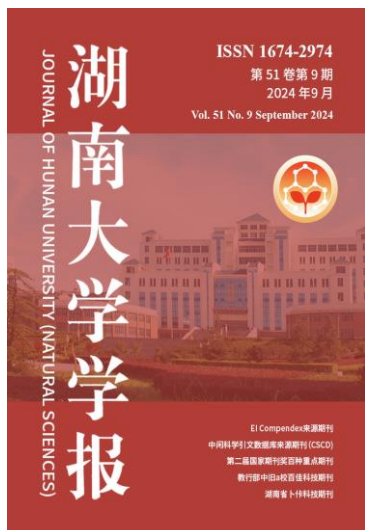




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Development of the e-AGRINT Model: A Grounded Theory Study of Online Repurchase Intentions for Agricultural Products in Indonesia

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Abstract: This study investigates how agricultural products on Indonesian e-commerce platforms can be developed to enhance consumers' online repurchase intentions. It advances the understanding of repurchase intention in the context of agricultural e-commerce by introducing the e-AGRINT model, a novel conceptual framework rigorously constructed using a qualitative grounded theory approach. The model identifies four core dimensions that influence consumer repurchase intention: Product Assurance, Service Reliability, Social Drivers, and Price & Promotion. Product Assurance encompasses product quality, certification, and packaging quality. Service Reliability comprises delivery performance, platform responsiveness, and payment convenience. Social Drivers capture peer influence, community impact, and product storytelling, while Price & Promotion highlights the effects of discounts, loyalty programs, and competitive pricing. The e-AGRINT model was developed through an in-depth qualitative study based on semi-structured interviews with 21 Indonesian e-commerce users who had previously purchased agricultural products online. The study follows grounded theory procedures including theoretical sampling, open and axial coding, and data triangulation to ensure methodological rigor. Thematic analysis using constant comparison techniques facilitated the identification of emerging patterns and the synthesis of a coherent conceptual framework. The novelty of this study lies in the development of the e-AGRINT model specifically tailored to the Indonesian agricultural e-commerce context, a domain that remains underexplored. Unlike prior studies, this research integrates both emotional and contextual consumer dimensions, offering fresh theoretical and practical insights into the digital behavior of agricultural product buyers. Anchoring its analysis within the specific context of online agricultural commerce, this study contributes to the relatively underexplored body of literature in this domain.



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The findings provide a robust empirical foundation for future research on agricultural technology adoption, digital marketing strategies, and sustainable economic development in emerging market contexts. The e-AGRINT model offers both theoretical contributions and actionable insights for e-commerce platforms and agribusiness stakeholders seeking to strengthen customer retention and loyalty. Future research may broaden its relevance by integrating environmental and social dimensions or by adapting the model to international agricultural markets.

Keywords: e-AGRINT model, Qualitative study, Grounded theory, Agricultural products, Indonesian e-commerce.

农业产品在线重复购买意图的 e-AGRINT 模型开发： 印度尼西亚的基础理论研究

摘要：
本研究旨在探讨影响印尼消费者通过电子商务平台重复购买农产品意图的潜在因素。通过深入理解这些驱动因素，研究旨在为提升农业数字市场中客户留存率的策略提供理论支持。本研究通过引入“e-AGRINT 模型”，在农业电子商务背景下深化了对在线重复购买意图的理解。该模型是通过严格的质性扎根理论方法开发的创新性概念框架，识别出影响消费者重复购买意图的四个核心维度：产品保障、服务可靠性、社会驱动因素，以及价格与促销。产品保障涵盖了产品质量、认证情况及包装质量；服务可靠性包括配送绩效、平台响应性和支付便利性；社会驱动因素涉及同伴影响、社区效应和产品故事讲述；而价格与促销则强调折扣、忠诚计划及具有竞争力的定价策略。e-AGRINT 模型的构建基于对 21 位曾在线购买农产品的印尼电子商务用户进行的半结构式深度访谈。研究遵循扎根理论的程序，包括理论抽样、开放式编码与轴心编码，以及数据三角验证，以确保方法的严谨性。通过持续比较技术进行的主题分析，有助于识别不断浮现的模式，并构建出统一的概念框架。本研究的创新之处在于开发了专门契合印尼农业电子商务背景的 e-AGRINT 模型，该领域在现有文献中尚属研究不足。有别于以往研究，本文融合了消费者的情感与情境因素，提供了关于农产品买家数字行为的新理论视角与实践洞见。本研究以在线农业交易的特定情境为基础，丰富了该领域中相对匮乏的文献资源。研究成果为未来在农业科技采纳、数字营销策略及新兴市场的可持续经济发展等方向提供了坚实的实证基础。e-AGRINT 模型不仅具有理论贡献，也为电子商务平台与农业企业利益相关者提供了切实可行的客户保留与忠诚度提升建议。未来研究可通过整合环境与社会维度，或将模型应用于国际农业市场，从而拓展其适用范围。

