

MILLENNIAL CONSUMERS' INTENTION TO REPURCHASE IN THE E-COMMERCE MARKET POST COVID-19 IN PIDIE REGENCY

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Article history:

Received
4 August 2022

Revised
22 September 2022

Accepted
29 November 2022

Available online
31 December 2022

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Abstract: The purpose of this study was to investigate how millennial consumers' exploratory goals affected the Pidie Regency's post Covid-19 e-commerce market. In Pidie Regency, Aceh Province, 200 respondents participated in this study and all respondents as sample. The sampling quota was utilized because the millennial generation in Pidie Regency those who were born between 1982 and 2000 or who are now between the ages of 19 and 37 is the subject of the study. This study distributed online questionnaires through Google Forms to respondents who fell into the millennial demographic. Structural Equation Modeling (SEM) with the AMOS 22 device was the data analysis technique used. The test's findings revealed that millennial consumer satisfaction is significantly impacted by the quality of e-services. In order to boost client purchase intents from the quality of services offered, satisfaction acts as a mediator.

Keywords: e-commerce market, millennial consumers, Pidie, SEM, post covid-19

Abstrak: Tujuan dari penelitian ini adalah untuk mengetahui bagaimana konsumen milenial dalam berbelanja di platform pasar e-commerce pasca covid-19 di Kabupaten Pidie, Provinsi Aceh, dalam penelitian ini 200 responden dijadikan sampel. Penelitian ini menggunakan metode field research untuk pengumpulan data, penyebaran kuesioner online (melalui Google Forms) kepada responden yang termasuk dalam demografi milenial. Teknik analisis data yang digunakan Structural Equation Modeling (SEM) dengan perangkat AMOS 22. Temuan tes mengungkapkan bahwa kepuasan konsumen milenial secara signifikan dipengaruhi oleh kualitas layanan elektronik. Untuk meningkatkan niat pembelian klien dari kualitas layanan yang ditawarkan, kepuasan bertindak sebagai mediator.

Kata kunci: pasar e-commerce, konsumen milenial, Pidie, SEM, pasca covid-19

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INTRODUCTION

People of the millennial generation were born between 1977 and 2000. They are regarded as the offspring of the baby boomers (1946–1964), who currently number at least 83 million, surpassing those of Generation X (born between 1965 and 1976) and taking their place as a larger demographic group than the baby boomers Kotler and Armstrong (2018). The millennial generation is the first to have grown up in an age with computers, mobile devices, satellite TV, iPods, iPads, and online social networking. They interact immediately with new products and platforms like social media or mobile. These statistics reflect the widespread use of all social media and communication tools among this generation, which includes television, cell phone use, Internet use, tablet computers, laptops, music, text messaging, video games, and social programming. This generation was created in a technologically advanced world (Lissitsa and Kol, 2016). The millennial generation is well-versed in using technology, including smartphones, laptops, desktops, and the internet.

When consumers are satisfied, one of the hopes of manufacturers is that these consumers will have a high repurchase interest in the quality of electronic service provided by these manufacturers. Consumer satisfaction is expected to trigger continued purchases of the products offered. This statement is reinforced by Anoraga, who states that repurchase intent is the purchase decision process that consumers make after purchasing a product offered or requested by the consumer (Donni, 2017). It can be said that the willingness to buy again is based on the experience of the product. Therefore, creating a high level of consumer satisfaction is one of the ways manufacturers hope to leave a good impression on consumers and generate repeat purchase intentions

In this era of fierce business competition, manufacturers also hope that their business can continue to operate smoothly and for a long time. Manufacturers try to get consumers interested in buying their products and keep consumers happy when the transaction is complete. Creating customer satisfaction requires a great business strategy. Consumer satisfaction is related to how a person feels after comparing their perceived performance (or outcome) with their expectations (Agus and Abdussamad, 2018). They are satisfied when performance exceeds expectations, and disappointed when performance falls short of expectations.

