

The Influences of Consumer Experience and Consumer Trust on Repurchase Intention in Lazada E-commerce among Generation Z

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ABSTRACT

This study aims to determine the influences of: (1) consumer experience on repurchase intention on Lazada *e-commerce* among Generation Z, (2) consumer trust on repurchase intention on Lazada *e-commerce* among Generation Z, and (3) consumer experience and trust on repurchase intention on Lazada *e-commerce* among Generation Z. This is a causal associative study conducted using a quantitative approach. The population of this study was Lazada *e-commerce* users in Indonesia. A sample of 100 respondents was taken. The primary data collection technique used a questionnaire, while secondary data was obtained from previous studies, books, journals, websites, online consumer reviews, and news portals. Data analysis techniques were conducted using research data descriptions, classical assumption tests, and hypothesis tests. The results of this study indicate: (1) a positive and significant influence of consumer experience on repurchase interest (54.9%) with a regression coefficient value of 0.553, a calculated t value greater than the t table ($8.896 > 1.984$) and a significance level of 0.000; (2) a positive and significant influence of consumer trust on repurchase interest (24.3%) with a regression coefficient value of 0.346, a calculated t value greater than the t table ($2.804 > 1.984$) and a significance level of 0.006; as well as (3) a simultaneous positive and significant influence of consumer experience and consumer trust on repurchase interest (57.4%) with a calculated F value greater than the F table ($67.780 > 3.09$).

Keywords:

Consumer Experience, Consumer Trust, Repurchase Intention

1. Introduction

The Internet, one of the main products of technological advancement, has become an inseparable part of life in the digital era. Internet users in Indonesia have experienced significant growth in recent years. According to data reported by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 reached 221,563,479 people [1]. This increase in internet users has also contributed to the rapid growth of the e-commerce industry in recent years. To date, the e-commerce sector remains the largest contributor to Indonesia's digital economy. According to a report by GlobalData, e-commerce transactions in Indonesia are projected to reach US\$46.6 billion, equivalent to IDR 786.5 trillion, by 2025 [2].

The growth of Indonesia's e-commerce sector has automatically led to an increase in the number of e-commerce users. The number of e-commerce users in Indonesia has continued to rise from 2020 to 2024. In 2024, it was recorded that the number of e-commerce users in Indonesia reached 65.6 million. The growth of e-commerce users in Indonesia can also be illustrated in the following figure:



Fig 1. Number of E-commerce Users in Indonesia
Source: id.techinasia.com, 2025

Online shopping through e-commerce platforms has become one of the most preferred activities among Indonesian consumers, particularly among Generation Z. Based on a survey conducted by Populix, it was recorded that 54% of Indonesians prefer shopping online via e-commerce platforms, with the majority of users being Gen Z [3]. Furthermore, findings from the Marketeers Youth Choice Award 2024 reveal that Tokopedia ranks as the top e-commerce platform chosen by Generation Z, followed by Shopee in second place and Lazada in third [4].

Table 1. Lazada Users by Generation

Percentage of Lazada Users by Generation				
Gen Z	Late Gen Y	Early Gen Y	Gen X	Baby Boomers
22.2%	25.4%	37.3%	22.5%	22.0%

Source: Katadata.co.id, 2024

Based on Table 1, the findings from the 2024 Kompas Research and Development (Litbang Kompas) study reveal an interesting pattern in generational distribution, offering valuable insights for e-commerce platforms in Indonesia. Generation Z ranks fourth among the generations that shop the most on Lazada. The relatively low percentage of Generation Z users on Lazada does not necessarily indicate that this generation is inactive in online shopping; rather, it shows that Gen Z has multiple preferences for other e-commerce platforms that they find more engaging and frequently use.

As e-commerce growth in Indonesia continues to surge, it brings new challenges, particularly in the competition among e-commerce platforms. Numerous e-commerce platforms have emerged in Indonesia, providing consumers with a wide array of options for online shopping, which has consequently intensified competition. This competition arises not only from local players but also from international competitors seeking to strengthen their presence in the Indonesian market.