关键词： e-AGRINT 模型, 定性研究, 扎根理论, 农产品, 印尼电子商务

1. Introduction

The digital revolution has reshaped multiple sectors through the widespread integration of digital technologies and innovations in process management, and the agricultural sector is no exception [1]. By 2024, Indonesia’s internet user base is anticipated to surpass approximately 257.68 million individuals, reflecting the growing digital engagement across the country [2]. In parallel, the rapid expansion of the digital economy is projected to boost income sources for small and medium-sized enterprises (SMEs) by up to 80% and stimulate national GDP growth by as much as 2% annually. This accelerated digital transformation has

significantly impacted various industries, with four sectors—finance, culture and creative tourism, agriculture, and agro-logistics—identified as key drivers of future growth. This shift underscores the structural economic transformation propelled by digital innovation and highlights the strategic role these sectors are expected to assume in shaping Indonesia’s economic trajectory [1]. Furthermore, the number of agritech startups in Indonesia has steadily increased, growing from 13 enterprises in 2015 to 59 in 2024, which reflects a marked surge in both interest and investment in agricultural technology [2].

As consumer interest grows, individuals are

increasingly inclined to engage in purchase and repurchase behaviors, driven by experiences that enhance satisfaction with products or services [3]. These behaviors may manifest through feedback, emotional responses, brand loyalty, or overall satisfaction. Consumers often develop affective attachments to products, experiencing either positive or negative emotions based on their usage outcomes. Nevertheless, agricultural e-commerce in Indonesia remains underdeveloped and relatively unfamiliar to the general public, constraining its growth. Persistent structural and social barriers within communities further hinder widespread adoption and engagement in this sector [3].

In contrast to previous studies that have generally examined a wide range of product categories, this research focuses specifically on agricultural products and adopts a grounded theory approach to explore consumer behavior in depth. Several well-established models, such as the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), and the Theory of Planned Behavior (TPB), have been widely applied in e-commerce and online purchase intention research [4, 5]. However, these models primarily emphasize technology usage, perceived usefulness, and behavioral intentions within general consumer contexts. They do not adequately capture the distinctive characteristics of agricultural products, such as perishability, supply chain inconsistencies, and consumer trust issues that are specific to digital agriculture platforms. Furthermore, prior studies have underscored the importance of trust in online environments, yet they have not sufficiently examined how digital trust influences post-purchase behavior in the agricultural sector, where product quality is difficult to verify before purchase [6,7,8]. These limitations reveal a significant gap in the literature, as most existing models lack the contextual sensitivity required to address repurchase intention specifically within agricultural e-commerce. This study aims to fill that gap by investigating the key factors that influence repurchase decisions in this underexplored domain. By drawing on the lived experiences of Indonesian consumers, this qualitative study seeks to construct a conceptual framework that reflects long-term behavioral patterns and the drivers of trust, satisfaction, and loyalty in this sector. The following sections detail the study's methodology, empirical findings, and their theoretical and managerial implications.

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

2. Literature Reviews

2.1. E-Commerce Sector in Indonesia

The adoption of an e-commerce model has been shown to positively influence operational efficiency and profitability when strategically implemented [9]. E-

commerce functions entirely through digital platforms, eliminating the need for physical interaction as transactions occur exclusively online. Unlike conventional retail, e-commerce demands alternative strategies to attract, engage, and retain customers [10]. At its core, e-commerce represents the integration of internet technologies with traditional business operations, enabling the efficient flow of goods, capital, and information among key actors within the digital commerce ecosystem [11]. Since its inception in the 1970s, e-commerce has evolved steadily. Today, nearly every business organization has an online presence through its own website to cater to the growing number of internet users. This shift reflects the substantial growth of the online market in the country. Presently, e-commerce transactions constitute approximately 36% of total transactions, signaling a significant digital footprint in Indonesia's commercial sphere. Projections anticipate this momentum to continue, with e-commerce transactions expected to reach a staggering US\$ 81 billion by 2025.

Indonesia is a leading economy in Southeast Asia, distinguished by its expansive archipelago and culturally diverse population of over 300 ethnic groups. [12]. Indonesia has demonstrated remarkable economic growth after recovering from the Asian financial crisis in the late 1990s. In recent years, its economy has flourished significantly, rebounding strongly from the 1997 financial downturn and achieving an impressive annual growth rate of 5.2 percent from 2001 to 2008. This growth trajectory has surpassed that of other major economies in Southeast Asia [13].