Shopping online is becoming more and more popular as the internet has established itself as a vital tool for communication and trade worldwide. According to World Internet Stats (2019), there will be over four billion active online users by the end of 2020, which is a significant increase over the current web client population. As stated by Izbaz et al. (2016). After emailing and perusing the online, Internet purchases have become the most common activity due to the expansion of web-based businesses. This website revival gives a new opportunity to communicate important information to businesses online. In additionally, many web-based businesses provide practical tools for distribution, supply, demand, and exchange of items while also working with customers and marketers (Marinkovic et al. 2014). In Indonesia, small and medium-sized businesses are now beginning to create digital marketing systems. Entrepreneurs and microbusinesses can develop the appropriate communication to meet the market share through the usage of the media. So far, the potential market for online commerce has grown significantly, supporting the country's progress in the rapidly expanding retail sector (Jiang and Zhang, 2016). Students today are known as the "Net Generation," who are highly reliant on the Internet for a variety of tasks, including online purchasing (Valentine and powers, 2013).

Through e-commerce platforms or online purchasing, the fourth industrial revolution in technology has created a new market. At the moment, millennial shoppers enjoy online buying quite a bit. Buyers no longer need to go to stores in order to find the desired items because they can search for them online, place their orders, and then transfer money. Examples of the items that can be found online include technological gadgets, e-banking services, clothing, cosmetics, and booking airline tickets. Orders and products will be delivered right to their houses (Saputra et al. 2020). Problems arise when millennial customers are dissatisfied with the level of service they receive when making online purchases. In many instances, the goods sent are out of alignment with the order, there is product damage, and delivery times are prolonged to the point where the goods are not received by the customer. Due to this issue, millennial customers have decided not to use e-commerce platforms again. In Pidie Regency, the average millennial consumer reaction is only around 3.23, which is at the level of being dissatisfied or not good, indicating that the quality of service in online purchasing is still low (Kotler and Armstrong, 2018).

A new market for online shopping or electronic retail transactions (e-tailing) has been produced by the technology industry 4.0. Customers trying to purchase goods or services online may also be looking for online product or service information. To date, the potential market for online commerce has grown significantly, supporting the nation's fast expanding retail sector in terms of economic development (Phuong and Dai Trang, 2018). Millennials now make up an estimated 83 million consumers, overtaking those from Generation X (born between 1965 and 1976) and taking up a larger share of the market. Between 1977 and 2000, a generation known as millennials was born. born between 1946 and 1964. The millennial generation is heavily reliant on technology for all aspects of daily life, including learning (e-learning) and information gathering. In many instances, the goods provided are not what were requested, there is product damage, and delivery delays cause the goods to not reach the customer, which is a situation that affects millennial consumers. Due to this issue, millennial customers have decided not to use e-commerce platforms again. The degree of customer satisfaction with internet buying is still poor, with the average millennial consumer response in Pidie Regency being only 3.23 or below (Kotler and Armstrong, 2018).

Consumer happiness is the perception of whether or not a customer is happy with a purchase after comparing their expectations (Kotler and Armstrong, 2018). When a customer completes a transaction and enters the period following service acquisition, they feel satisfied (Jiang et al. 2016). When a customer contrasts the apparent performance of a product with prior expectations, they will either feel happy or disappointed, according to the definition of satisfaction. Customer happiness is undoubtedly a decision-making process (Ibzan et al. 2016). The findings indicate a correlation between consumer satisfaction and the likelihood of repeat purchases, with satisfied customers more likely to stick with a certain brand than unsatisfied ones (Marinkovic et al. 2014). An adequate level of satisfaction is necessary to keep up a positive relationship with customers; this fosters their trust and repurchase intent and reduces switching costs (Ridwan et al. 2019). Donni (2017). Stating that a person's satisfaction or dissatisfaction is determined by comparing the expected performance of the product (outcome) to the expected performance (or result).

Repurchase is defined as a customer's real purchase of or continued use of the product by Honarbakhsh et al (2013). The quality of online service is one of many aspects that have been found to affect consumers' propensity to make more purchases (Nursarika et al. 2015). Customer happiness and the quality of internet services are two aspects that affect millennial consumers' purchasing intentions (Marinkovic and Senic, 2014). Purchase intention is the desire of consumers to conduct online shopping in the field of E-Commerce marketing (Sin et al. 2014). Purchase intent will become apparent once someone has learned various details about the intended purchase (Ting et al. 2016). The aims of this research are: Examining the effect of millennial consumer satisfaction is significantly impacted by the quality of e-services. In order to boost client purchase intents from the quality of services offered, satisfaction acts as a mediator.

