based on Table 17, the multicollinearity test results show that the VIF values for all variables are below the limit of <10, so there is no multicollinearity problem. The VIF values for Information Quality (X1) and Website Quality (X2) on Customer Satisfaction are 1.385, while those on Repurchase Intention are 1.427 and 1.537, respectively. The Customer Satisfaction (Z) variable has a VIF value of 1.281. Thus, the model is free from multicollinearity and suitable for further analysis.

**Analysis of Tokopedia Respondents' Inner Model**

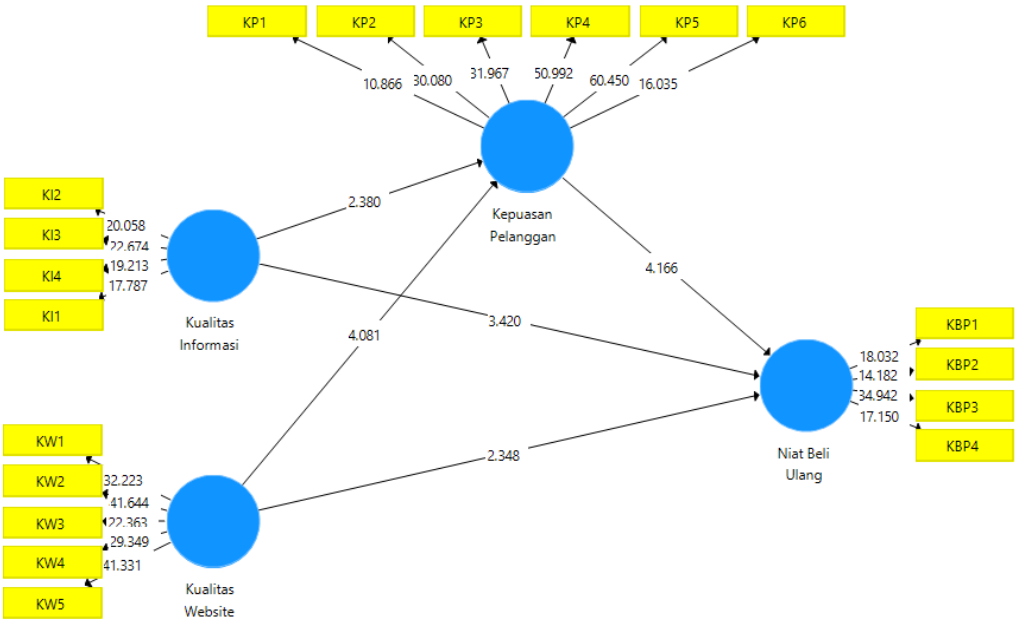


**Figure 6. Inner Model**

The inner model is used to test the influence between one latent variable and another latent variable. Testing the inner model can be done with three analyses, namely measuring the R2 (R-square) value, Goodness of Fit (Gof), path coefficient, and specific indirect effect.

**Model Goodness Test**

Structural model evaluation is performed to show the relationship between manifest and latent variables of the main predictor, mediator, and outcome variables in a complex model. This model goodness test consists of two tests, namely R Square ($R^2$) and Q-Square ($Q^2$).

The R2 or R-Square value shows the determination of exogenous variables on endogenous variables. The higher the $R^2$ value, the better the level of determination. $R^2$ values of 0.75, 0.50, and 0.25 can be interpreted as strong, moderate, and weak models, respectively (Ghozali, 2015). The following are the values of the coefficient of determination in this study.

**Table 18. R-Square Values**

| Variable | *R-Square* |
|---|---|
| Website-Based Customer Satisfaction (Z) | 0,219 |
| Repurchase Intention (Y) | 0,309 |

Sumber: Data primer yang diolah, 2025

Based on Table 22, R-Square is used to see the magnitude of the influence of the variables of Information Quality and Website Quality on Website-Based Customer Satisfaction, with a value of 0.219 or 21.9%, so it can be said that this relationship is weak. The variables of Information Quality and Website Quality on Repurchase Intention have a value of 0.309 or 30.9%, so it can be said that this relationship is moderate.

The next test is the Q-Square test. The Q2 value in structural model testing is done by looking at the Q2 (Predictive relevance) value. The Q2 value can be used to measure how well the model and its parameters produce observation values. A Q2 value > 0 indicates that the model has predictive relevance, while a Q2 value < 0 indicates that the model lacks predictive relevance. The following are the results of the Q-Square value calculation:

**Table 19. Analisis Q-*Square* ($Q^2$)**

| Variable | Model | Value |
|---|---|---|
| Website-Based Customer Satisfaction (Z) | $Q^2$ (=1-SSE/SSO) | 0,129 |
| Repurchase Intention (Y) | $Q^2$ (=1-SSE/SSO) | 0,159 |

Source: Processed primary data, 2025

Table 19, shows the results of the Q-Square ($Q^2$) test used to assess the predictive power of the model. The $Q^2$ value for Website-Based Customer Satisfaction is 0.129 and for Repurchase Intention is 0.159, both of which are above 0, indicating that the model has good predictive power.