2.2. Agriculture E-commerce in Indonesia

The evidence shows that the agricultural sector plays a crucial role as an economic driver in numerous countries. Agricultural development is of strategic importance, not only for developing nations but also for developed countries, where it continues to receive significant attention and protection [14]. Agricultural products often go through several layers of intermediaries, beginning with local collectors, followed by distribution to central markets, and finally reaching retailers in traditional marketplaces. This results in a lengthy and complex distribution chain. The application of strategic information and communication technology (ICT) is crucial for addressing agricultural challenges, aligning with recent advancements that focus on the effective and efficient use of ICT. Many experts agree that we are on the brink of a new industrial revolution, where information technology plays a pivotal role in virtually every aspect of human activity. In the field of economics, this shift is often referred to as the digital economy [15].

Many agribusinesses are increasingly adopting e-commerce strategies by developing and managing their own websites. Scholars have proposed strategic recommendations for small-scale businesses,

emphasizing the importance of quality assurance and identifying key success factors in website development. A critical component of these websites is the availability of comprehensive information. For instance, websites of agricultural raw material suppliers often provide a range of supplementary resources, including current market prices, crop market forecasts, analysis of market trends, technical guidance on weed identification, and direct communication with experts [16,17]. Simply having an online presence for a farm is insufficient; it is essential to offer added value through informative content and interactive features [18].

3.3. Opportunities and Strategies of Agricultural Commodities

The ongoing agricultural revolution is widely recognized as a pivotal driver for advancing agricultural development, aiming to meet global nutritional needs in a sustainable and equitable manner [19]. Alongside the disruption caused by the COVID-19 pandemic, climate change has emerged as one of the most urgent global challenges of the 21st century. It is driving a range of severe environmental phenomena, such as prolonged droughts, flooding, and extreme temperature fluctuations, all of which have significant, often detrimental, consequences for the global economy. The agricultural sector is particularly vulnerable to these environmental shifts, with the impacts being especially pronounced in emerging economies, where adaptive capacities are limited, and the effects on food security are more severe [20].

Approximately 56% of Indonesia's population actively uses social media and the internet. Since March 2020, alongside the Covid-19 pandemic, there has been a notable increase of up to 78% in the usage of e-commerce platforms. Among the products sold, beverages and food items dominate, comprising approximately 27.85% of the total products sold. Based on data from e2eCommerce Indonesia (2024), the top e-commerce platforms in Indonesia in 2019 were Bukalapak (823.5 million visitors), Tokopedia (1.2 billion visitors), Shopee (837.1 million visitors), Lazada (445.5 million visitors), Bhinneka (62.2 million visitors), Blibli (353.2 million visitors), JD.ID (105.5 million visitors), Orami (89.8 million visitors), Sociolla (51.1 million visitors), and Zalora (44.5 million visitors). Moreover, during the COVID-19 pandemic, e-commerce transactions became more widespread, not just among middle and high-income consumers but also among those with lower incomes.

E-commerce applications built on marketplace platforms provide farmers with the opportunity to directly market their crops to consumers. This model has the potential to simplify the marketing distribution chain, ultimately increasing farmers' profitability. Additionally, these platforms involve not only buyers and sellers but also marketplace managers who oversee transactions, ensuring the integrity and security of

purchase and sale data. Furthermore, consumers benefit from more affordable agricultural products by purchasing directly from farmers through these platforms [21].

2.3. Grounded Theory in the Context of Qualitative Research

Grounded theory, as a methodology, offers systematic approach to interpreting and constructing new theoretical frameworks by examining social phenomena, focusing on understanding both what happens and why it occurs. This approach allows for the development of theory directly from data, rather than relying on pre-existing theoretical constructs. Through inductive reasoning, grounded theory generates theory that is closely aligned with the empirical data and, when properly executed, reflects the studied reality [22]. This contrasts with traditional approaches where theory is derived from overarching theoretical models without direct reference to data, potentially leading to a mismatch with real-world conditions. Grounded theory is often described as a cyclical process that enables the identification of variables, the exploration of relationships, and the formulation of theoretical frameworks [22].

