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## **The Influence of Shopping Experience and Price Discount on Repurchase Intention Through Shopping Orientation (Study on Consumers “GoFood”)**

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### **Abstract**

*Providing a good shopping experience to consumers and implementing attractive price discounts are some of the efforts that are often used by business people to increase their sales volume. This study aims to determine the direct and indirect influence of shopping experience and price discount on repurchase intention through shopping orientation. This research is an explanatory descriptive quantitative study. GoFood consumers among students became the population in this study then carried out purposive sampling techniques so that 223 respondents were obtained. This research analysis of data using partial least squares structural equation modeling (PLS-SEM) with WarpPls 7.0 software. The results of the study were obtained 1) shopping experience has a positive and significant direct effect on shopping orientation & repurchase intention 2) price discount has a direct positive and significant effect on shopping orientation & repurchase intention 3) shopping orientation has a direct positive and significant effect on repurchase intention 4) shopping experience has a direct positive and significant effect on Repurchase Intention through Shopping Orientation 5) Price Discount has a direct positive and significant effect on Repurchase Intention through Shopping Orientation. Based on the results of the research, the company should continue to improve the appearance design, optimize services, and continue to provide attractive price discounts.*

**Keywords:** *Price Discount, Repurchase Intention, Shopping Experience, Shopping Orientation*

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## **INTRODUCTION**

The advancement of digital technology makes business competition move more competitively, business people are required to continue to be more creative and innovative in showing their business advantages so that they can attract more of their potential customers. Businesses that are currently getting a lot of positive responses from the Indonesian people, one of which is the online food delivery (OFD) business. JAKPAT Survey Report found that in May 2022 GoFood became the OFD with the highest interest in Indonesia with a consumer percentage of 39%, followed by ShopeeFood at 38%, GrabFood at 22%, and TravelokaEats at 1%. The strict mobility restrictions that the government had previously carried out at the beginning of Covid-19 made people spend more time utilizing internet facilities to meet basic daily needs such as shopping for food or drinks online. Just like by shopping for goods offline, someone who has done shopping activities online also often has the desire to repeat making repurchases. The customer's desire or intention to return to shopping for products in the form of goods or services from the same company in the future can also be called repurchase intention (Qibtiyah et al, 2021).

One factor that causes repurchase intention is a satisfying and enjoyable experience on previous purchases (Suandana et al, 2016). Customer satisfaction occurs as a result of the psychological responses that consumers feel when comparing the difference between what was expected before with what was experienced post-purchase. (Lee et al, 2010). According to Kotler (2012) states that customer satisfaction occurs when customer expectations match or are met by the performance provided by the seller and even exceed customer expectations.

The buying experience is personal and shows engagement at different levels both emotionally, rationally, physically, sensoryly, and spiritually (Safitri, 2017). Customers who have experience in buying a product, they will make an assessment of the ease of obtaining the product to the quality of the product obtained until then the assessment forms confidence in deciding to repeat the next purchase (Astarina et al, 2017). In online shopping, consumers will also evaluate various evaluations of the results of these online activities including evaluations in terms of product information, payment methods, delivery, services, risks, privacy, personalization, security, navigation, visual appeal, fun, and entertainment (Mardiah & Anugrah, 2020).

The next factor that influences the occurrence of repurchase intention is the preferential treatment carried out by sellers in an effort to increase sales such as product offerings at discounted prices (Chou & Chen, 2018). Price discount makes a person feel that they are getting better treatment, different from others, to the point of causing gratitude. As a result, someone who has previously bought and experienced the services offered by the seller, then that someone will rise to the status of a customer, until in time it will be more loyal, and it is difficult to switch to shopping at other products or stores. The cause of such behavior, because they want to ensure that they will continue to get special treatment. So that the more special treatment customers receive, the more commitment to customer relationships with service providers (Chou & Chen, 2018).

A person in shopping online also has their own tendency in determining the store or product they are going to buy. A person's tendency to shop is called shopping orientation. According to Patel and Shuklah (2016) shopping orientation is a separate motivation (independent) that makes or stimulates a person to make choices on the products purchased. Shopping orientation in consumers also often occurs due to several factors that include brand awareness, price, shopping enjoyment, and convenience of time (Nirmala & Dewi, 2011). Every consumer has their own shopping style, even if they shop at the same store (Göritz, 2015). So based on the existing background, this study aims to test the factors that influence consumers when interest in buying back appears in GoFood consumers by using variables of shopping experience, discounts, and shopping orientation.