The next test, f-square ($f^2$), is used to measure the effect size or the magnitude of the influence of independent variables on dependent variables in the PLS-SEM model, with categories of small (0.02–0.15), medium (0.15–0.35), and large (≥0.35).

**Table 20. Effect Size ($f^2$)**

| Variable | Website-Based Customer Satisfaction | Intention to Repurchase |
|---|---|---|
| Information Quality (X1) | 0,031 | 0,067 |
| Website Quality (X2) | 0,110 | 0,030 |
| Website-Based Customer Satisfaction (Z) | | 0,081 |
| Repurchase Intention (Y) | | |

Source: Processed primary data, 2025

Based on Table 20, Information Quality (X1) has a small effect on Customer Satisfaction (Z) ($f^2$ = 0.031) and Repurchase Intention (Y) ($f^2$ = 0.067). Website Quality (X2) has a moderate effect on Customer Satisfaction ($f^2$ = 0.110) but a small effect on Repurchase Intention ($f^2$ = 0.030). Customer Satisfaction also has a small effect on Repurchase Intention ($f^2$ = 0.081). These results indicate that Website Quality plays a greater role in increasing customer satisfaction, while its effect on repurchase intention is still weak, possibly influenced by other factors outside the research model.

## Hypothesis Testing

To test the hypotheses in this study, we can use the table of path coefficient values for direct effects and specific indirect effect values for indirect (mediating) effects.

## Path Coefficient Test

The path coefficient test was conducted using the bootstrapping method to obtain t-statistic and p-value values. The effect between variables is considered significant if the p-value < 0.05 or t-statistic > 1.96 (α = 5%). The following are the path coefficient values from the test.

**Table 7. *Path Coefficient (Direct Effect)***

| | Hypothesis | Original Sample | t-Statistics | P Values | Description |
|---|---|---|---|---|---|
| Website-Based Customer Satisfaction (Z) -> Repurchase Intention (Y) | H1 | 0,267 | 4,166 | 0,000 | **Significantly Positive** |
| Information Quality (X1) -> Website-Based Customer Satisfaction (Z) | H2 | 0,183 | 2,380 | 0,018 | **Significantly Positive** |
| Website Quality (X2) -> Website-Based | H3 | 0,345 | 4,081 | 0,000 | **Significantly Positive** |

| | | | | | |
|---|---|---|---|---|---|
| Customer Satisfaction (Z) | | | | | |
| Information Quality (X1) -> Repurchase Intention (Y) | H4 | 0,256 | 3,420 | 0,001 | **Significantly Positive** |
| Website Quality (X2) -> Repurchase Intention (Y) | H5 | 0,179 | 2,348 | 0,019 | **Significantly Positive** |

Based on Table 25, the interpretations are as follows:

1. Hypothesis 1 shows that Website-Based Customer Satisfaction has a positive and significant effect on Repurchase Intention. The table 21, indicates a t-statistic value of 4.166, an effect size of 0.267, and a p-value of 0.000. Since t-statistic > 1.96 and p-value < 0.05, Hypothesis 1 is accepted.
2. Hypothesis 2 shows that Information Quality has a positive and significant effect on Website-Based Customer Satisfaction. The t-statistic value is 2.380, the effect size 0.183, and the p-value 0.018. As t-statistic > 1.96 and p-value < 0.05, Hypothesis 2 is accepted.
3. Hypothesis 3 shows that Website Quality has a positive and significant effect on Website-Based Customer Satisfaction. The t-statistic is 4.081, the effect size 0.345, and the p-value 0.000. With t-statistic > 1.96 and p-value < 0.05, Hypothesis 3 is accepted.
4. Hypothesis 4 shows that Information Quality has a positive and significant effect on Repurchase Intention. The t-statistic is 3.420, the effect size 0.256, and the p-value 0.001. Since t-statistic > 1.96 and p-value < 0.05, Hypothesis 4 is accepted.

5. Hypothesis 5 shows that Website Quality has a positive and significant effect on Repurchase Intention. The t-statistic is 2.348, the effect size 0.179, and the p-value 0.019. As t-statistic > 1.96 and p-value < 0.05, Hypothesis 5 is accepted.

**Indirect Effect Test**

If P-Values < 0.05, then the effect is significant, meaning that the mediator variable mediates the relationship between the exogenous and endogenous variables. Conversely, if P-Values > 0.05, then the effect is insignificant or direct (Juliandi, 2018). The following are the specific indirect effect model values.