METHODS

The research was conducted in Pidie District, Aceh Province which lasted for six months, from 7 March 2022 to 8 August 2022. Quantitative techniques were used to test a series of questions and answers from respondents primarily and were collected using an online questionnaire (Google Forms) which was distributed through the media. social services such as WhatsApp, Telegram, Facebook Massanger and Instagram Contacts to all internet users who make purchases online in Pidie Regency. The sample was selected as many as 200 respondents using the Quota sampling technique because the population studied in Pidie Regency is the Millennial generation aged between 22 to 38 years (born 1982 to 2000). Furthermore, the data were analyzed using the Structural Equation Modeling (SEM) method through the AMOS 24 software.

Based on a series of empirical studies that have been conducted, the hypothesis in this study is described as follows:

H1: E-Service Quality on Intention to Repurchase

An empirical study conducted by Saputra et al. (2020), found that E-Service Quality has an important role in increasing the purchase intention of millennial consumers.

H2: Effect of E-Service Quality on Satisfaction

Good quality of service provided will have an impact on consumer satisfaction (Jiang, 2016).

H3: Repurchase Intention on Satisfaction

Repurchase intention arises because consumers are satisfied with the first purchase, and these things are related to one another, purchases that meet expectations will create their own satisfaction (Phuong and Dai Trang, 2018).

H4: Effect of E-Service Quality on Satisfaction and Intention to Repurchase

Online service quality is closely related to customer satisfaction in buying products. If consumers are served well, it will make consumers satisfied in buying and will ultimately lead to future repurchases (Phuong and Dai Trang, 2018).

The conceptual framework (Figure 1) shows that service quality is the independent variable, and repurchase intention is the dependent variable. then consumer satisfaction as a mediating variable that bridges the effect of service quality on repurchase intentions.

RESULTS

All of the indicators employed in this study were determined to be valid by first order confirmatory analysis, with the exception of the second indicator of E-Service Quality, which had to be removed from the model because it had an estimated value of 0.50 (Hair et al. 2014). Table 1 shows that all indicators of loading factor have met the validity requirements, so no indicators are rejected.

Additionally, the Goodness of Fit Model demonstrates a sound model, eliminating the need for model modification. Figure 2 shows a good Goodness of Fit Model value, this can be seen from the acquisition of a Chie-Square value of 80.893, then the value of CFI, TLI, GFI is greater than 0.90, and the RMSEA value is less than 0.08. The degree of skewness (Skew) and kurtosis 2.58, which show that the data is normally distributed, are used to test for normalcy. The following Table 2 the findings of a good normalcy test. because, the value of skewness (Skew) and kurtosis does not exceed 2.58 degrees.

The hypothesis testing will be done as suggested in the previous chapter after all of the assumptions can be satisfied. Based on the Critical Ratio (CR) value and a significance level of 0.05 of a causal relationship from the outcomes of SEM processing, as indicated in the following Figure 3, testing of the eight direct hypotheses of this study was done.

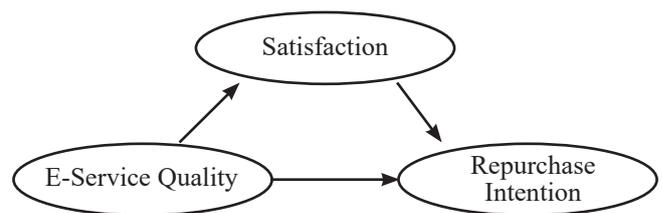


Figure 1. Conceptual framework

Table 1. Output result fot loading factor

Indicator	Variabel	Estimate	Cut Off	Conclusion > 0,50
EQ1	← E_Service_Quality	0,677	0,50	Valid
EQ3	← E_Service_Quality	0,560	0,50	Valid
EQ4	← E_Service_Quality	0,781	0,50	Valid
EQ5	← E_Service_Quality	0,652	0,50	Valid
KP1	← Satisfaction	0,554	0,50	Valid
KP2	← Satisfaction	0,765	0,50	Valid
KP3	← Satisfaction	0,782	0,50	Valid
NB1	← Intention to Repurchase	0,739	0,50	Valid
NB2	← Intention to Repurchase	0,858	0,50	Valid
NB3	← Intention to Repurchase	0,581	0,50	Valid
NB4	← Intention to Repurchase	0,576	0,50	Valid

