



# Journal of Hunan University (Natural Sciences)

Vol. 52 No. 9  
September 2025

Available online at  
<https://joununs.com>



ELSEVIER  
Scopus



Clarivate  
WEB OF SCIENCE

Open Access Article

 <https://doi.org/10.55463/issn.1674-2974.52.9.3>

## Unlocking the Key Drivers of Online Repurchase Intentions in Indonesian Agricultural E-Commerce: An Exploratory Sequential Mixed-Methods Study

Arga Ramadhana<sup>1</sup>, Singha Chaveesuk<sup>1\*</sup>, Wornchanok Chaiyasoonthorn<sup>1</sup>

<sup>1</sup>KMITL Business School, King Mongkut's Institute of Technology Ladkrabang, Bangkok 10520, Thailand

\*Corresponding author: [singha.ch@kmitl.ac.th](mailto:singha.ch@kmitl.ac.th)

### Article History:

**Received:** July 27, 2025

**Revised:** September 10, 2025

**Accepted:** September 23, 2025

**Published:** October 30, 2025

**Abstract:** This study explores the key determinants of online repurchase intentions in Indonesia's agricultural e-commerce sector using an exploratory sequential mixed-methods approach. The qualitative phase involved semi-structured interviews with 21 experienced users whose insights were transformed into a structured questionnaire and distributed to 320 respondents. Structural equation modeling was employed to validate a conceptual framework consisting of four main constructs: Product Assurance, Service Reliability, Social Drivers, and Price and Promotion. Product Assurance, which includes product quality, secure packaging, and certification, plays a critical role in encouraging repeat purchase. Service Reliability, including seller responsiveness, delivery experience, and payment convenience, ensures a smooth and dependable shopping experience. Social Drivers, reflecting peer influence, community involvement, and narratives about product origins, enhance emotional connection and engagement. Price and Promotion, which include fairness in pricing, special offers, and loyalty rewards, significantly influence consumers' motivation to repurchase. The final model demonstrated a good overall fit, confirming that all four constructs had a significant and positive effect on repurchase intention. This study contributes to academic knowledge by contextualizing digital consumer behavior within the agricultural sector of a developing economy. It also offers practical implications for e-commerce platforms, agribusiness actors, and policymakers, aiming to enhance customer retention, promote sustainable development, and support rural economic empowerment.



Copyright: © 2025 by the authors. Licensee JHU

This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0/>)

Future research may extend the model to other regions and investigate the role of digital innovation in shaping consumer behavior.

**Keywords:** Online Repurchase Intention; Agricultural E-Commerce; Mixed Methods; Structural Equation Modeling (SEM).

## 探索印度尼西亚农业电子商务中线上复购意图的关键驱动因素：基于探索性序贯混合方法的研究

**摘要：**本研究采用探索性序贯混合方法，探讨印尼农业电子商务领域中线上重复购买意图的关键驱动因素。研究首先通过 21 位有农业电商购物经验的用户进行半结构式访谈获取定性洞察，并进一步将其转化为量化问卷，分发给 320 名受访者，并通过结构方程模型（SEM）进行实证验证。研究提出一个概念性框架，强调四个核心构面之间的动态关系：产品保障、服务可靠性、社会驱动因素，以及价格与促销。产品保障涵盖产品质量、包装质量与认证等要素，共同增强消费者信心；服务可靠性包括响应速度、配送体验及支付便利性，强调无缝服务体验；社会驱动因素包含社会影响、社区效应与产品故事，凸显口碑推荐与情感联结的重要性；价格与促销反映价格公正、折扣活动及忠诚奖励，是提升客户保留率的关键策略。研究结果显示，所构建的模型拟合度良好，四大构面对重复购买意图均具有显著正向影响。本研究在学术上推动了发展中国家农业产品电商背景下的消费者重复购买行为的理解，同时为电商平台、农业企业及政策制定者提供了切实可行的策略建议，以促进客户忠诚、可持续增长与经济赋能。未来研究可进一步将本模型扩展至其他地区或国家，并结合新兴科技进行深化探讨。

**关键词：**线上复购意图；农业电子商务；混合方法；结构方程模型（SEM）

### 1. Introduction

Indonesia, as an agricultural country, has a long-standing tradition of relying on the agricultural sector as a vital part of the economy. Agriculture in Indonesia plays a critical role in providing livelihoods for millions of people, contributing significantly to food production, employment, and poverty reduction in rural areas [1]. In recent years, Indonesia's agricultural sector has seen a notable shift towards digitalization, with agricultural e-commerce becoming an increasingly important part of the industry. This transition to e-commerce allows farmers and agricultural businesses to reach wider markets by offering products directly to consumers through digital platforms, thereby increasing market access and improving supply chain efficiency [2]. The growing integration of technology within agriculture not only enhances the competitiveness of Indonesian agricultural products but also supports the country's economic development by fostering innovation and market expansion [3].

Among the various sectors that benefit from this digital shift, agricultural e-commerce stands out as a

particularly innovative business model with significant potential to reshape the agricultural landscape. This model not only enhances market access for farmers, but also plays a crucial role in accelerating agricultural exports, boosting foreign exchange reserves, and stimulating rural economies [2]. Empirical evidence has consistently underscored the importance of agriculture as a vital sector for economic development, particularly in both developing and developed countries. In developing economies, agriculture remains a key contributor to the national GDP, rural employment, and poverty reduction [1].

In the digital era, the agricultural sector faces challenges that hinder e-commerce's full potential. High transaction costs driven by complex supply chains and inadequate digital infrastructure create barriers for smallholder farmers seeking access to larger markets [4]. Limited market access, particularly for farmers in remote areas, and the difficulty in reaching and engaging customers further complicate the situation [5,3]. These

challenges highlight the obstacles that must be addressed for agricultural e-commerce to succeed in emerging economies, such as Indonesia.

Online repurchase intention is the likelihood that customers will make repeat purchases from an e-commerce platform, and has been widely studied in various industries. However, little research has focused on the drivers of repurchase intention in the context of agricultural e-commerce, especially in developing countries, such as Indonesia. Given the unique nature of agricultural products, which are often perishable, seasonal, and subject to quality variability, the factors that influence online repurchase intentions in this sector may differ from those in traditional e-commerce.

Understanding these factors is essential for platform operators, who strive to enhance customer retention in an increasingly competitive and fast-evolving market. By uncovering the critical elements that shape consumers' decisions to repurchase agricultural products online, this research provides valuable insights into how businesses can effectively engage their customers, enhance customer satisfaction, and ultimately improve their long-term performance. In addition, this study offers actionable recommendations that can help shape public policies and private sector initiatives, ultimately contributing to the long-term development of a more efficient and customer-centric agricultural e-commerce environment. By aligning platform practices with consumers' needs and expectations, this study aims to foster an environment in which e-commerce can become a key driver of economic growth, rural development, and food security in Indonesia.