**Table 8. Indirect Effect**

| | Hypothesis | Original Sample | t-Statistics | P Values | Description |
|---|---|---|---|---|---|
| Information Quality (X1) -> Website-Based Customer Satisfaction (Z) -> Repurchase Intention (Y) | H6 | 0,049 | 1,965 | 0,050 | **Significantly Positive** |
| Website Quality (X2) -> Website-Based Customer Satisfaction (Z) -> Repurchase Intention (Y) | H6 | 0,092 | 2,6977 | 0,003 | **Significantly Positive** |

Source: Processed primary data, 2025

Based on Table 22, the results show that the sixth hypothesis indicates that Website-Based Customer Satisfaction mediates the relationship between Information Quality and Website Quality on Repurchase Intention. Based on the table above, the t-statistic values are 1.970 and 2.680, while the p-values are 0.049 and 0.008. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that the sixth hypothesis is accepted, namely that Website-Based Customer Satisfaction mediates the relationship between Information Quality and Website Quality on Repurchase Intention. The mediating effect on Tokopedia respondents is Partial Mediation.

## Discussion

### The Effect of Website-Based Customer Satisfaction on Repeat Purchase Intentions

Customer satisfaction has a significant effect on repeat purchase intentions. Companies strive to produce products and services of a quality that meets customer expectations so that customers are satisfied and decide to make repeat purchases. Purchase satisfaction is important because it can increase company profits and help businesses create marketing strategies (Dewi et al., 2019). Based on the path coefficient table, Website-Based Customer Satisfaction has a positive and significant effect on Repurchase Intention among Shopee and Tokopedia users. On Shopee, the coefficient of 0.520 (p-value = 0.000) shows a stronger influence than Tokopedia with a coefficient of 0.267 (p-value = 0.000). This shows that customer satisfaction plays a greater role in encouraging repurchase on Shopee, supported by a consistent shopping experience, loyalty programs, and effective customer service.

### The Influence of Information Quality on Website-Based Customer Satisfaction

System user satisfaction (User Satisfaction) is the response and feedback generated by users after using an information system. User attitudes toward information systems are objective criteria regarding how much users like the systems they use. The concept of user satisfaction is important for marketers, as website-based customer satisfaction can drive purchasing interest (Devie & Siregar, 2023).

Based on the path coefficient table, the effect of Information Quality on Website-Based Customer Satisfaction differs between Shopee and Tokopedia users. On Shopee, the coefficient is 0.397 with a p-value of 0.000, indicating a positive and significant effect. On Tokopedia, the coefficient is 0.183 with a p-value of 0.018, which is also significant but lower. These results indicate that information quality plays a greater role in increasing customer satisfaction on Shopee, possibly due to the presentation of more complete, accurate, and easily accessible product information.

The results of this study indicate that information quality plays an important role in shaping website-based customer satisfaction on both e-commerce platforms, Shopee and Tokopedia, but with different levels of influence. These findings indicate that Shopee consumers tend to feel more satisfied when the information presented is complete, accurate, and easily accessible. Conversely, although Tokopedia also presents adequate product information, its effectiveness in shaping customer satisfaction is relatively lower, possibly due to variations in information quality between sellers or inconsistent presentation of product details.

### The Effect of Website Quality on Website-Based Customer Satisfaction

Website quality affects website-based customer satisfaction because websites are one of the main points of contact between consumers and e-commerce platforms (Iqbal & Tantra, 2023). High-quality websites, in terms of visual appearance, ease of navigation, access speed, transaction security, and feature completeness, are able to provide a comfortable and efficient shopping experience for users.

Ease of finding products, clarity of information, and a smooth transaction process can reduce barriers and increase customers' positive perceptions of the platform. Based on the path coefficient table, the effect of Website Quality on Website-Based Customer Satisfaction differs

between Shopee and Tokopedia users. On Shopee, the coefficient value is 0.419 with a p-value of 0.000, indicating a positive and significant effect. On Tokopedia, the coefficient value is 0.345 with a p-value of 0.000, which is also significant but lower. These results indicate that website quality contributes more to customer satisfaction on Shopee, which is supported by a simple interface, stable access speed, and easy-to-use search and payment features.

The results of this study indicate that website quality has a positive and significant effect on website-based customer satisfaction on both platforms, but with different levels of influence. This indicates that Shopee consumers feel more satisfied when interacting with websites that have a simple and intuitive interface design, stable access speed, and supporting features such as search filters, relevant product recommendations, and a secure and easy-to-use payment system. Meanwhile, although Tokopedia also has good website quality, its influence on website-based customer satisfaction is relatively lower. This difference may be due to variations in user preferences or differences in the level of feature optimization and navigation convenience on the two platforms.