## **RESEARCH METHODS**

This research uses a quantitative descriptive explanatory approach. The sampling technique uses purposive sampling with the criteria of students who have transacted GoFood at least once a month and sample calculations obtained from the Davis & Cosenza formula (1993) so that 223 respondents were obtained who met the criteria. Research instruments are carried out by distributing questionnaires which are then first tested in the form of validity tests and reliability tests until test results are found that are declared valid and reliable so that they can be used as research instruments.

The data analysis method in this study is Partial Least Square (PLS) which was carried out using WarpPLs 7.0 software and sobel test.

## RESULTS AND DISCUSSION

### Results

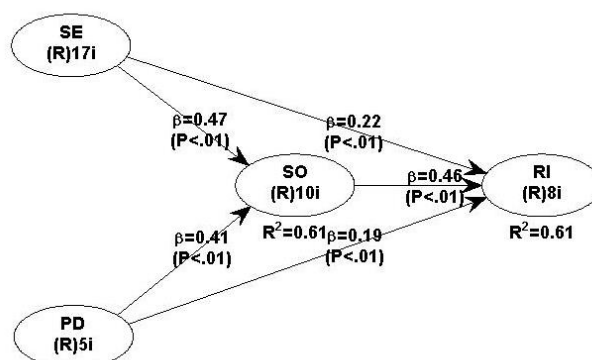


Figure. 1. PLS Line Model

### Inner Model – Adjusted R-Squares

The purpose of Adjusted R-squares is to explain whether there is an influence of certain exogenous latent variables on endogenous latent variables. The following table is presented containing the results of the calculation of Adjusted R-squares in this study, namely:

Tabel 1: Adjust R-Squares

Variable	Adjusted R-squares
Repurchase Intention	0,603
Shopping Orientation	0,609

Based on tabel 1 it was found that the value of Adjusted R-squares in the repurchase intention variable was 0.603 or 60.3%. So it can be concluded that the repurchase intention variable can be explained by the shopping experience, price discount, and shopping orientation variables with a value of 60.3%. As for the remaining 39.7%, it can be explained by other variables that were not discussed in this study.

Furthermore, the value of Adjusted R-squares in the shopping orientation variable is 0.609 or 60.9%. So it can be concluded that the shopping orientation variable can be explained by the shopping experience, price discount, and repurchase intention variables with a value of 60.9%. As for the remaining 39.1%, it can be explained by other variables that were not discussed in this study.

### Hypothesis Testing

The purpose of hypothesis testing is to test the influence of exogenous variables directly and indirectly on endogenous variables. If hypothesis testing produces a positive value path coefficient and a p-value of  $< 0.05$  (significance level = 5%) then it can be interpreted that there is a positive and significant influence of exogenous variables on endogenous variables. The following table is presented containing the results of direct and indirect testing in this study, namely:

Table 2: Hypothesis Testing of Direct and Indirect Influences

Exogenous Variables	Mediator	Endogenous Variables	Path Coefficient	Indirect Coefficient	Herself	P-Value	Information
Shopping Experience	-	Repurchase Intention	0,233	-	0,064	<0,001	Accepted

<b>e</b>							
<b>Price Discount</b>	-	Repurchase Intention	0,188	-	0,065	0,002	Accepted
<b>Shopping Experience</b>	-	Shopping Orientation	0,466	-	0,062	<0,001	Accepted
<b>e</b>							
<b>Price Discount</b>	-	Shopping Orientation	0,409	-	0,062	<0,001	Accepted
<b>Shopping Orientation</b>	-	Repurchase Intention	0,457	-	0,062	<0,001	Accepted
<b>n</b>							
<b>Shopping Experience</b>	Shopping Orientation	Repurchase Intention	-	0,213	0,046	<0,001	Accepted
<b>e</b>							
<b>Price Discount</b>	Shopping Orientation	Repurchase Intention	-	0,187	0,046	<0,001	Accepted

**Structural model of shopping orientation variables:**

Shopping Orientation = 0,466 (Shopping Experience) + 0,409 (Price Discount)

**Structural model of variable repurchase intention:**

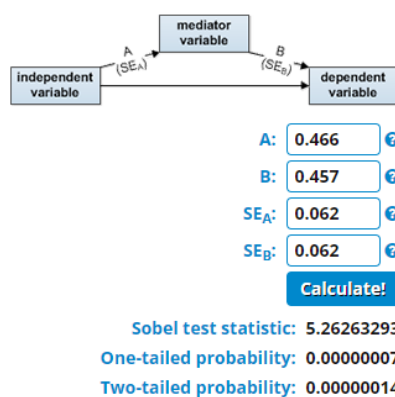
Repurchase Intention = 0,233 (Shopping Experience) + 0,188 (Price Discount) + 0,457 (Shopping Orientation)