The purpose of this study is to examine the key factors influencing consumers' repurchase intentions on Indonesian agricultural e-commerce platforms. Specifically, this study addresses the following question: What are the primary drivers that shape consumers' willingness to repurchase agricultural products online, and how do these drivers interact within a comprehensive structural model?. These findings are significant for both theory and practice. They contribute to consumer behavior literature by clarifying the mechanisms through which assurance fosters trust and loyalty. In addition, they provide actionable insights for e-commerce platforms, marketers, and policymakers to enhance sustainable agricultural commerce in emerging markets.

## 2. Literature Review

### 2.1 Indonesia's E-Commerce Ecosystem

E-commerce refers to buying, selling, and marketing activities conducted electronically through internet networks [6]. It is a critical component of the global digital economy, especially in Indonesia, because of its significant contribution to economic growth and

facilitation of online business transactions [7]. In addition to streamlining commercial activities, e-commerce transaction values have been shown to positively influence long-term economic growth. Moreover, the expansion of e-commerce stimulates innovation and technological advancement, both of which play key roles in accelerating overall economic development. [8].

In Indonesia, E-Commerce has a vast market, with a population of approximately 276 million. Various studies have also shown that the gross transaction value of the e-commerce sector in Indonesia reached USD 62 billion in 2023, representing 75.6% of the total gross transaction value of Indonesia's digital economy. Although E-Commerce in Indonesia has developed rapidly, several challenges and issues still need to be considered, such as complex regulations, data privacy concerns, and a more robust physical infrastructure. The implementation of solid and transparent data protection systems must protect consumers' data privacy. Blibli, Bukalapak, Lazada, Shopee, and Tokopedia are examples of e-commerce popular in Indonesia. Each e-commerce platform has its own advantages and disadvantages, and has an adequate security system. E-commerce makes it easier for buyers to buy products without leaving the house, making it easier for sellers to market their products throughout Indonesia [9].

### 2.2 The Emergence of Agricultural E-Commerce in Indonesia

Agricultural e-commerce in Indonesia has experienced significant growth driven by both government and private sector initiatives. The Ministry of Agriculture, through the Food Security Agency (BKP), launched the Toko Tani Indonesia (TTI) program in 2018 to facilitate farmers' market access and stabilize food prices through digital platforms [10]. Additionally, private platforms such as SayurBox, TaniHub, and iGrow play an important role in connecting farmers directly with consumers [11].

The utilization of e-commerce in agricultural marketing presents a wide array of significant advantages, as evidenced by numerous studies on e-commerce in general. In the specific context of agriculture, the adoption of digital platforms has considerable potential to enhance operational efficiency, streamline marketing processes, and expand the market reach for agricultural stakeholders, including farmers, cooperatives, and agribusiness enterprises. Through digital integration, agricultural e-commerce enables producers to connect directly with consumers, reduce dependency on intermediaries, and access wider consumer segments beyond traditional local markets [12].

**Table 1. Overview of agricultural e-commerce in Indonesia**

Name of company	Digital technology used	Brief information of company
Gojek (GoFood), Grab (GrabFood), Traveloka (Traveloka Eats) and Shopee (ShopeeFood)	Smartphone (app)	These platforms facilitate food ordering and delivery from selected vendors via smartphone, eliminating the need for consumer presence.
Warung Pangan and Shopify (Food and Beverages E-commerce)	Mobile apps, website, and cloud	These platforms allow agricultural stakeholders to market their products online through websites and digital channels.
TaniHub, Chilibeli, Agromaret, limakilo, Panen ID, Pasarnow, Panenfresh, kedai sayur and Eden Farm	Mobile apps and android, iOS, and website	These online marketplaces streamline agricultural trade by connecting farmers and producers with retailers, wholesalers, and consumers through digital technology.

Moreover, e-commerce offers the agricultural sector a strategic pathway for improving product competitiveness by facilitating real-time access to market information, price comparisons, and consumer trends. This increased transparency helps create a more equitable trading environment, in which both producers and buyers benefit from clearer pricing structures and reduced information asymmetry. The development of e-commerce in agriculture is not only instrumental in broadening market coverage, but also in strengthening product visibility, building trust through verified digital transactions, and supporting data-driven decision-making. In this modern era, where digital connectivity increasingly shapes economic dynamics, e-commerce's role in transforming traditional agricultural marketing practices is both timely and necessary for sustainable rural development [12].

### 2.3 Online Repurchase Intention: A Gap in Literature

Repurchase intention refers to a customer's repeated behavior of purchasing products or services from the same store where they previously had a buying experience [13]. It reflects the expectation of receiving the same or greater value from an online brand, along with the desire to purchase the brand's products or services [14]. Continuous purchase intention, particularly in the context of online shopping platforms, involves consumers' ongoing use and repurchase behavior. In general, repurchase intention implies that consumers are willing to buy products or

services from the same company based on their previous satisfaction [16].

Most existing studies have focused on the factors influencing consumers' purchase intentions; however, there is a clear lack of research examining consumers' repurchase intentions, specifically in relation to agricultural products within the e-commerce context, an area that warrants greater academic attention due to the unique characteristics of agriculture [17,18,19]. Furthermore, repurchase intention has been extensively studied across various product categories; however, research on agricultural products remains limited. This is noteworthy because agricultural products have significantly different characteristics than other goods, such as perishability, seasonality, and variability in quality, which may influence consumer repurchase behavior in unique ways [20,21]. Therefore, understanding repurchase intentions, specifically in the context of agricultural products, is essential for developing effective marketing strategies in this sector.

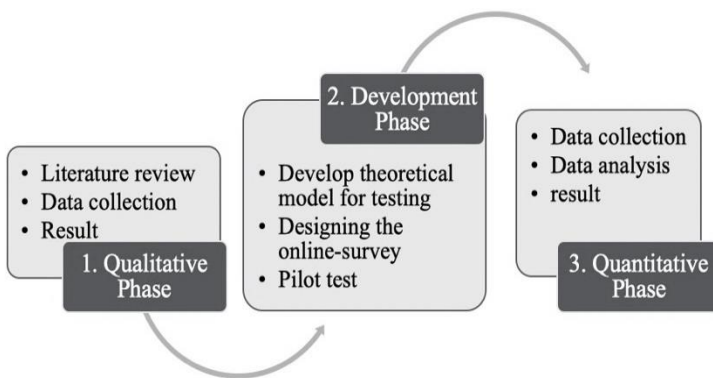
To gain a deeper understanding of repurchase behavior in this context, this study also examines several well-established theoretical frameworks, namely the Expectation-Confirmation Theory (ECT), DeLone and McLean IS Success Model, and the Theory of Planned Behavior (TPB). These theories serve as analytical lenses to understand how consumer decisions are formed and evaluate the extent to which existing constructs can explain repurchase intention in the domain of agricultural e-commerce. ECT posits that satisfaction and repurchase behavior result from the confirmation of initial expectations, and constructs such as product assurance and service reliability may influence this confirmation process. The IS Success Model highlights the importance of system and service quality in shaping user satisfaction and continued use factors that are particularly relevant in agricultural e-commerce, where digital infrastructure and delivery performance are key determinants of customer loyalty. Meanwhile, the TPB asserts that behavioral intention is influenced by attitude, subjective norms, and perceived behavioral control.