3. Research Design and Methods

3.1. Research Approach

This study adopted a qualitative research approach using grounded theory methodology to investigate the factors influencing online repurchase intentions for agricultural products within Indonesia's e-commerce context. Grounded theory, as a research strategy, enables the development of new theoretical frameworks that capture social processes and behavioral patterns by interpreting both the occurrence of events and the underlying reasons behind them in specific contexts [23, 24, 25]. Grounded theory derives insights from informants' lived experiences and their inherent logic, rather than imposing pre-existing theoretical models. In this study, the theoretical framework emerged directly from respondents' narratives, gathered through in-depth interviews and observations [24]. The scientific methods employed in this study included purposive sampling to identify key informants, semi-structured in-depth interviews to collect rich qualitative data, and constant comparative analysis to identify recurring themes and patterns. Coding was conducted in stages—open, axial, and selective—to systematically develop concepts and categories grounded in the data. This methodology facilitated a comprehensive understanding of how Indonesian consumers develop intentions to repurchase agricultural products online, influenced by emotional, contextual, and value-driven factors within a dynamic digital landscape.

3.2. Data collection, respondents and procedure

The population for this research comprises consumers of agricultural products through e-commerce

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

Once a respondent expressed interest in the study, the researcher proceeded by introducing himself, explaining the purpose of the research, and extending a formal invitation to participate in a voluntary interview. To reinforce the legitimacy of the study, each respondent was provided with an official letter of research approval issued by the university. Upon receiving the respondent's confirmation to proceed, a meeting invitation was sent, typically using platforms such as Zoom or Google Meet. The digital recording used a series of 20-40 minutes interview session. The interview data were transcribed word-for-word in Bahasa Indonesia, while any English expressions used by the respondents were kept unchanged to maintain the original meaning they intended to convey (Tab.1). A bilingual and culturally aware researcher conducted the analysis, with the coding process carried out in English to facilitate conceptual abstraction and theory development. In this study, translated excerpts from the interviews are presented in the Findings section, with care taken to ensure that the original context and nuance of respondent responses were accurately conveyed.

Table 1. Profile of interview respondents

No.	Occupation	Sector
R01	Marketing Executive	Private Services
R02	Office Admin Staff	Private Sector
R03	Lecturer	Education
R04	Civil Servant	Government
R05	High School Teacher	Education
R06	Lecturer	Education
R07	Lecturer	Education
R08	Pharmacist	Health / Medical
R09	Data Analyst	Technology
R10	Civil Servant	Government
R12	Call Center Agent	Private Services
R13	High School Teacher	Education
R14	Lecturer	Education
R15	Civil Servant	Government

R16	Call Center Agent	Private Services
R17	Civil Servant	Government
R18	Fashion Store Owner	Entrepreneurship
R19	NGO Worker	Non-profit
R20	Office Admin Staff	Private Sector
R21	University Student	Education

Source: Developed by the authors

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

When planning qualitative research, theoretical saturation serves as a core principle in ensuring the depth and completeness of the data collected. In grounded theory, it is common to aim for a sample size between 20 and 30 respondents to achieve data saturation [26]. Data collection should continue until "meaning saturation" is reached, where the researcher has fully developed an understanding of the key themes and issues, even if "code saturation" has already been achieved and the main thematic patterns are evident [27]. Data collection for this study took place over several interview sessions conducted between February and March 2025. A total of 21 interviews were conducted, digitally recorded, and transcribed verbatim in Indonesian by a bilingual researcher. English terms or phrases used by the respondents were preserved in the transcripts to maintain the intended meaning. For the analysis and model development, a bilingual researcher with both cultural and linguistic fluency in Indonesian and English performed the coding process in English. Coded excerpts from the interviews, presented in the Findings section, were then translated by the researcher to ensure accuracy and clarity in the reporting of the results.

3.3 Data Analysis

Once the interviews were transcribed, the data were carefully cleaned and then analyzed through a step-by-step process involving coding, categorization, and thematic grouping. This process was repeated as new

respondents were added, continuing until no new themes or insights emerged, which indicated that data saturation had been reached. Conventional content analysis was used to guide the interpretation, supported by ATLAS.ti software for coding transcripts, organizing field notes, and visualizing relationships through network diagrams. The cycle of coding, grouping, and theory development was carried out continuously with the aim of building a conceptual model grounded in the data. The researcher employed the Gioia method, a structured approach that links the first-order codes emerging from the interviewees to the second-order themes and dimensions identified by the researcher [28]. This process led to the creation of categories and subcategories, resulting in 84 codes derived from the interview transcriptions. The subsequent step involved axial coding, where the emerging themes were compared, contrasted, and consolidated into 37 core codes.

The study reached code saturation after 19 in-depth interviews. However, to achieve meaning saturation and gain a comprehensive understanding of the issues, it was necessary to conduct approximately 20 to 21 interviews. At that point, collecting additional data was unlikely to generate new insights or significantly alter the emerging patterns, indicating that data saturation had been fully reached [28].

4. Findings

A Grounded theory analysis led to the identification of twelve conceptual categories, which were grouped into four main themes: “Product Assurance,” “Social Drivers,” “Service Reliability,” and “Price and Promotion”.