The following Table 3 can be used to determine if exogenous variables have a direct impact on endogenous variables, p value (significance) less than 0.05 indicates that the hypothesis is accepted. The first line shows the relationship between E-service quality and satisfaction, the second line shows the relationship between satisfaction and repurchase intention, the

third line shows the relationship between electronic service quality and repurchase intention, and the fourth line shows the mediating effect of satisfaction on the relationship between electronic service quality and repurchase intention. Regression testing by structural equation modeling in Table 3 produced the following results, which can be explained as follows.

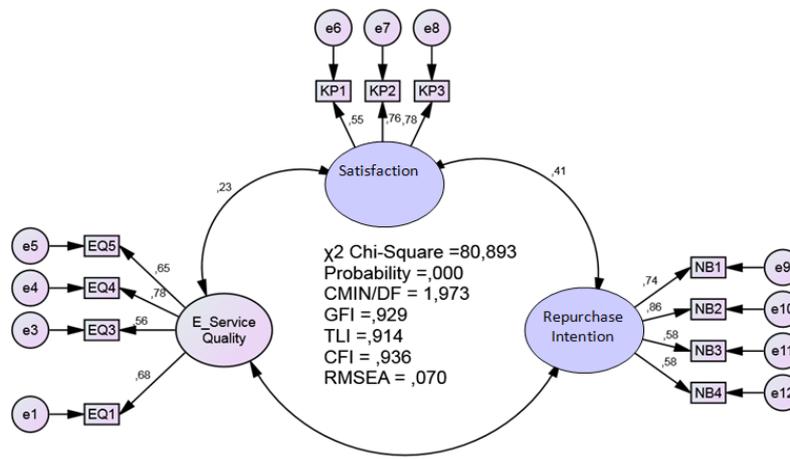


Figure 2. Research goodness of fit model

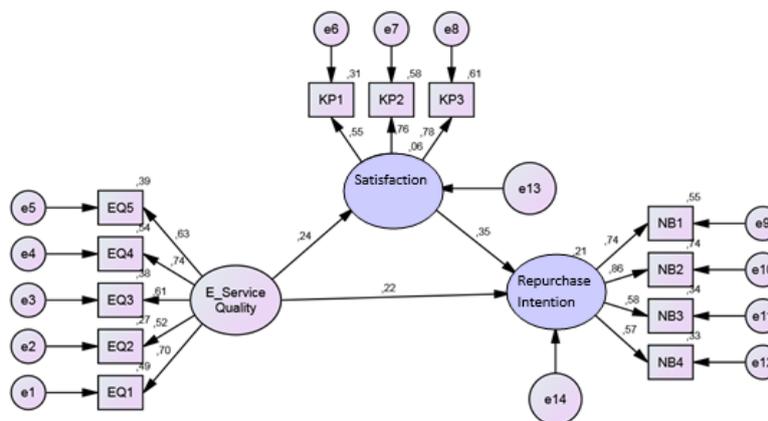


Figure 3. Regression Weight Structural Equational Model

Table 2. Assessment of normality

Variable	Min	Max	Skew	c.r.	kurtosis	c.r.
NB	1,000	5,000	-,150	-,865	-,782	-2,258
NB3	1,000	5,000	-,359	-2,075	-,697	-2,011
NB2	1,000	5,000	-,240	-1,387	-,993	-2,867
NB1	1,000	5,000	-,304	-1,757	-1,025	-2,960
KP3	1,000	5,000	-,366	-2,111	-1,101	-3,179
KP2	1,000	5,000	-,351	-2,027	-1,034	-2,984
KP1	1,000	5,000	-,406	-2,345	-,772	-2,230
EQ5	1,000	5,000	-,308	-1,780	-,887	-2,561
EQ4	1,000	5,000	-,358	-2,069	-,505	-1,458
EQ3	1,000	5,000	-,385	-2,226	-,274	-,792
EQ1	1,000	5,000	-,361	-2,081	-,685	-1,977
Multivariate					8,769	3,666