1. **H<sub>1</sub>**: Based on tabel 2 it is found that the path coefficient is 0.233 with a value of P <0.001. This shows that there is a positive and significant influence between shopping experience and repurchase intention. Thus acceptable.**H<sub>1</sub>**
2. **H<sub>2</sub>**: Based on table 2 dfound that the path coefficient is 0.466 with a P value of <0.001. This shows that there is a positive and significant influence between shopping experience and shopping orientation. Thus acceptable**H<sub>2</sub>**
3. **H<sub>3</sub>**: Based on table 2 it is found that the path coefficient is 0.188 with a P value of 0.002. This shows that there is a positive and significant influence between price discounts on repurchase intention. Thus acceptable.**H<sub>3</sub>**
4. **H<sub>4</sub>**: Based on table 2 it is found that the path coefficient is 0.409 with a P value of <0.001. This shows that there is a positive and significant influence between price discounts on shopping orientation. Thus acceptable.**H<sub>4</sub>**
5. **H<sub>5</sub>**: Based on table 2 it is found that the path coefficient is 0.457 with a P value of <0.001. This shows that there is a positive and significant influence between shopping orientation on repurchase intention. Such is acceptable.**H<sub>5</sub>**
6. **H<sub>6</sub>**: Based on table 2, it was found that the indirect influence of shopping experience on repurchase intention through shopping orientation was 0.213 with a P value of <0.001. This shows that there is a positive and significant influence between shopping experience and repurchase intention through shopping orientation. Thus acceptable.**H<sub>6</sub>**
7. **H<sub>7</sub>**: Based on table 2, it is found that the indirect effect of price discount on repurchase intention through shopping orientation is 0.187 with a P value of <0.001. This shows that there is a positive and significant influence between price discounts on repurchase intention through shopping orientation. Thus acceptable.**H<sub>7</sub>**

### Sobel Test

The purpose of the sobel test is to find out whether there is a relationship that through the mediation variable shopping orientation is significantly able to become a mediator in the relationship of shopping experience to repurchase intention and price discount to repurchase intention. The sobel test in this study was carried out using the Daniel Soper online sobel calculator application available on the www.danielsoper.com website. The following are the results of the sobel test measurements in this study, namely:

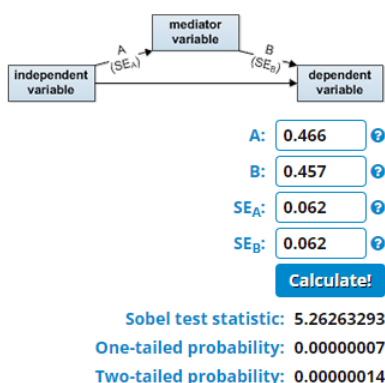
- a. The effect of shopping experience on repurchase intention with shopping orientation as a moderator variable



**Figure. 2. Sobel Test 1**

On Figure. 2 indicates the value produced by the Sobel Test Statistics of 5.262 where the value is greater than 1.96 and also with a p-value of 0.000 which is <0.001 or less than 0.05. So it can be concluded that the shopping orientation variable acts as a mediator variable for the shopping experience to repurchase intention.

- b. The effect of price discount on repurchase intention with shopping orientation as a moderator variable



**Figure. 3. Sobel Test 2**

On Figure. 3 indicates the resulting sobel test statistic of 4.915 where the value is greater than 1.96 and also with a p-value of 0.000 which is <0.001 or less than 0.05. So it can be concluded that the shopping orientation variable acts as a mediator variable for price discount to repurchase intention.

### Discussion

#### The effect of shopping experience on repurchase intention on Gofood consumers

Based on tabel 2 it wasfound that the path coefficient was 0.233 with a value of P <0.001. This shows that there is a positive and significant influence between shopping experience and repurchase intention. So the better the shopping experience, the more repurchase intention.

Thus, the results of this study are in line with the findings in previous studies including research conducted by Izogo & Jayawardhena (2018) which found that with the existence of customer experience. a good effect on the occurrence of repurchase intention. Then Trivedi & Yadav (2020) found that previous purchase experiences were able to increase trust and e-satisfaction which could then positively affect the occurrence of repurchase intention. In line with that, research conducted by Chan (2019) and Febriani et al (2019) also jointly found that the purchasing experience has a significant effect on repurchase intention.

#### **The effect of shopping experience on shopping orientation of Gofood consumers**

Based on table 2 dfound that the path coefficient is 0.466 with a P value of <0.001. This shows that there is a positive and significant influence between shopping experience and shopping orientation. So that the better the shopping experience, the more shopping orientation.

According to research Triantafilidou et al (2017) found that the criteria for the shopping experience that visitors expect include the quality of the merchandise, price, and availability as well as simultaneously ambient (music and aroma) carefully in addition to design factors (store layout and decoration). In line with this study, Ylilehto et al (2019) also argue that there are three important factors in the shopping experience which include channel choice, shopping orientation towards value dimensions related to comfort and enjoyment, and social interaction.