Figure 1. Visual representation of first-order codes generated using ATLAS.ti
Source: Developed by the authors

4.1. Product Assurance

The “Product Assurance” category highlights respondents’ concerns about the reliability and consistency of agricultural products purchased online. Key aspects included product quality, packaging quality, and product certification. Buyers expected fresh, clean, and accurately described products. Proper packaging was viewed as a sign of professionalism, while certifications were seen as indicators of product legitimacy and safety. As noted by respondent R01, these product qualities were seen as a baseline expectation for any agricultural product purchased online, with little tolerance for deviations. Rather, the respondents emphasized the role of the e-commerce platform in ensuring product quality. Table 2 displays selected interview quotations under the “Product Assurance” category, emphasizing key elements that drive repurchase behavior in Indonesia’s agricultural e-commerce market.

4.1.1. Product Quality

Among the 21 respondents, 17 identified product quality as the most important factor influencing their repurchase intention. Respondent R14 highlighted the importance of freshness and product condition upon arrival in their decision to repurchase. Establishing a strong foundation of product quality allows e-commerce platforms to adapt more effectively to changing consumer preferences, thereby fostering long-term customer loyalty. The quality of agricultural products plays a crucial role in shaping repurchase intentions, with consumer satisfaction directly affecting future purchasing decisions [29].

4.1.2. Packaging Quality

Packaging quality plays a crucial role in influencing consumers’ decisions to repurchase agricultural products online. Good packaging not only serves to protect the product during shipping but also creates a strong first impression regarding the freshness and safety of the product. In the context of agricultural products, such as fruits, vegetables, or other perishables, packaging quality is particularly significant in maintaining product integrity. Several studies have shown that attractive and secure packaging can enhance consumer satisfaction, which in turn strengthens the intention to repurchase [30, 31]. Packaging quality plays a crucial role in shaping consumer repurchase intentions in agricultural e-commerce. Well-packaged products that arrive in good condition increase consumer confidence, encouraging future purchases. Conversely, damaged packaging can diminish trust, especially for fresh produce where quality is vital. Respondents R01, R02, R12, R16, R17, and R21 emphasized packaging as a key factor influencing their decision to repurchase. This highlights the importance of reliable packaging in building consumer trust and driving repeat purchases in the agricultural sector.

4.1.3. Product Certification

Product certification plays a crucial role in building consumer confidence and influencing repurchase decisions for agricultural products on e-commerce platforms. Certifications such as organic labels, halal assurance, or approvals from regulatory bodies like BPOM or the Ministry of Agriculture enhance product legitimacy and improve consumer perception. Studies have shown that certified products are viewed as safer, more hygienic, and of higher quality, which significantly impacts consumer satisfaction and repurchase intentions [32, 33].

In particular, halal certification has been found to significantly influence Muslim consumers repurchase intention. halal labels increase consumers' confidence in the product's compliance with religious standards, which not only boosts initial purchase decisions but also contributes to long-term loyalty [34]. Halal assurance is positively correlated with perceived value and trust, which in turn increases the intention to repurchase, particularly among ethically conscious consumers in the food and agriculture sector [35].

Table 2. Sample quotations representing the “Product Assurance” theme from interview data

Category	Sample quotation 1	Sample quotation 2
Product quality	“I always hope that the fruits I buy online will arrive looking fresh and at the right level of ripeness—not too soft or too hard. If they turn out to be overripe or damaged, I’ll hesitate to buy again.” (R01)	“When the fruits arrive fresh, and exactly as described, it builds my confidence.” (R02)
Packaging Quality	“Good packaging shows that the seller values their product. For perishable items like vegetables, proper and insulated packaging keeps them fresh during delivery.” (R01)	“I prefer to repurchase products that are clearly labeled with harvest and expiration dates, as this information helps assure me of the product’s authenticity and proper handling.” (R14)”
Product Certification	“I feel more secure buying from sellers who show proof of food safety certification. Especially for agricultural goods, it gives peace of mind.” (R11)	“Knowing that the product passed safety checks makes me more confident. I prefer certified items, because it’s about my family’s health.” (R08)

Source: Developed by the authors

inclination to repurchase from sellers who consistently offered certified products, especially when the certification was prominently displayed. Product certification was identified as a significant factor influencing repurchase intention by respondents R03, R06, R10, R14, R18, and R20, who emphasized that certifications gave them peace of mind when buying agricultural products online.