Table 3. Estimated regression weight standardized and unstandardized SEM

Endogen	Endogenous	Estimate		S.E.	C.R.	P	Conclusion
		Std	Usd				
Satisfaction	← E_Service_Quality	0,241	0,201	0,080	2,520	0,012	H1 is accepted
Intention to Repurchase	← Satisfaction	0,354	0,535	0,149	3,593	***	H2 is accepted
Intention to Repurchase	← E_Service_Quality	0,222	0,280	0,111	2,517	0,012	H3 is accepted
Intention to Repurchase	← Satisfaction ← E_Service_Quality	0,085	0,081	0,052	2.058	0,039	H4 is accepted

Note: Usd (Unstandardized); Std (Standardized); P (probability/ significant)

Regression testing by structural equation modeling produced the following results, which can be explained as follows:

H1: E-Service Quality on Intention to Repurchase

The Critical Ratio (C.R.) value of 2.517, which is higher than the specified critical standard value of 1.96, is used to estimate the impact of E-Service Quality on repurchase intention. As a result, the probability obtained is 0.012 less than 0.05. Because the p value is 0.012 and the C.R value is $2.517 > 1.96$, it can be concluded that e-service quality significantly affects consumers' intentions to make another purchase. The Standardized Regression table yielded a coefficient value or estimate of 0.222. It can therefore be concluded that E-Service Quality significantly influences repurchase intention by 0.222 percent. Customer behavior in terms of repurchase intentions is statistically substantially correlated with overall electronic service quality (Nusarika, 2015).

H2: Effect of E-Service Quality on Satisfaction

The Critical Ratio (C.R.) value of 2,520, which is higher than the specified critical standard value of 1.96, is used to determine the impact of E-Service Quality on repurchase intention; the resulting p value or probability is 0.012 less than 0.05. E-Service Quality significantly influences repurchase intention, as shown by the C.R value of $2.520 > 1.96$ and the p value of 0.012 0.05. The Standardized Regression table yielded an estimate or coefficient value of 0.222. As a result, it can be said that 0.241 percent of consumers have a considerable impact on the repurchase intention of e-service quality.

H3: Repurchase Intention on Satisfaction

The Critical Ratio (C.R.) value of 3.593, which is higher than the specified critical standard value of

1.96, is used to measure the impact of satisfaction on repurchase intention. Next, the p value or probability is calculated at 0.000 or *** less than 0.05. Because the p-value is 0.012 and the C.R value is $3.593 > 1.96$, it can be concluded that e-service quality significantly affects consumers' intentions to repurchase. The Standardized Regression table yielded a coefficient value or estimate of 0.222. Thus, it can be said that 0.354 percent of consumers repurchase intentions are significantly impacted by e-service quality.

H4: Effect of E-Service Quality on Satisfaction and Intention to Repurchase

The Sobel test calculator was employed in this study to determine the mediating role of satisfaction in the link between e-service quality and intention to repurchase, as shown in the following Figure 4. It can be explained that p value of 0.039, which is less than 0.05, the Sobel test demonstrates that the indirect impact of e-service quality on repurchase intentions through customer satisfaction is considerable. For this theory, there is a total indirect effect of 0.085. The following figure shows the significant values for all paths (A, B, C, and C') based on the results of significant calculations for path C' using the Sobel test.

Figure 5 can be explained by the fact that the significant value of path c' from the Sobel test is significant and that the coefficients of paths A, B, and C are significant. It's referred to as partial mediation. According to the study's findings, customer satisfaction mediates the association between e-service quality and 0.85 percent of respondents' desire to repurchase goods or services. An adequate level of satisfaction is necessary to keep up a positive relationship with customers; this fosters their trust and repurchase intent and reduces switching costs. Online service quality is closely related to customer satisfaction in buying products. If consumers

are served well, it will make consumers satisfied in buying and will ultimately lead to future repurchases (Phuong & Dai Trang, 2018).

Managerial Implication

The research observed the millennial consumers' exploratory goals affected the Pidie Regency's post Covid-19 e-commerce market. The findings of the research have a number of managerial implications for millennial consumers' exploratory goals post Covid-19 in e-commerce market.