In terms of Gross Merchandise Value (GMV), Lazada has yet to become one of the most preferred e-commerce platforms among Indonesian consumers. GMV refers to the total value of goods sold by a company over a specific period [5]. According to Momentum Works (2022), Lazada ranked third among e-commerce platforms with the largest GMV in Indonesia, accounting for 10%

of total transactions. However, Lazada's GMV declined in 2023, placing it fifth with a 7% share. In 2024, Lazada maintained its fifth position with the same GMV percentage of 7%. The top five rankings were led by Shopee, followed by Tokopedia, TikTok Shop, Bukalapak, Lazada, and finally Blibli [6].

These findings indicate that Lazada has not yet achieved substantial sales growth from 2022 to 2024. The relatively low GMV suggests that Lazada still struggles to generate strong repeat purchase intentions compared to competitors such as Shopee and Tokopedia. Since GMV can be influenced by consumer satisfaction and loyalty, positive user experiences tend to lead to repeat purchases and brand recommendations [7].

E-commerce platforms undoubtedly simplify shopping activities by allowing consumers to shop without leaving their homes. However, in reality, many e-commerce platforms still fail to deliver satisfactory consumer experiences. This issue is also evident among Lazada users, as numerous negative reviews have been reported by dissatisfied customers. Common complaints include poor customer service, high shipping costs, counterfeit products, return processes, and various expressions of disappointment from users who claimed they would no longer shop on the platform. A high level of consumer complaints often reflects low levels of trust, whereas fewer complaints generally indicate higher consumer trust in a business [8]. Negative reviews can create the perception that the company is unable to meet customer expectations, which may ultimately reduce repurchase intention and customer loyalty.



Fig 2. Number of E-commerce Visitors in 2023
Source: Databoks, 2024

Figure 2 illustrates the most visited e-commerce platforms throughout 2023. The decline in consumer engagement with Lazada can also be observed from its relatively low number of visitors. In 2023, Lazada ranked third among the most visited e-commerce platforms. This indicates that Lazada has not yet gained sufficient attention from Indonesian consumers, particularly e-commerce users, as a preferred platform for making purchases. This decline also highlights another challenge faced by Lazada in maintaining consumer repurchase intention.

55 jawaban

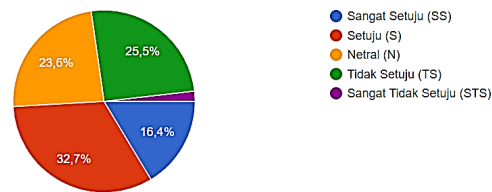


Fig 3. Pre-research Results
Source: Primary Data, 2025

Figure 3 illustrates the results of a pre-research survey involving 55 respondents regarding Generation Z consumers repurchase intention on Lazada. Although the survey results show that 49.1% of respondents still intend to make repeat purchases on Lazada, there remains a significant proportion of 27.3% who are not interested in repurchasing on the platform, along with 23.6% of neutral respondents who may potentially switch to other e-commerce platforms. According to Hasan, the intention to repurchase the same product or service arises from past behaviour (consumer experience), which directly influences future consumption intentions and behaviours; this is referred to as repurchase intention [9].

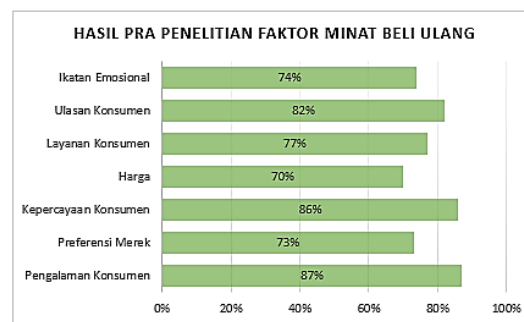


Fig 4. Factors Influencing Repurchase Intention
Source: Primary Data, 2025

Based on the results of the preliminary survey presented in Figure 4, the factors influencing repurchase intention among Generation Z are consumer experience (87%) and consumer trust (86%). These two factors are highly relevant to the context of e-commerce in Indonesia, as both directly affect consumer purchasing decisions and enhance customer loyalty. When consumer experience is carefully managed by companies, combined with efforts to build and maintain trust, it can foster a strong and sustainable relationship between customers and the company.