#### **The effect of price discount on the repurchase intention of Gofood consumers**

Based on table 2 it is found that the path coefficient is 0.409 with a P value of <0.001. This shows that there is a positive and significant influence between price discounts on shopping orientation. So that the better the price discount, the more repurchase intention.

Qibtiya et al (2021) in their research also mentioned that discount has a positive and significant effect on repurchase intention. Chao & Liao (2016) also found that brand image and price discount have a positive and significant effect on purchase intention. It was also found that there was a positive and significant influence between the price discount policy and repurchase intention (Byun et al, 2013).

#### **The effect of price discount on shopping orientation of Gofood consumers**

Based on table 2 it is found that the path coefficient is 0.409 with a P value of <0.001. This shows that there is a positive and significant influence between price discounts on shopping orientation. So the better the price discount, the more shopping orientation.

In line with this research, Qibtiyah et al (2021) found that spontaneity or impulsif orientation over price discounts is part of external stimuli that can influence changes in consumer shopping orientation. The stimulation caused by the price discount offer makes those who read the offer instantly think the benefits they will get are that they don't have to spend a lot of money to buy the product as it should.

#### **The effect of shopping orientation on repurchase intention on Gofood consumers**

Based on table 2 it is found that the path coefficient is 0.457 with a P value of <0.001. This shows that there is a positive and significant influence between shopping orientation on repurchase intention. So it can be concluded that the better shopping orientation is, the more repurchase intention.

According to Thamizhvanan & Xavier (2013) found that there are a number of indicators of shopping orientation which include spontaneous shopping orientation, shopping orientation based on brand, and shopping orientation based on quality. From several existing shopping orientation indicators, shopping orientation by brand is one of the indicators that strongly shows the emotional attitude of consumers, thus allowing consumers with this tendency to buy certain goods, even repeat repurchases even though in quality they are still below similar products with other brands. This assumption then became one of the foundations

of a study conducted by Mardiah & Anugrah (2020) and Chan (2019), which later they simultaneously in their research found that shopping orientation had a significant effect on repurchase intention.

### **The effect of shopping experience on repurchase intention through shopping orientation on Gofood consumers**

Based on table 2, it was found that the indirect influence of shopping experience on repurchase intention through shopping orientation was 0.213 with a P value of <0.001. This shows that there is a positive and significant influence between shopping experience and repurchase intention through shopping orientation. So it can be interpreted that there is a positive and significant influence between shopping experience on repurchase intention through shopping orientation.

This research is in line with the results of this study, according to Wang et al (2019) found that the impact on return policies, fairness, and quality of service that was once felt is an important and supporting factor that influences customers to intend to repeat purchases. So that with the shopping experience someone will evaluate or assess the services and products they have used next if the assessment is felt either based on quality, functionality, or comfort which is part of someone's shopping orientation can further strengthen the occurrence of repurchase intention

### **The effect of price discount on repurchase intention through shopping orientation on Gofood consumers**

Based on table 2, it was found that the indirect effect of price discount on repurchase intention through shopping orientation was 0.187 with a P value of <0.001. This shows that there is a positive and significant influence between price discounts on repurchase intention through shopping orientation. So it can be interpreted that there is a positive and significant influence between price discounts on repurchase intentions through shopping orientation. In line with the results of this study, research conducted by Chou & Chen (2018), they found that there is an influence of price discount on repurchase intention that arises due to changes in a person's shopping orientation in the form of comfort or pleasure over the existence of special feelings.

## **CONCLUSION**

The results showed that: 1) shopping experience has a positive and significant direct effect on shopping orientation & repurchase intention 2) price discount has a positive and significant direct effect on shopping orientation & repurchase intention 3) shopping orientation direct positive and significant effect on repurchase intention 4) shopping experience has a positive and significant direct effect on repurchase intention through shopping orientation 5) price discount has a positive and significant direct effect on repurchase intention through shopping orientation .

Based on the results of this study, the advice that researchers can give to companies and subsequent researchers, including: 1) companies can innovate more on the design of application displays more informatively and prioritize functions (simple) than before 2) companies can make price adjustments and more actively provide price discounts 3) researchers can further deepen research and conduct p development by adding variables, research methods, and a wider population or sample.

Limitations of this study 1) This study uses a population that only includes students at the Faculty of Business Economics at State Universities in Malang City 2) This research has not fully reached the population because it uses a questionnaire from googleform distributed via

whatsapp social media 3) This research is only limited to using a quantitative method for finding several factors influencing repurchase intention.

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