This study explored the concept of social drivers as an expanded interpretation of subjective norms, reflecting the influence of peer recommendations, user reviews, and digital community trust. Through a mixed-methods approach, this study aims not only to assess the applicability of existing theories within the context of online agricultural markets but also to develop a new conceptual model that captures context-specific variables and emergent constructs grounded in empirical data. This dual objective enables both theoretical reflection and model advancement, offering a more comprehensive contribution to the understanding of repurchase intentions in digital agricultural commerce.

### 3. Methodology and Data Analysis

An exploratory sequential mixed-methods design, consisting of three primary phases, was employed to address the research questions. The first phase involved qualitative exploration of the key factors influencing online repurchase intention. In the second phase, the qualitative findings are systematically translated into a structured questionnaire during the instrument development stage.

Finally, in the third phase, quantitative data were collected and analyzed to validate and generalize the initial findings. This mixed-methods approach was adopted to obtain a comprehensive understanding and empirical validation of the determinants of online repurchase intentions within the context of Indonesian agricultural e-commerce.



**Figure 1. Exploratory sequential mixed-methods design [22]**

#### 3.1 Qualitative study

##### 3.1.1 Data collection and sample

This study focuses on individual consumers in Indonesia who purchase agricultural products through e-commerce platforms. This selection was based on several considerations. First, agricultural products are perishable and credence-based, making issues such as product assurance and service reliability particularly critical compared with other product categories. Second, Indonesia provides a relevant context owing to the rapid growth of digital commerce and the increasing integration of agricultural supply chains into online marketplaces. This selection approach allows the study to capture diverse consumer experiences while maintaining alignment with the research objectives.

The qualitative phase involved in-depth semi-structured interviews with 21 participants who had experience purchasing agricultural products through e-commerce platforms in Indonesia. distribution of the 21 interview participants according to their recruitment sources, which encompassed social media platforms, chain referrals, e-commerce user communities, and researchers' personal and academic networks. The use

of participant referrals was particularly effective, as it not only facilitated access to new respondents, but also contributed to building trust and credibility.

##### 3.1.2 Coding Analysis

A grounded theory approach was employed to analyze the qualitative data through a systematic process comprising open coding, axial coding, and selective coding. This iterative procedure facilitated the emergence of key themes and dimensions that influenced online repurchase intentions. One major construct was Product Assurance, which consists of three components: Product Quality, Packaging Quality, and Product Certification. Similarly, Service Reliability includes Responsiveness, Shipping Experience, and Payment Convenience. The construct of Social Drivers encompasses social influence, Community Impact, and product storytelling, reflecting both peer influence and emotional engagement. Finally, Price and Promotion emerged as significant factors, comprising Pricing Fairness, Discounts and Promotions, and Rewards and Loyalty programmes.

#### 3.2 Research Model and Hypotheses

The theoretical framework and corresponding hypotheses were developed based on the insights derived from the qualitative findings. Each theme identified through coding was translated into measurable constructs, which formed the basis of the conceptual model to be tested in the quantitative phase. This ensured that the model was grounded in empirical realities and supported by relevant literature.

##### 3.2.2 Effect of Product Assurance on Online Repurchase Intention

Product Assurance refers to consumers' perceptions of the credibility, quality, and safety of agricultural products sold via e-commerce platforms. It encompasses product freshness and condition upon arrival, visual and physical quality of packaging, and presence of formal certifications (e.g., halal, organic, or food safety labels). These elements reduce the perceived risk and play a vital role in building trust and confidence in online repurchase decisions. Based on qualitative data, key dimensions of Product Assurance include (1) Product Quality, which refers to attributes such as freshness, ripeness, and the accuracy of product descriptions; (2) Packaging Quality, which encompasses the use of secure, professional packaging, and appropriate food labelling; and (3) Product Certification, characterized by the presence of recognized food safety and ethical standards. A product is expected to meet or even exceed consumer expectations to ensure satisfaction and fulfil their needs [23]. For example, in the context of online food purchases, consumers develop expectations about taste and flavor based on the information provided on the website. They then evaluated product attributes, such as flavor, portion size, and freshness upon receipt. Only when these

characteristics align with their expectations will they feel satisfied and consider the online retailer trustworthy [24].

Another critical aspect of product assurance is packaging. The material used in packaging not only protects the product from damage or loss but also influences consumer perception. High-quality packaging materials are more attractive to consumers than lower-quality alternatives [25]. Packaging also serves as a key marketing tool, providing essential product information such as origin, production date, ingredients, and usage instructions. Research indicates that packaging elements are among the most influential factors in consumer purchasing decisions. Many producers prefer to use informative packaging as a cost-effective promotional strategy instead of investing in expensive advertisements [25]. For certain products such as fresh food, packaging plays an even more critical role as it must maintain freshness and safety during distribution [24].

In terms of product certification, halal labelling has become an important assurance element, especially in Indonesia, which has the largest Muslim population in the world. In this context, halal certification is a government-mandated requirement for products to bear halal labels, ensuring compliance with Islamic dietary laws [26]. Therefore, this study proposes the following hypothesis to assess the role of product assurance in driving repeat purchasing intentions in an online context:

**H1:** Product assurance positively influences online repurchase intention.

### 3.2.2 Effect of Social Drivers on Online Repurchase Intention

Social Drivers encompass the impact of interpersonal relationships and community-oriented factors on consumers' repurchase decisions. These factors include informal endorsements from social influence, community impact, and product storytelling. The social context in which a product is situated often strengthens consumers' sense of identity and shared purpose, thereby fostering continued patronage.