According to Schmitt, consumer experience is a cognitive recognition or perception that arises as a result of stimulated motivation from customers who observe and participate in an activity [10]. Consumers who have a positive shopping experience can contribute to building a favorable brand image, thereby encouraging repeat purchases in the future [11]. This aligns with research conducted by Sari et al., which found that customer experience has a significant positive effect on repurchase intention [12].

Trust refers to the belief of one party in the intentions and behaviors of another. Therefore, consumer trust can be defined as the expectation that a service provider can be relied upon to fulfill its promises (Siagian & Cahyono, 2014, in Nasution) [13]. Consumer trust serves as a key determinant of relationship quality and long-term success; customers who trust a company are

more likely to make purchases regularly [9]. This finding is consistent with research by Melia, which demonstrated that customer trust has a positive and significant effect on repurchase intention [14].

2. Method

This study employed a quantitative approach with a causal associative research design, aimed at analyzing the cause-and-effect relationship between two or more variables. The research was conducted from March to July 2025, beginning with proposal preparation, followed by data collection, and concluding with data interpretation.

The population in this study consisted of all Generation Z individuals aged 15–28 years who use Lazada e-commerce in Indonesia. A total of 100 respondents were selected using a purposive sampling technique. The sample criteria were: (1) aged between 15 and 28 years; (2) staying in Indonesia; and (3) Lazada users who made at least two purchases within the past year.

The survey data were analysed through a series of validity and reliability tests, followed by descriptive statistical analysis, and classical assumption tests, which include normality test, multicollinearity test, heteroscedasticity test, and linearity test. The hypothesis testing consisted of simple and multiple linear regression tests, t-test, F-test, and coefficient of determination (R^2). All analyses were carried out using SPSS version 25 for Windows. Meanwhile, the proposed hypotheses are as follows:

- H1 : Consumer Experience (X1) partially has a positive and significant effect on Repurchase Intention (Y) in Lazada E-commerce among Generation Z.
- H2 : Consumer Trust (X2) partially has a positive and significant effect on Repurchase Intention (Y) in Lazada E-commerce among Generation Z.
- H3 : Consumer Experience (X1) and Consumer Trust (X2) simultaneously have a positive and significant effect on Repurchase Intention (Y) in Lazada E-commerce among Generation Z.

3. Results and Discussion

3.1. Results

Instrument Testing

The validity test was conducted by comparing the calculated *r* value (*r-count*) with the *r-table* value. The *r-count* used in this study was 0.361. The results of the validity test indicate that all items in the questionnaire are valid. The reliability test was carried out by setting a minimum threshold for Cronbach's Alpha of 0.70; if the calculated value exceeds 0.70, the variable is considered reliable. The results of the reliability test show that all variables are reliable and appropriate for use in this study.

Descriptive Statistical Analysis

Table 2. Descriptive Statistical Analysis

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Consumer Experience	100	28	57	49.28	4.330
Consumer Trust	100	25	58	49.94	4.599
Repurchase Intention	100	24	45	39.77	3.231
Valid N (listwise)	100				

2025 Source: Primary Data, 2025

Based on Table 2, the results show that the consumer experience variable obtained a minimum value of 28 and a maximum value of 57, with a mean score of 49.28 and a standard deviation of 4.330. The consumer trust variable obtained a minimum value of 25 and a maximum value of 58, with a mean score of 49.94 and a standard deviation of 4.599. Meanwhile, the repurchase intention variable obtained a minimum value of 25 and a maximum value of 58, with a mean score of 39.77 and a standard deviation of 3.231.

Variable Classification

Table 3. Categorization of the Consumer Experience Variable

Category	Score interval	Frequency	Percentage
Low	< 44.95	11	11%
Moderate	44.95 – 53.61	82	82%
High	> 53.61	7	7%

Source: Primary Data, 2025

Table 3 shows that the consumer experience variable falls into the moderate category, with a percentage of 82% (82 respondents).