The millennial generation is the first to have grown up in an age with computers, mobile devices, satellite TV, iPods, iPads, and online social networking. They interact immediately with new products and platforms like social media or mobile. These statistics reflect the widespread use of all social media and communication tools among this generation, which includes television, cell phone use, Internet use, tablet computers, laptops, music, text messaging, video games, and social programming. This generation was created in a technologically advanced world (Lissitsa and Kol, 2016). Shopping online is becoming more and more popular as the internet has established itself as a vital tool for communication and trade worldwide.

According to World Internet Stats (2019), there will be over four billion active online users by the end of 2020, which is a significant increase over the current web client population. As stated by Izbaz et al. (2016). This finding suggests that online store service organizations need to develop strategies tailored to customer needs. Therefore, they interact more with customers to find solutions.

Government services (Colgate and Norris, 2001) have little guidance on how to deal with dissatisfied customers. By gaining a deeper understanding of how customers' emotional engagement changes their attitudes toward the organization, management can develop improved strategies for handling customer issues.

As research highlights the importance of trust and commitment in acquiring and retaining loyal customers, online stores must strive to earn customer trust and commitment. An organization can earn the trust of customers and build quality relationships with them by using proactive and reactive ways to resolve conflicts, namely: resolving conflicts before they arise; discuss client matters; and avoiding potential conflicts (Ndubisi et al. 2007).

Input:		Test statistic:	Std. Error:	p-value:
a	0.201	Sobel test: 2.05856873	0.05223775	0.03953557
b	0.535	Aroian test: 2.00698049	0.05358049	0.04475174
s_a	0.080	Goodman test: 2.1143512	0.05085957	0.03448528
s_b	0.149	Reset all	Calculate	

Figure 4. Sobel test results for hypothesis 4 mediation effect

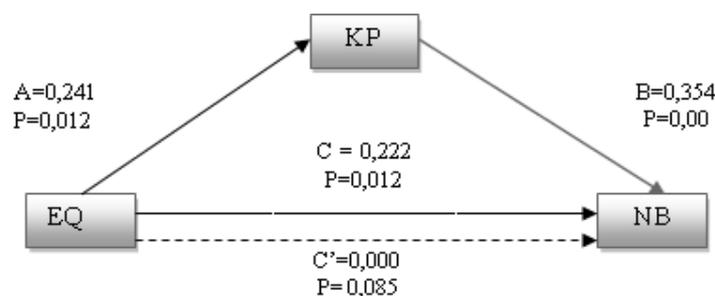


Figure 5. Mediation Effects model for Hypothesis 4 (EQ (Electronic service quality); KP(Contentment); NB (Intent to repurchase))

Customer loyalty has many benefits including profitability (Ndubisi, 2003) and cost reduction. Customer loyalty increases profits and can reduce a company's operating costs by a factor of five to six (Rosenberg and Czepiel, 1983). Loyal customers also attract new customers who spread positive word of mouth about the service provider (Ndubisi, 2003).

Considering the above, an online marketplace provider must conduct extensive research to develop and implement programs that strengthen the emotional bond between the customer and the online store. Marketing research is used to understand the emotional relationship customers have with a company (Rust et al. 2000).

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

A number of experiments were conducted, and it was discovered that millennial consumer happiness is significantly impacted by the quality of e-services. In order to boost client purchase intents from the quality of services offered, satisfaction acts as a mediator. These findings suggest that customers will be happy when the e-commerce platform's service quality is good, starting with product searching, ordering, sending, and receiving. Additionally, client happiness will affect their intention to repurchase, which will help them develop into devoted online shoppers. From the aforementioned research's findings, it is hoped that future research will expand the research's subject and add variables relevant to the study's theme in order to broaden its scope.

Recommendations

This research is still limited to testing aspects of consumer behavior theory by only testing a few variables such as service quality, satisfaction and repurchase intention. In subsequent research, more emphasis is placed on consumer loyalty with several driving factors such as Electronic Word-of-Mouth (e-WOM), the lifestyle of millennial consumers. Thus, with the development of these various research focuses, it is hoped that it can strengthen the positive behavior of consumers in online shopping.

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