Based on qualitative findings, the key dimensions of Social Drivers can be delineated into three primary components: (1) Social Influence, which encompasses advice or recommendations from trusted individuals, such as family, peers, or online communities, and their role in shaping consumer trust and confidence; (2) Community Impact, which refers to the consumer's intrinsic motivation to support local farmers, encourage ethical agricultural practices, and contribute to the sustainability of local food systems; and (3) Product Storytelling, which highlights narratives about the origin, background, and ethical values of the product, fostering emotional connections, and reinforcing brand loyalty.

Reading online reviews has become an ingrained habit for most online consumers, emphasizing the important role of reviews as informational cues for evaluating product quality and performance [31]. In line with this, both product ratings and online consumer reviews have been found to exert a positive and significant influence on purchase intentions [32]. Moreover, online consumer reviews and emotional connections significantly impact repurchase intentions. This suggests that user-generated content not only influences initial purchase decisions but also plays a crucial role in maintaining customer engagement and encouraging repeat transactions [33]. Experimental studies also demonstrate that community recommendations and peer influence reduce perceived uncertainty, making consumers more confident in product evaluation and decision making [58]. Additionally, product storytelling, which emphasizes authenticity, emotional connection, and clear usage narratives, has been proven to enhance online customer experience and shape consumer perceptions of product competence [59]. Together, these social drivers play a central role in reinforcing online product assurance in digital commercial environments. Therefore, this study proposes the following hypothesis to assess Social Drivers driving repeat purchasing intention in an online context:

**H2:** Social Drivers positively influences online repurchase intention.

**H3:** Social Drivers positively influences online product assurance.

### 3.2.3 Effect of Service Reliability on Online Repurchase Intention

Service Reliability refers to the perceived functional consistency and dependability of both the e-commerce platform and the seller in facilitating a seamless and trustworthy online shopping experience. This construct encompasses several critical elements, including prompt and effective communication, timely resolution of issues, adherence to promised delivery schedules, and availability of user-friendly and secure payment mechanisms. Collectively, these components shape consumers' perceptions of operational reliability, which, in turn, plays a pivotal role in influencing their intention to engage in repeat purchases.

Drawing from qualitative data, the key dimensions of Service Reliability can be delineated into three primary components: (1) responsiveness, defined as the speed and helpfulness of seller or platform communication in addressing customer inquiries or concerns; (2) Shipping Experience, which reflects the punctuality and condition of product delivery, particularly the assurance of damage-free arrivals; and (3) Payment Convenience, which refers to the accessibility of flexible, efficient, and secure payment options. These dimensions collectively contribute to

shaping consumers' perceptions of reliability in the context of agricultural e-commerce.

Responsiveness has been found to have a significant positive impact on repurchase intention [27]. One way companies enhance responsiveness is through 24/7 customer support via mobile applications, which enables them to address customer concerns efficiently and with minimal effort. This, in turn, helps to foster continued patronage [28]. In addition, on-time product delivery plays a crucial role in influencing consumers' repeat purchase decisions [29]. Furthermore, ease of payment is another important factor contributing to user satisfaction, particularly in food delivery applications. It shapes customers' perceptions of convenience and safety when placing orders online, thereby enhancing their overall experience and increasing their likelihood of repurchase [30]. Therefore, this study proposes the following hypothesis to assess Service Reliability in driving repeat purchasing intentions in an online context:

**H4:** Service Reliability positively influences online repurchase intention.

### 3.2.4 Effect of Price and Promotion on Online Repurchase Intention

Price and promotion reflect consumers' sensitivity to costs and responsiveness to incentive structures in repurchase decisions. This factor includes the appeal of competitive pricing compared to traditional markets, the influence of promotional offers, such as discounts and bundled deals, and the role of loyalty programs in encouraging repeat purchases. Together, these elements enhance the perceived value of the transaction and strengthen consumers' intentions to repurchase agricultural products through online platforms.

The key dimensions derived from qualitative data include (1) Pricing Fairness, which pertains to the relative competitiveness of product pricing in comparison to traditional offline market channels; (2) Discounts and Promotions, which encompass strategically timed offers or bundled packages intended to enhance the attractiveness of the product and stimulate consumer purchasing intention; and (3) Rewards and Loyalty, which involve the provision of tangible incentives, such as points or exclusive benefits, aimed at encouraging repeat purchases and fostering long-term customer loyalty.

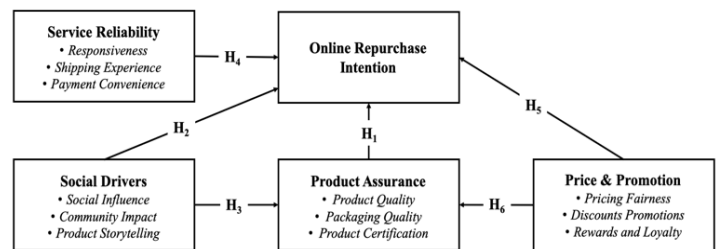
Online shoppers benefit from greater access to information and a wide selection of competitively priced products and services, which reinforces their intention to repurchase from trusted platforms [34]. Repurchase intention is significantly influenced by price, suggesting that perceived price fairness and affordability can directly enhance consumer loyalty and repeat purchases [35]. Promotional programs, such as price discounts, free shipping vouchers, cashback schemes, and

interactive features have a strong impact on repurchase intention [36]. Price and promotion influence product assurance, because fair pricing and attractive promotional offers give consumers a clear signal of product value and seller credibility. When prices are transparent and promotions are relevant, consumers feel more certain that a product is genuine and worth purchasing. Effective pricing and promotion strategies reduce doubts and increase confidence in product quality [60,61]. Therefore, this study proposes the following hypothesis to assess the role of Price and Promotion in driving repeat purchasing intentions in an online context:

**H5:** Price and Promotion positively influences online repurchase intention.

**H6:** Price and Promotion positively influences product assurance.

To gain a deeper understanding of the key drivers of online repurchase intention in the context of Indonesian agricultural e-commerce, this study proposes a conceptual model that outlines the relationships between the core constructs. The hypotheses developed from this model are illustrated in Figure 2.



**Figure 2. A proposed conceptual model from a qualitative phase**

Source: Developed by the authors

## 3.3 Quantitative study

### 3.3.2 Data collection and sample

A structured questionnaire was developed and distributed to a large sample of Indonesian e-commerce users who had previously purchased agricultural products online. Data were collected using an online survey platform. The determination of an appropriate sample size referred to the "20-times rule," which is strongly recommended [37]. Based on these guidelines, a minimum of 300 participants were required. To ensure the reliability of the results and obtain a statistically meaningful representation, the survey was ultimately administered to 320 participants who had previously engaged in online purchases of agricultural products in Indonesia, thereby meeting the minimum sample size requirement.