Table 4. Categorization of the Consumer Trust Variable

Category	Score interval	Frequency	Percentage
Low	< 45.341	12	12%
Moderate	45.341 – 54.539	83	83%
High	> 54.539	5	5%

Source: Primary Data, 2025

Table 4 shows that the consumer trust variable falls into the moderate category, with a percentage of 83% (83 respondents).

Table 5. Categorization of the Repurchase Intention Variable

Category	Score interval	Frequency	Percentage
Low	< 36.539	12	12%
Moderate	36.539 – 43.001	81	81%
High	> 43.001	7	7%

Source: Primary Data, 2025

Table 5 shows that the repurchase intention variable falls into the moderate category, with a percentage of 81% (81 respondents).

Classical Assumption Test Normality Test

Table 6. Normality Test

Variable	Sig.	Limit	Description
Unstandar Residual	0.200	> 0.05	Normal

Source: Primary Data, 2025

The results of the Kolmogorov–Smirnov test show an Asymp. Sig (2-tailed) value of 0.200, which is greater than 0.05 ($0.200 > 0.05$). Therefore, it can be concluded that the data are normally distributed.

Multicollinearity Test

Table 7. Multicollinearity Test

Variable	Tolerance	VIF
Consumer Experience	0.804	1.243
Consumer Trust	0.804	1.243

Source: Primary Data, 2025

The results of the multicollinearity test show that the Tolerance value for both the Consumer Experience and Consumer Trust variables is 0.804, which is greater than 0.10 ($0.804 > 0.10$), and the VIF value for each variable is 1.243, which is less than 10.00 ($1.243 < 10.00$). Based on these results, it can be concluded that no multicollinearity exists in the data.

Heteroscedasticity Test

Table 8. Result of the Heteroscedasticity Test

Variable	Sig	Limit
Consumer Experience	0.322	> 0.05
Consumer Trust	0.461	> 0.05

Source: Primary Data, 2025

The significance value of the heteroscedasticity test is 0.322 for the consumer experience variable and 0.461 for the consumer trust variable. Both variables have significance values greater than 0.05. Therefore, it can be concluded that the regression model is free from heteroscedasticity.

Linearity Test

Table 9. Results of the Linearity Test

Variable	Sig Dev	Sig Linearity
Consumer Experience	0.545	0.000
Consumer Trust	0.121	0.000

Source: Primary Data, 2025

The linearity test was conducted by comparing the linearity and deviation from linearity values. The Consumer Experience variable obtained a deviation from linearity value of 0.545 ($0.545 > 0.05$) and a significance value for linearity of 0.000 ($0.000 < 0.05$). Meanwhile, the Consumer Trust variable obtained a deviation from linearity value of 0.121 ($0.121 > 0.05$) and a significance value for

linearity of 0.000 ($0.000 < 0.05$). These results indicate that the relationship between the variables is linear.

Hypothesis Testing

Simple Linear Regression Test

Table 10. Results of the Simple Linear Regression Test for Consumer Experience

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	12.519	2,504
Consumer Experience	.553	.051
a. Dependent Variable: Consumer Experience		

Source: Primary Data, 2025

$$Y = 12.519 + 0,553$$

Table 10 shows a positive regression coefficient between Consumer Experience (X1) and Repurchase Intention (Y), with a value of 0.553. This means that if the Consumer Experience value increases by one point, the Repurchase Intention value will increase by 0.553.

Table 11. Results of the Simple Linear Regression Test for Consumer Trust

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	22.485	3.098
Consumer Trust	.346	.062
a. Dependent Variable: Consumer Trust		

Source: Primary Data, 2025

$$Y = 22.485 + 0,346$$

Table 11 shows a positive regression coefficient between Consumer Trust (X2) and Repurchase Intention (Y), with a value of 0.346. This means that if the Consumer Trust value increases by one point, the Repurchase Intention value will increase by 0.346

Multiple Linear Regression Analysis

Table 12. Multiple Linear Regression Analysis

Coefficients ^a		Unstandardized Coefficients	
Model		B	Std. Error
1	(Constant)	8.659	2.785
	Consumer Experience	.485	.055

Consumer Trust	.144	.051
a. Dependent Variable: Repurchase Intention		

Source: Primary Data, 2025

$$Y = 8,659 + 0,485 X1 + 0,144 X2 + e$$

The constant value of 8.659 indicates that when Consumer Experience and Consumer Trust remain constant, the Repurchase Intention variable has a value of 8.659. If the Consumer Experience (X1) variable increases by one point, the Repurchase Intention (Y) variable will increase by 0.485. Furthermore, if the Consumer Trust (X2) variable increases by one point, the Repurchase Intention (Y) variable will increase by 0.144.