4.2. Service Reliability

The “Service Reliability” category emphasizes respondents’ concerns regarding the dependability and effectiveness of the services provided by e-commerce platforms in the context of purchasing agricultural products online. Three key factors identified in this category include responsiveness, shipping experience, and payment convenience. Respondents indicated that responsiveness, which refers to the platform’s ability to promptly address customer inquiries and issues, was a critical determinant in shaping their overall experience. Furthermore, the shipping experience was deemed essential, with consumers expecting timely delivery of products in optimal condition, free from delays or damages. The payment convenience factor also emerged as crucial, with respondents highlighting the importance of accessible and secure payment methods that ensured smooth and efficient transactions. Delays, errors in orders, or complications during payment processes were noted as significant deterrents to repurchase intention. As articulated by respondents R05, the reliability of service, encompassing these factors, was regarded as a fundamental expectation for any agricultural product purchased online, leaving little room for deviation. Moreover, respondents underscored the pivotal role of e-commerce platforms in guaranteeing consistent service reliability. Table 3 displays interview excerpts related to “Service Reliability,” illustrating factors that impact repeat purchasing behavior in Indonesia’s online agricultural market.

4.2.1. Responsiveness

Responsiveness plays a crucial role in shaping consumers' confidence and influencing their decisions to repurchase agricultural products through e-commerce platforms. For agricultural products, the responsiveness of the e-commerce platform, including timely responses to customer inquiries, quick issue resolution, and clear communication, helps reinforce the platform's reliability and enhances buyer satisfaction. Research has shown that platforms with high responsiveness are more likely to be perceived as reliable and customer-oriented, which significantly affects consumer repurchase [36, 37].

4.2.2. Shipping Experience

For agricultural products, factors like timely delivery, secure packaging, and the condition of the product upon arrival are crucial in reinforcing platform reliability and enhancing buyer satisfaction. Research shows that positive shipping experiences contribute to higher customer retention and repurchase intentions, as

Respondents in this study indicated a stronger

customers link timely delivery and secure packaging to product quality and overall service reliability [38, 39]. On-time delivery significantly influences consumers repurchase intention, as customers who experience punctual deliveries are more likely to perceive the e-commerce platform as dependable, thus increasing the likelihood of future purchases [40]. Respondents R09, R08 emphasized that a smooth shipping process, which ensures that products are delivered on time and in good condition, directly influences their decision to repurchase, as delays or damages to the product significantly diminish their overall satisfaction with the service.

4.2.3. Payment Convenience

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

As noted by several respondents in this study, seamless payment processes significantly impact their decision to return to a platform for future purchases. Six of the 21 respondents highlighted that they actively monitor the integration of new payment systems to ensure convenience and security for their customers. Respondent R07 mentioned that they feel more comfortable when multiple payment method options are available, rather than being limited to just one. The importance of payment convenience, showing that platforms offering a variety of secure and easy payment options tend to have higher conversion rates and increased customer loyalty [41]. E-commerce platforms that adopt these strategies are likely to foster stronger customer loyalty, securing their position in a competitive digital environment.

Table 3. Sample quotations representing the “Service Reliability” theme from interview data

Category	Sample quotation 1	Sample quotation 2
Responsiveness	“I once had a question about the product, and the seller replied almost immediately. That quick response made me feel more comfortable placing the order.” (R02)	“There was a time when my order got delayed, but the seller kept me updated and communicated well, so I didn’t worry too much.” (R05)
Shipping Experience	“When I received a package wrapped neatly with bubble	“What matters most is that the product arrives in

	wrap, I felt the seller was professional.” (R08)	good condition, not dented or damaged.” (R09)
Payment Convenience	“I feel more comfortable... such as transfer methods and other alternatives, rather than being limited to just one.” (R07)	“...like mobile wallets or bank transfers, because they save time and reduce hassle.” (R12)

Source: Developed by the authors

4.3. Service Drivers

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

4.3.1. Social Influence

This dimension encompasses various elements, including recommendations from friends and family, influence from trusted buyers, and positive word-of-mouth. For instance, social influence plays a crucial role in shaping individuals’ decisions and purchasing behaviors. This finding reinforces the broader understanding that social cues and endorsements, whether through personal networks or digital platforms, can substantially influence consumers’ decisions, including their intention to repurchase products through e-commerce platforms [22].

4.3.2. Community Impact

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

4.3.3 Product Storytelling

Product storytelling is integral to repurchase intentions, particularly in the agricultural sector. The background story of a product, emotional connections with the product or seller, and narratives highlighting its agricultural origins are essential components in fostering

consumer engagement. These stories create a stronger emotional bond between the consumer and the product, contributing to loyalty, which increases the likelihood of repeat purchases based on shared values and meaningful connections. emotional connections formed through storytelling foster consumer loyalty, thereby increasing the likelihood of repeat purchases based on shared values and meaningful experiences [42].