### 3.3.3 The Development of Research Instrument

A structured questionnaire was the primary instrument for collecting the research data, which was

later subjected to statistical analysis. The questionnaire was carefully designed for clarity and brevity to ensure a high response rate. At the beginning of the survey, participants were informed of the research objectives and ethical considerations, including the confidentiality of responses and the voluntary nature of participation.

The measurement items were adapted from validated scales and refined on the basis of qualitative insights and expert feedback. Each construct was measured using multiple items on a 5-point Likert scale ranging from “strongly disagree” (1) to “strongly agree” (5).

The questionnaire comprised 49 questions, divided into two sections. The first section measured online repurchase intention in the context of agricultural e-commerce in Indonesia, while the second section collected demographic information about the respondents. Of the 49 questions, 46 were developed based on the qualitative findings and further refined through expert input and relevant previous research. These questions were grouped into 15 categories, each representing an observed variable: Product Quality (PQ), Packaging Quality (PACQ), Product Certification (PC), responsiveness (R), Shipping Experience (SE), Payment Convenience (PCO), Social Influence (SI), Community Impact (CI), Product Storytelling (PS), Pricing Fairness (PF), Discounts and Promotions (DP), Rewards and Loyalty (RL), future repurchase plans (FRP), Customer Affinity (CA), and Willingness to Recommend (WR). The remaining three questions focused on respondents’ characteristics. The constructs, dimensions, and items are presented in the appendix.

#### 3.3.4 Research Validity / Reliability

A pilot test was conducted before the main data collection to evaluate the reliability of the instrument. The results showed a high level of internal consistency, with a Cronbach’s alpha of 0.952, confirming the instrument’s reliability.

#### 3.3.5 Data analysis

In the quantitative phase of this study, the researcher used Structural Equation Modeling (SEM) to assess the theoretical model established during the qualitative phase. SEM integrates factor analysis and multiple regression, offering researchers a robust approach for exploring the direct and indirect relationships among variables within the conceptual framework [38]. In this research, IBM AMOS version 29 was chosen as the tool, with a specific emphasis on critical statistical values.

## 4. Results and Discussion

### 4.1 Descriptive Statistics

The descriptive profiles of the survey respondents indicated that the largest age group was between 30 and 39 years, comprising 47.8% of the

sample, followed by those aged 20–29 years (37.5%). In terms of educational attainment, the majority of respondents possessed a bachelor’s degree (56.3%), 25.3% held a master’s degree, 15.9% completed Senior High School, and 2.5% attained a doctoral degree. Regarding online shopping frequency, 42.2% of the participants reported shopping online five to nine times per month, 40.6% shopped between one and four times, and 17.2% engaged in online shopping 10 times or more monthly.

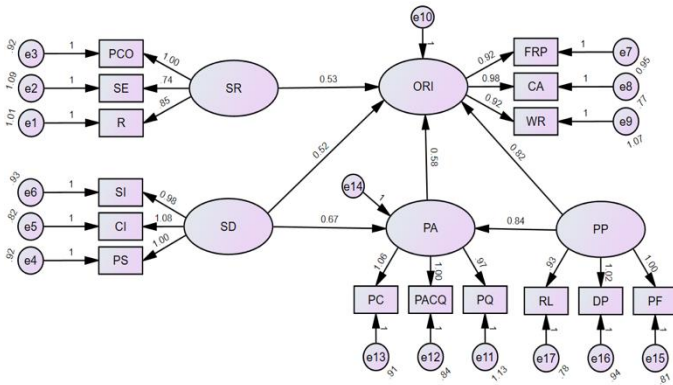
The results of the survey indicated that all 320 respondents completed all survey questions. The five-point Likert scale used to evaluate the responses produced a mean value range between 4.16 and 4.49. The lowest value was obtained for question CA1, whereas the highest value was obtained for questions PQ1 and PACQ1. The consistent and high level of participation of all 320 respondents highlights the importance of the survey’s questions to the study participants. The relatively high mean values suggest that participants found the questions relevant and meaningful, particularly for PQ1 and PACQ1. Conversely, the low mean value for CA1 suggests that this question may have been perceived as less significant or less relevant to participants.

### 4.2 Analysis of Structural Model

Loading Factors, Average Variance Extracted (AVE), and Composite Reliability (CR) were used to assess the validity and reliability of the model [62]. All indicator-maintained loading factors were  $> 0.7$ , confirming strong reliability. Furthermore, AVE values exceeded the 0.5 threshold, supporting convergent validity by demonstrating that each construct explains a sufficient amount of variance in its indicators [60]. The results indicated that all items met the required thresholds and were considered valid based on their loading factor values.

The AVE values for Product Assurance, Service Reliability, Social Drivers, Price and Promotion, and Repurchase Intention all exceed the 0.5 threshold. Likewise, their Composite Reliability (CR) values were above 0.7, indicating strong convergent validity and internal consistency. Furthermore, the dimensions of Product Quality (PQ), Packaging Quality (PACQ), Product Certification (PC), Responsiveness (R), Shipping Experience (SE), Payment Convenience (PCO), Social Influence (SI), Community Impact (CI), Product Storytelling (PS), Pricing Fairness (PF), Discounts and Promotions (DP), Rewards and Loyalty (RL), Future Repurchase Plan (FRP), Customer Affinity (CA), and Willingness to Recommend (WR) also exhibit AVE values above 0.5. In terms of CR, all of these dimensions likewise exceed the 0.7 threshold, confirming the reliability of each construct.

The next step presents the results of the structural model analysis based on the qualitative-derived model using the AMOS software. The chi-square value was not statistically significant at the 0.05 level, with a relative chi-square ( $\chi^2/df$ ) of 0.76. The goodness-of-fit indicators also demonstrated satisfactory values (GFI = 0.937, AGFI = 0.915, RMR = 0.18, and RMSEA = 0.000). These results indicate a good fit between the model and the empirical data, providing support for the adequacy of the model [39].



**Figure 3. Standardized estimates result of the Structural Equation Modeling, using AMOS Graphics.**

Source: Developed by the authors

In conclusion, the model developed from the qualitative phase demonstrates that online repurchase intention for agricultural products on Indonesia's e-commerce platforms is influenced by the weighted contribution of each observed variable. These findings indicate that the model provides a reliable and valid framework for assessing online repurchase intentions in this context. Furthermore, the structural model derived from the qualitative phase was validated through the assessment of various statistical indicators, thereby confirming the theoretical soundness and empirical adequacy of the proposed framework.

Table 3 presents the regression weights, which indicate a significant influence of online repurchase intentions. The variables of product assurance, service reliability, social drivers, price, and promotion were found to have a significant impact on online repurchase intention for agricultural products on Indonesia's e-commerce platforms.