**The Influence of Information Quality on Repurchase Intent**

Information that is provided clearly and accurately can influence repurchase intent, so it is important for companies to improve and maintain the quality of their information. Good information will improve a company's performance. Information quality influences repurchase intent because clear, complete, accurate, and easy-to-understand information is the main basis for consumers in determining their choice of products or services. Quality information helps consumers evaluate the suitability of products to their needs, compare alternatives, and assess the value they will obtain from the purchase (Ridwan, et al., 2020).

Based on the results of data processing in the path coefficient table, the effect of information quality on repurchase intention shows a difference between Shopee and Tokopedia respondents. For Shopee respondents, the path coefficient value is 0.302 with a p-value of 0.000, which means that the effect is positive and significant. This means that the better the quality of information presented by Shopee, the greater the tendency for customers to make purchases. Meanwhile, among Tokopedia respondents, the path coefficient value was 0.256 with a p-value of 0.001, which also indicates a positive and significant effect, although the magnitude of the effect is relatively lower than that of Shopee. This difference indicates that information quality plays a stronger role in driving repurchase intention on Shopee than on Tokopedia. This may be because Shopee is able to present product information that is clearer, more complete, and more accessible, whether through detailed descriptions, representative photos, diverse buyer reviews, or a transparent rating system.

The results of this study indicate that information quality has a positive and significant effect on repurchase intention on both e-commerce platforms, but with different levels of influence. These findings indicate that Shopee consumers are more motivated to make repeat purchases when they receive clear, comprehensive, and easily accessible product information. Meanwhile, although Tokopedia also provides adequate information, its influence on repurchase intention is relatively lower, possibly due to variations in the quality of information between sellers or the presentation of product details that is not yet fully consistent.

**The Influence of Website Quality on Repeat Purchase Intentions**

Website quality is something that consumers really need when deciding on a purchase. If the information provided by the seller is clear and good, consumers will decide to buy. Website quality influences repurchase intent because websites are the primary medium consumers use to search for information, evaluate products, and make transactions. Websites with attractive designs, easy navigation, fast access speeds, and secure systems provide a comfortable and efficient shopping experience (Anita, et al., 2023).

Based on the path coefficient table, the effect of Website Quality on Repurchase Intention differs between Shopee and Tokopedia users. On Shopee, the coefficient is -0.015 with a p-value of 0.838, indicating a negative and insignificant effect, meaning that website quality has no effect on repurchase intention. Conversely, on Tokopedia, the coefficient is 0.179 with a p-value of 0.019, indicating a positive and significant effect.

These findings show that Tokopedia users place more importance on website quality, such as ease of navigation, speed, and transaction security, while Shopee users are more influenced by other factors, such as price, promotions, and product variety. This indicates that each platform has different factors that drive repurchase intention according to consumer preferences.

**The Influence of Information Quality and Website Quality on Repurchase Intent Mediated by Website-Based Customer Satisfaction**

Information quality and website quality influence repurchase intent mediated by website-based customer satisfaction because these two factors shape the shopping experience that affects consumers' perceptions and comfort before deciding to buy (Artanto & Aprianingsih 2022). Good quality information, such as clear product descriptions, accurate specifications, representative photos, relevant customer reviews, and price transparency, can increase consumer confidence and reduce hesitation in the purchasing process. Meanwhile, optimal website quality includes ease of navigation, access speed, transaction security, attractive interface design, and supporting features such as search filters and product recommendations that provide convenience and ease, making customers feel satisfied (Wijaya & Kuswoyo, 2022).

Based on the specific indirect effect table, the influence of Information Quality and Website Quality on Repurchase Intention through Website-Based Customer Satisfaction differs between Shopee and Tokopedia users. On Shopee, the coefficients are 0.206 and 0.218 with a p-value of 0.000, indicating a positive and significant influence. On Tokopedia, the coefficients are 0.049 and 0.092 with p-values of 0.050 and 0.003, which are also significant but weaker.

On Shopee, the relationship is fully mediated, where the effect occurs entirely through customer satisfaction. Meanwhile, on Tokopedia, there is partial mediation, because the quality of information and the website also have a direct effect on repurchase intention. Overall, the quality of information and the website play an important role in increasing satisfaction and repurchase intention, but the effect is stronger on Shopee, while Tokopedia users are more influenced by other factors such as price and promotions.

## CONCLUSION

The results of the study indicate that Website-Based Customer Satisfaction has a positive and significant effect on Repurchase Intention among Shopee and Tokopedia users. Information Quality and Website Quality also have a positive and significant effect on Customer Satisfaction on both platforms. Furthermore, Information Quality has a significant effect on Repurchase Intention, while Website Quality is only significant on Tokopedia and not significant on Shopee. Customer Satisfaction is proven to mediate the relationship between Information Quality and Website Quality on Repurchase Intention on both platforms.

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