Table 4. Sample quotations representing the “Service Drivers” theme from interview data

Category	Sample quotation 1	Sample quotation 2
Social Influence	“Recommendations from family members, such as older siblings, can significantly influence my repurchase decisions.” (R09)	“I always check the reviews first. They usually play a key role in helping me decide whether to repurchase the product.” (R03)
Community Impact	“I am inclined to repurchase from that store due to its commitment to supporting local farmers.” (R11)	“As a consumer, I believe it’s important to support local farmers.” (R01)
Product Storytelling	“Hearing about the agricultural origins of a product, like how it’s sourced from a local farm or grown sustainably, makes me appreciate it more.” (R05)	“The background story of a product makes a huge difference for me.” (R13)

Source: Developed by the authors

4.4. Price and Promotion

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

4.4.1 Pricing Fairness

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

and significant effect on repurchase intention, indicating that the more favorable consumers perceive the price, the greater their interest in making repeat purchases [43, 44].

4.4.2 Discounts and Promotions

A significant number of respondents indicated a strong preference for discounts, perceiving them as a form of immediate value that plays a critical role in shaping their decision to repurchase. The appeal of discounted prices was often tied to the perception of receiving more for their money, which in turn created a sense of satisfaction and incentivized future purchases. Respondent R08 specifically noted that seasonal discounts and limited-time offers played a pivotal role in shaping their purchasing behavior. These promotional tactics not only enhanced the perceived value of the product but also created a sense of urgency, making them feel as though they were securing a favorable deal. This sense of urgency and perceived value often served as a catalyst for repeat purchases, reinforcing the idea that well-timed discounts could effectively drive customer retention and loyalty in the long term.

4.4.3 Rewards and Loyalty

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

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

Table 5. Sample quotations representing the “Price and Promotion” theme from interview data

Category	Sample quotation 1	Sample quotation 2
Pricing Fairness	“If the product is offered at a reasonable price along with added benefits such as bonus items, I am more likely to make a repeat purchase.” (R021)	“When the price is reasonable and transparent, and there are no hidden fees, it makes me feel more confident and encourages me to buy again.” (R07)
Discounts and Promotions	“...like bundle deals or limited-time offers, make me feel like I’m getting extra value for my money, which encourages	“When products are discounted, it pushes me to make a purchase quicker, as I feel it’s a chance I don’t want to miss.” (R08)

	me to buy again.” (R02)	
Rewards and Loyalty	“Being able to earn points or get cashback makes me feel like I’m getting something back.” (R06)	“Exclusive offers and personalized discounts make me feel valued as a loyal customer.” (R11)

Source: Developed by the authors

5. Discussion

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

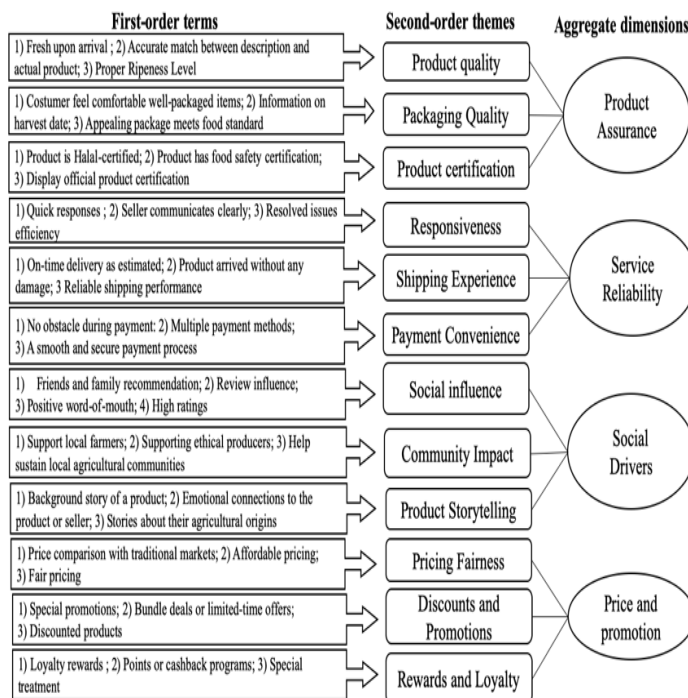


Figure 2. Data structure showing model development from first-order concepts to aggregate dimensions using Gioia methodology

Source: Developed by the authors

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

The Product Assurance dimension was developed from first-order concepts related to product quality, packaging, certification. This dimension reflects the importance buyers place on the authenticity of agricultural products, especially when repurchased online. Service reliability is conceptualized as a composite construct derived from several key service components, including responsiveness to customer inquiries, efficiency and timeliness of shipping experiences, and the ease and security of payment mechanisms. These factors collectively contribute to the overall perception of reliability in the digital transaction environment, which is especially critical in e-commerce platforms where physical interaction is absent. Reliable service enhances consumer confidence and encourages repeat purchases by reducing uncertainties related to delivery and transaction processes. The Social Drivers dimension, meanwhile, encompasses the influence of peer recommendations which significantly shape consumer perceptions and decision-making processes. In the context of agricultural e-commerce, where transparency is vital, social validation through user-generated content and shared experiences plays a crucial role in driving adoption and loyalty.