H1: There is a positive and significant relationship between Product Assurance and Online Repurchase Intention for agricultural products on e-commerce platforms ( $\beta = 0.648$ ,  $p = 0.004$ ), with a critical ratio (C.R.) of 2.885. This indicates a statistically significant relationship at the 0.05 level. The probability of obtaining a critical ratio as large as 2.885 in absolute value was 0.004, meaning that the regression weight for Product Assurance was significantly different from zero at the 0.05 significance level (two-tailed). These results support the hypothesis that perceived product assurance positively influences consumers' intentions to repurchase.

H2: There is a positive significant difference between Social Drivers and Online Repurchase Intention ( $\beta = .413$ ,  $p = .005$ ), with a critical ratio of 2.836 and a, confirming statistical significance at the two-tailed level (two-tailed). These results indicate that Social Drivers contribute meaningfully and positively to the variance in Online Repurchase Intention. The statistical strength of this relationship highlights the relevance of Social Drivers as key influencing factors in the structural model. This evidence supports the hypothesis that consumers' repeated purchase intentions are significantly shaped by social-related variables, as captured in this study.

H3: The path from Social Drivers to Product Assurance was found to be positive and statistically significant ( $\beta = 0.609$ ,  $p = 0.010$ ), with a critical ratio (C.R.) of 2.567, indicating statistical significance at the 0.05 level. This result confirms that Social Drivers positively and significantly influence Product Assurance.

H4: There is a significant relationship between Service Reliability and Online Repurchase Intention for agricultural products on e-commerce platforms ( $\beta = 0.570$ ,  $p = 0.025$ ), which is statistically significant at the 0.05 level (two-tailed). These results confirm that Service Reliability exerts a positive and significant influence on consumers' intention to repurchase agricultural products online. The strength of this relationship demonstrates that the perception of reliability of services plays a substantial role in shaping consumers' continued use of e-commerce for agricultural product purchases. This evidence supports the inclusion of Service Reliability as a key construct within the tested structural model.

Table 3. Relative influence of items (Regression Weights)

Hypotheses	Estimate	S.E.	C.R (t-value)	P-value	Significant
H1: Online Repurchase Intention <--- Product Assurance	.648	.225	2.885	.004*	Supported
H2: Online Repurchase Intention <--- Social Drivers	.570	.254	2.241	.025*	Supported
H3: Product Assurance <--- Social Drivers	.609	.222	2.567	.010*	Supported
H4: Online Repurchase Intention <--- Service Reliability	.413	.145	2.836	.005*	Supported
H5: Online Repurchase Intention <--- Price Promotion	.469	.257	1.988	.048*	Supported
H6: Product Assurance <--- Price Promotion	.421	.135	2.236	.022*	Supported

Note. \*  $p < 0.05$

H5: A significant relationship was found between Price and Promotion to Online Repurchase Intention ( $\beta = 0.469$ ,  $p = 0.048$ ), with a critical ratio (C.R.) of 1.988. This demonstrates that Price and Promotion have a significant impact on Online Repurchase Intention at the 0.05 level (two-tailed). This implies that competitive pricing strategies, combined with effective promotional campaigns, can positively influence consumers' decisions to make repeat purchases. Price sensitivity and perceived value are key considerations in consumers' online shopping experiences.

H6: The path from Price and Promotion to Product Assurance was found to be positive and statistically significant ( $\beta = 0.421$ ,  $p = 0.022$ ), with a critical ratio (C.R.) of 2.236, indicating statistical significance at the level of 0.05. This finding suggests that pricing strategies, such as fairness, affordability, and transparency, combined with effective promotional efforts, including discounts, loyalty rewards, and bundled offerings, can enhance consumers' perception of product assurance. When customers perceive that prices are reasonable and promotional activities are beneficial and relevant, they increase their confidence in a product's quality and reliability. This strengthens their trust in the platform and encourages future repurchase behavior in agricultural e-commerce environments.

In summary, the quantitative findings provide a comprehensive understanding of the multifaceted factors influencing online repurchase intention in the context of e-commerce of agricultural products in Indonesia.

#### 4.4 Discussion

This study reveals a positive and significant relationship between Product Assurance and Online Repurchase Intention for agricultural products on e-commerce platforms. Consumers demonstrate a greater likelihood of repurchasing when agricultural products consistently meet quality expectations, particularly in terms of freshness, alignment with product descriptions, and ripeness. Proper packaging, including clean and secure presentation along with harvest and expiration date labelling, further strengthens consumer trust. Additionally, valid certifications, such as halal, organic, or official food safety endorsements, serve as credible indicators that reinforce the perceived reliability of the product, thereby enhancing repurchase intention.

Previous studies have underscored the critical role of product quality in shaping consumer repurchase behavior. Consumers consistently seek high-quality products, and improvements in product quality increase the likelihood of repeat purchases [40]. Product quality significantly contributes to consumers' repurchase decisions, and higher product quality is positively associated with customer satisfaction [41,42]. Packaging functions as a communication tool between producers and consumers, incorporating both visual and informational elements that influence emotional and cognitive responses [43]. Informational content, including written and material cues, supports consumers' rational decision-making processes [44]. Certification also reduces perceived risk and facilitates quality assessment, while simultaneously supporting farmer income and market access.

The study further demonstrates a significant positive relationship between Service Reliability and Online Repurchase Intention. When consumers perceive that e-commerce services are responsive, offer timely shipping, and provide convenient and secure payment processes, the likelihood of repeat purchase increases. These service dimensions play a vital role in building consumer confidence and fostering long-term loyalty, particularly in digital agricultural commerce in emerging markets, where reliable logistics and service assurance serve as key differentiators. Ensuring timely and consistent delivery remains a pressing challenge for e-commerce providers in developing countries. The availability of express delivery options has a critical impact on customer satisfaction and repurchase intentions. Conversely, delivery delays can negatively affect consumers' emotional states and values [45,46].

Another important determinant of online repurchase intention for agricultural products in Indonesian e-commerce is Social Drivers. Social influences such as peer recommendations, product ratings, and positive word-of-mouth significantly shape consumer intentions. These findings support the effectiveness of digital word-of-mouth and user reviews in encouraging repurchase behavior. Rating systems in online marketplaces, such as star-based evaluations, provide a useful benchmark for seller reputation, and user-generated reviews reflect consumers' overall assessments of product quality and services [47,48]. Online customer reviews are particularly valuable owing to their capacity to inform and persuade prospective buyers. These reviews significantly influence consumers' perceptions and purchase decisions. Beyond individual peer influence, the broader impact of online communities is increasingly shaping consumer behavior in the context of agricultural e-commerce [49,50,51]. Consumers increasingly prefer to support local farmers and contribute to the resilience of local economies, reinforcing the social value attached to their purchases. This sense of community involvement enhances trust and loyalty, beyond individual transactions. Moreover, product storytelling has emerged as a powerful marketing tool to deepen emotional engagement. Narratives about product origin, the background of producers, and sustainable farming practices help to create a meaningful connection between consumers and the products they buy. By sharing authentic stories, sellers can foster long-term relationships and strengthen consumer commitment in the digital agricultural marketplace.