T Test

Table 13. T Test Result

Coefficients ^a			
	Model	t	Sig.
1	(Constant)	8.659	.002
	Consumer Experience	.485	.000
	Consumer Trust	.144	.006
a. Dependent Variable: Repurchase Intention			

Source:
Primary Data,
2025

The Consumer Experience (X1) variable has a t-calculated value (tcount) greater than the t-table value, namely 8.896 ($8.896 > 1.984$), with a significance value of 0.000, which is less than 0.05 ($0.000 < 0.05$). It can therefore be concluded that the first hypothesis (H1) in this study is accepted, indicating that Consumer Experience has a positive and significant effect on Repurchase Intention.

The Consumer Trust (X2) variable has a t-calculated value (tcount) greater than the t-table value, namely 2.804 ($2.804 > 1.984$), with a significance value of 0.006, which is less than 0.05 ($0.006 < 0.05$). It can therefore be concluded that the second hypothesis (H2) in this study is accepted, indicating that Consumer Trust has a positive and significant effect on Repurchase Intention.

F Test

Table 14. F Test Result

ANOVA ^a			
	Model	F	Sig.
1	Regresion	67.780	.000 ^b

Residual
Total
a. Dependent Variable: Repurchase Intention
b. Predictors: (Constant), Consumer Trust, Consumer Experience

Source: Primary Data, 2025

Based on the results of the F-test, the F-calculated value (Fcount) is 67.780 with a significance value of 0.000. These results indicate that the regression model has a simultaneously significant effect, as the F-calculated value is greater than the F-table value ($67.780 > 3.09$) and the significance value is less than 0.05 ($0.000 < 0.05$). Therefore, H3 in this study is accepted.

Coefficient of Determination

Table 15. Results of the Coefficient of Determination Test for Consumer Experience

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 ^a	.549	.545	2.181
a. Predictors: (Constant), Consumer Experience				

Source: Primary Data, 2025

Based on the results of the coefficient of determination test for the Consumer Experience (X1) variable on Repurchase Intention (Y), the R Square value obtained is 54.9%, which means that the influence of Consumer Experience on Repurchase Intention in Lazada e-commerce among Generation Z is 54.9%.

Table 16. Results of the Coefficient of Determination Test for Consumer Trust

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.493 ^a	.243	.235	2.826
a. Predictors: (Constant), Consumer Trust				

Source: Primary Data, 2025

Based on the results of the coefficient of determination test for the Consumer Trust (X2) variable on Repurchase Intention (Y), the R Square value obtained is 24.3%, which means that the influence of Consumer Trust on Repurchase Intention in Lazada e-commerce among Generation Z is 24.3%.

Table 17. Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
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1	.763 ^a	.583	.574	2.108
a. Predictors: (Constant), Consumer Trust, Consumer Experience				
b. Dependent Variable: Repurchase Intention				

Source: Primary Data, 2025

Based on the results of the coefficient of determination test, the Adjusted R Square value obtained is 0.574, which means that Consumer Experience (X1) and Consumer Trust (X2) contribute 57.4% to the variation in Repurchase Intention (Y), while the remaining 42.6% is influenced by other variables outside this model or by variables not included in this study.