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

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

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

loyalty and optimize long-term engagement in digital agricultural platforms.

This study advances the understanding of digital consumer behavior in agricultural e-commerce by introducing the e-AGRINT conceptual model, systematically developed through a grounded theory approach. The findings provide a robust empirical foundation for future research on agricultural technology adoption, digital marketing strategies, and sustainable economic development in emerging market contexts.

7. Conclusion

7.1 Main findings of the present study

This study introduces the e-AGRINT model—a grounded, empirically derived conceptual framework that identifies four critical dimensions influencing online repurchase intention in agricultural e-commerce: Product Assurance, Service Reliability, Social Drivers, and Price and Promotion. These dimensions emerged from rigorous qualitative analysis using the Gioia methodology, rooted in interview data from consumers of agricultural products in Indonesia.

7.2 Comparison with other studies

The e-AGRINT model provides a contextually grounded contribution to the study of repurchase intention in agricultural e-commerce, particularly within emerging markets such as Indonesia. Departing from generalized e-commerce frameworks, this model captures the unique characteristics of agricultural transactions, including perishability, supply fluctuations, and quality inconsistency. By synthesizing four core dimensions—Product Assurance, Service Reliability, Social Drivers, and Price and Promotion—it offers a sector-specific and analytically precise framework for understanding consumer repurchase behavior in online agricultural markets.

Agricultural products differ significantly from those in non-agricultural sectors not only in the commodities being marketed, but also in the nature of their production, handling, and consumption cycles [33]. The e-AGRINT model's originality lies in its focus on these specific characteristics, which are frequently overlooked in mainstream e-commerce and consumer behavior models. This makes the model particularly relevant for agribusinesses and e-commerce platforms operating in emerging economies, where agriculture plays a central role in both economic development and rural livelihoods.

7.3 Implications of study

For e-commerce platforms, the e-AGRINT model provides actionable insights into improving service quality and customer experience for agricultural buyers—particularly B2B customers such as resellers, cooperatives, restaurants, and institutional food suppliers. Platforms can use the Service Reliability dimension to refine logistics for bulk orders, offer

flexible delivery windows to accommodate harvest schedules, and enhance post-sale service channels. Incorporating traceability features, quality certification filters, and real-time stock updates directly addresses Product Assurance concerns, thereby building trust and reducing perceived risk among buyers.

For marketing managers, the model suggests tailored strategies such as segment-specific loyalty programs, volume-based discounts, and localized promotional campaigns that cater to both commercial and institutional buyers. By leveraging Social Drivers, businesses can implement social proof mechanisms (e.g., verified buyer reviews, endorsements from farmer groups) to influence repeat purchase behavior. Moreover, marketing teams can build narratives around supporting local farmers or sustainability, appealing to the values of modern agricultural buyers.

Beyond academia, the framework serves as a decision-support tool for policy makers, platform developers, and agritech startups aiming to strengthen digital agriculture infrastructure. It provides a foundation for designing more inclusive, trust-driven, and retention-oriented platforms that promote rural digitization and agricultural economic resilience.

7.4 Strengths and Limitations

A major strength of this study lies in its methodological rigor and contextual grounding. By using a bottom-up, inductive approach, the research captures lived consumer experiences, yielding a nuanced and applicable model. However, this study has certain limitations. The respondent sample was limited in geographic diversity, which may affect the generalizability of the findings. Variations in consumer intention across rural and urban settings, as well as differences in digital literacy, were not fully explored.

7.5 Recommendation and future research

Future research is encouraged to involve a more diverse range of demographic groups and to empirically test the applicability of the e-AGRINT model across different cultural, socio-economic, and regional contexts. Such efforts will contribute to validating the model's generalizability and ensuring its relevance in varied agricultural e-commerce environments, particularly in emerging and underrepresented markets.

Declarations

Author Contributions

All authors have contributed to the article structure. All the authors have read and agreed to the published version of the manuscript.

Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this manuscript. This study also was reviewed and approved by the Ethics Clearance Committee, Lembaga Penelitian dan Pengabdian kepada Masyarakat (LPPM), Universitas Setia Budi Rangkasbitung.

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