In the Indonesian context, social values also influence consumers' intentions. A segment of consumers is motivated not solely by personal benefits, but also by the desire to contribute to the local economy. A sense of nationalism and pride in local

products fosters consumer intention to support local producers and enhances community-based economic resilience [52]. Moreover, consumers tend to develop deeper emotional connections with brands that integrate storytelling into messaging. Story-based branding enhances engagement and is perceived as more credible when delivered through structured authentic narratives [53,54].

Price and promotions are key determinants of repeat purchases. Factors such as pricing fairness, discounts, promotional offers, and loyalty rewards significantly influence consumers' repurchase decisions. Customers tend to feel valued when they receive exclusive treatment, which strengthens brand loyalty. Price has a notable impact on purchase decisions, particularly when it is perceived as affordable and aligns with product value [55]. Pricing plays a significant role in shaping purchase intentions, with strategies such as free shipping and discounts contributing to higher perceived value and fostering repeat purchase behavior [45,56]. Receiving discounts often creates a sense of preferential treatment, reinforcing customer appreciation and fostering loyalty. Building on this, exclusive benefits strengthen relational commitment and mitigate brand-switching tendencies, ultimately supporting sustained long-term customer engagement [57].

#### *4.4.1 The Mediating Role of Product Assurance: Insights from Social Drivers and Price & Promotion*

The results also indicate that social validation, such as a large number of positive reviews and endorsements from the community, serves as a cognitive heuristic in consumer decision making. When consumers observe widespread approval from others, they are more likely to perceive the product as having higher quality and reliability, which in turn reduces uncertainty and lowers perceived risk before making a purchase.

The significant path from Price & Promotion to Product Assurance suggests that pricing strategies play a role beyond mere transactions and function as indicators of product quality. When pricing is perceived as fair and transparent and promotional offers are reasonable and consistent, consumers are more likely to trust the product's inherent value and credibility. This trust contributes to a stronger perception of product assurances.

## **5. Research Implication**

This study contributes to the existing literature on consumer intention in agricultural e-commerce by empirically validating a structural model that incorporates Product Assurance, Service Reliability, Social Drivers, and Price and Promotion as determinants of Online Repurchase Intention. Academically, it enriches the understanding of how

quality-related cues, such as certification and packaging, combined with platform service performance and social influence mechanisms, shape consumer loyalty in the context of online agricultural product purchases. The findings demonstrate the robustness of these constructs in explaining repeated purchase intentions, particularly in emerging market contexts, such as Indonesia. Furthermore, the study confirms that perceived service quality and pricing strategies are critical in building consumer trust and satisfaction, reinforcing the applicability of repurchase intention frameworks in the agri-digital commerce sector. The use of IBM AMOS 29 for model validation supports methodological rigor and offers a replicable analytical approach for future studies on consumer intentions in digital agriculture.

From a practical standpoint, these findings provide actionable insights for e-commerce platforms, agricultural product vendors, marketing professionals, and policymakers. For platforms and sellers, the emphasis on product assurance suggests the need for rigorous quality control, clear labeling, and certified standards (e.g., halal and organic) to instill consumer trust. The significance of service reliability highlights the importance of delivering consistent and responsive customer experiences including on-time shipping and seamless digital payment systems.

The role of Social Drivers is particularly notable, and has implications for digital marketing teams, branding strategists, and community engagement units. The findings emphasize that peer recommendations, online reviews, and word of mouth are pivotal in influencing consumer trust and loyalty. Additionally, this study highlights the growing importance of community impact, where consumers show a strong preference for supporting local farmers and contributing to the resilience of local economies. Brand storytelling through narratives about product origin, producer background, or sustainability practices can foster deeper emotional engagement, making it an essential tool for marketers aiming to build long-term consumer relationships in agricultural e-commerce.

Price and Promotion strategies are highly influential, especially for platform operators and sales strategy teams. This research underscores the effectiveness of fair pricing, seasonal discounts, bundled deals, and loyalty rewards in driving repeated purchases. These strategies should be tailored to foster a sense of exclusivity and appreciation, thereby strengthening customers' emotional and transactional commitments to a particular seller or platform. Marketing departments should also consider segmenting promotions based on consumer behavior data to enhance personalization and conversion rates. Collectively, these implications urge industry actors to adopt more consumer-centric, socially aware, and

emotionally engaging approaches to their digital commerce operations. By aligning service delivery, pricing, and promotional communication with consumer values and community impact, platforms can not only enhance repeat purchase behavior but also contribute to the sustainability and inclusivity of the agricultural digital economy.

This study reveals the dual benefits of investing in social proof and fair pricing for marketers. Not only do these strategies directly attract customers, they also indirectly boost repurchases by strengthening the core perception of product quality and reliability. Therefore, showcasing customer testimonials along with clear pricing information on product pages could be a particularly effective strategy.

## 6. Conclusion

This study fills a critical gap in agricultural e-commerce research by validating a structural model that identifies Product Assurance, Service Reliability, Social Drivers, and Price and Promotion as significant determinants of online repurchase intention. In addition to identifying these key drivers, this study reveals the underlying mechanisms by which they influence consumer behavior, particularly emphasizing the mediating role of Product Assurance. The findings confirm that product quality attributes, such as freshness, packaging, and certifications, such as halal and organic, enhance consumer trust and drive loyalty. Service-related factors, such as timely delivery and ease of digital payment, contribute to the development of habitual repurchasing behavior. Social Drivers, including peer recommendations, user reviews, and community support for local farmers, not only strengthen social connections and loyalty, but also significantly enhance Product Assurance. This suggests that social validation reinforces perceived quality and trustworthiness. Similarly, Price and Promotion strategies directly influence repurchase intentions and positively impact Product Assurance. Competitive pricing, discounts, and promotional offers act as signals of quality, increasing consumer confidence in product value and seller reliability. Storytelling about a product's origin, producer background, and sustainability further deepens emotional engagement, while pricing strategies such as bundles, discounts, and loyalty programs encourage repeat purchases by creating a sense of value and appreciation.

This study contributes to the literature on consumer behavior in agricultural e-commerce and offers practical insights to platforms, sellers, marketers, and policymakers. By explicitly showing how Product Assurance mediates key influences, our findings provide a more nuanced understanding of how consumer trust and loyalty develop in digital agricultural marketplaces.