3.2. Discussion

The Influence of Consumer Experience on Repurchase Intention in Lazada E-commerce Among Generation Z

The results of data processing from 100 respondents of Lazada e-commerce consumers among Generation Z show that the Consumer Experience variable has a positive regression coefficient with a significance value of 0.000, which is less than 0.05 ($0.000 < 0.05$), and a t-calculated value (tcount) of 8.896, which is greater than the t-table value (ttable) of 1.984 ($8.896 > 1.984$). These findings demonstrate that Consumer Experience has a positive and significant effect on Repurchase Intention in Lazada e-commerce among Generation Z, with an influence of 54.9%. This supports the first hypothesis (H1), which states that the more positive the consumer experience, the higher the consumer's repurchase intention, and vice versa.

This finding aligns with the statement by Theresia & Wardana, who explain that consumers with a positive shopping experience can significantly influence the business or company itself by helping to build a favourable brand image, thereby encouraging future repeat purchases [11]. Similar support is also found in the study conducted by Rahayu & Kurniaty, which revealed that consumer experience has a positive and significant effect on repurchase intention [15].

The Influence of Consumer Trust on Repurchase Intention in Lazada E-commerce Among Generation Z

The results of data processing from 100 respondents of Lazada e-commerce consumers among Generation Z show that the Consumer Trust variable has a positive regression coefficient with a significance value of 0.006, which is less than 0.05 ($0.006 < 0.05$), and a t-calculated value (tcount) of 2.804, which is greater than the t-table value (ttable) of 1.984 ($2.804 > 1.984$). These findings indicate that Consumer Trust has a positive and significant effect on Repurchase Intention in Lazada e-commerce among Generation Z, with an influence of 24.3%. Therefore, the second hypothesis (H2) in this study is accepted, meaning that the higher the level of consumer trust, the higher the consumer's repurchase intention, and vice versa.

This finding is consistent with the statement by Kotler & Keller, who explain that trust is one of the essential requirements for maintaining a healthy long-term relationship [16]. This result is also supported by research conducted by Romadhoni et al., which found that trust has a positive and significant effect on repurchase intention [17].

The Influence of Consumer Experience and Consumer Trust on Repurchase Intention in Lazada E-commerce Among Generation Z

Based on the results of the F-test (simultaneous test), it is indicated that Consumer Experience and Consumer Trust simultaneously have a positive and significant effect on Repurchase

Intention in Lazada e-commerce among Generation Z. This finding is evidenced by an F-calculated value (F_{count}) of 67.780, which is greater than the F-table value (F_{table}) of 3.09 ($67.780 > 3.09$), with a significance value of 0.000, which is less than 0.05 ($0.000 < 0.05$), and an overall effect of 57.4%. These results confirm that the third hypothesis (H_3) in this study is accepted.

This finding is also supported by previous research conducted by Melia, which revealed that customer experience and customer trust simultaneously have a positive and significant effect on repurchase intention [14]. A positive experience that consumers gain when making online transactions fosters trust in the products, services, and platforms they use. Thus, when combined, these two factors can strongly influence consumers' repurchase intentions in the future. Therefore, Lazada must ensure that consumers consistently have a positive and satisfying online shopping experience.

4. Conclusions

Based on the data obtained and the results of the analysis regarding the influence of consumer experience and consumer trust on repurchase intention in Lazada e-commerce among Generation Z, the following conclusions can be drawn:

- a. There is a positive and significant effect of the Consumer Experience variable on Repurchase Intention in Lazada e-commerce among Generation Z, amounting to 54.9%. This finding is supported by the regression coefficient value of 0.553 (positive) and a significance value of 0.000, which is smaller than 0.05 ($0.000 < 0.05$).
- b. There is a positive and significant effect of the Consumer Trust variable on Repurchase Intention in Lazada e-commerce among Generation Z, amounting to 24.3%. This result is also supported by the regression coefficient value of 0.346 (positive) and a significance value of 0.006, which is smaller than 0.05 ($0.006 < 0.05$).
- c. The variables Consumer Experience and Consumer Trust jointly have a positive and significant effect on Repurchase Intention in Lazada e-commerce among Generation Z, amounting to 57.4%. This positive influence is further supported by the F-calculated value (F_{count}) of 67.780, which is greater than the F-table value (F_{table}) of 3.09 ($67.780 > 3.09$), and a significance value of 0.000, which is smaller than 0.05 ($0.000 < 0.05$).

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