The recommendations derived from this study highlight four strategic areas for strengthening agricultural e-commerce. Product assurance can be enhanced through a Freshness Guarantee badge and blockchain-based farm-to-table traceability accessible via QR codes, ensuring authenticity, freshness, and brand credibility. To optimize Service Reliability, platforms may implement a 24/7 AI-driven chatbot for instant query resolution and collaborate with hyperlocal delivery partners to provide guaranteed two-hour slots in urban areas, thereby offering a seamless shopping journey. Leveraging Social Drivers involves initiatives such as a Farmer of the Month campaign, with video storytelling and referral programs rewarding both referrers and new users. Finally, strategic Price and Promotion efforts include tiered loyalty programmes and dynamic pricing bundles.

Future research can expand this model to other regions and contexts. Although this study focused on Indonesian consumers, examining these determinants in different cultural, economic, or technological settings may reveal context-specific variations. Furthermore, including perspectives from other stakeholders such as farmers, platform operators, and delivery personnel could offer a more comprehensive understanding of the agricultural e-commerce ecosystem. Broadening research across user groups and geographic markets will help improve strategies to sustain growth, trust, and repurchase behavior in digital agricultural commerce.

## Declarations

### *Author Contributions*

All authors contributed to the article structure. All 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.

### *Acknowledgements*

This work was supported by King Mongkut's Institute of Technology, Ladkrabang, Thailand, in a grant for the KMITL Doctoral Scholarship (Grant No. KDS2021/103)

### *Conflicts of Interest*

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

## References

- [1] SUBEJO D. *Strategic Importance of Agricultural Development in Global Economies*. Penerbit Agribisnis, Jakarta, 2007.
- [2] MINISTRY OF AGRICULTURE OF THE REPUBLIC OF INDONESIA. *E-Commerce Dorong Pemulihan Ekonomi Nasional*. 2020-09-01.  
<https://rb.pertanian.go.id/?show=news&act=view&id=297>
- [3] RIDAURA S., HARYANTO T., MAULANA R., and SETYAWAN A. Consumer Engagement Strategies in Agricultural E-Commerce. *Journal of Digital Commerce*, 2021, 15(1): 80–95.  
<https://doi.org/10.47134/jbea.v1i1.54>
- [4] SMIDT J., and JOKONYA O. The Impact of Transaction Costs on Agricultural E-Commerce Platforms. *Journal of Agribusiness and Economics*, 2022, 12(3): 45.
- [5] KUBATKO J., SANTOS M., LEE C., and WANG H. Barriers to Market Access for Smallholder Farmers in E-Commerce Platforms: Evidence from Southeast Asia. *International Journal of Agricultural Marketing*, 2022, 29(4): 112–130.
- [6] VERMAAT M. E. *Discovering Computers 2017: Digital Technology, Data, and Devices*. Cengage Learning, Boston, 2016.
- [7] Ni Made Yulia Dewati Ayu, N. M. Y. D. A., & Jakaria. (2023). The Impact of E-Commerce on Indonesia's Economic Growth. *Jurnal Ekonomi Trisakti*, 3(2).  
<https://doi.org/10.25105/jet.v3i2.17499>
- [8] SUWASTOYO B. The Potential of the Digital Economy and E-Commerce in Indonesia. *Center for Indonesian Policy Studies*, 2024-04-03.
- [9] FIRMANSYAH M. *Product and Brand Marketing*. PT RajaGrafindo Persada, Jakarta, 2019.
- [10] ANUGRAH I. S., HESTINA J., SURYANI E., WAHYUNI S., and HERMANTO. Performance of E-Commerce Toko Tani Indonesia in Food

- Distribution Development. *Jurnal Analisis Kebijakan Pertanian*, 2022, 20(1): 49–71. <https://doi.org/10.21082/akp.v20n1.2022.49-71>
- [11] RAFANI I., ANDOKO E., and SUDARYANTO T. *E-commerce in agriculture: The implementation of urban farming development in Indonesia*. FFTC Agricultural Policy Platform, 2021. <https://ap.fftc.org.tw/article/2890>
- [12] SAFRIN F., and SIMANJORANG F. Optimizing e-commerce as a marketing channel for online retailers in Medan City. *Research Horizon*, 2023, 3(3): 235–248. <https://doi.org/10.54518/rh.3.3.2023.235-248>
- [13] NILSSON J., and WALL O. *Online customer experience, satisfaction and repurchase intention for online clothing retailing*. 2017.
- [14] LOURO M. J., PIETERS R., and ZEELLENBERG M. Negative returns on positive emotions: The influence of pride and self-regulatory goals on repurchase decisions. *Journal of Consumer Research*, 2005, 31(4): 833–840. <https://doi.org/10.1086/426619>
- [15] KOO D. M., and JU S. H. The interactional effects of atmospherics and perceptual curiosity on emotions and online shopping intention. *Computers in Human Behavior*, 2010, 26(3): 377–388. <https://doi.org/10.1016/j.chb.2009.11.009>
- [16] TRIVEDI S. K., and YADAV M. Repurchase intentions in Y generation: mediation of trust and e-satisfaction. *Marketing Intelligence and Planning*, 2020, 38(4): 401–415. <https://doi.org/10.1108/MIP-02-2019-0072>
- [17] DONG X., ZHAO H., and LI T. The role of live-streaming e-commerce on consumers' purchasing intention regarding green agricultural products. *Sustainability*, 2022, 14(7): 4374. <https://doi.org/10.3390/su14074374>
- [18] YU Z., and ZHANG K. The determinants of purchase intention on agricultural products via public-interest live streaming for farmers during COVID-19 pandemic. *Sustainability*, 2022, 14(21): 13921. <https://doi.org/10.3390/su142113921>
- [19] SETIAWATI H., HARTOYO H., and SIMANJUNTAK M. Analysis on intention of purchasing organic foods by the undergraduate students of IPB using the Theory of Planned Behavior approach. *Jurnal Manajemen dan Agribisnis*, 2018, 15(2): 198–207. <https://doi.org/10.17358/jma.15.2.198>
- [20] ZHENG S., LYU X., WANG J., and WACHENHEIM C. Enhancing sales of green agricultural products through live streaming in China: what affects purchase intention? *Sustainability*, 2023, 15(7): 5858. <https://doi.org/10.3390/su15075858>
- [21] RAHAYU N., PRATIWI R. D., MAHARANI N. R., and MAULANA R. Pengembangan ekonomi Indonesia menghadapi tantangan transformasi digital. *ADI Digital Business Interdisciplinary Journal*, 2023, 4(1): 1–4. 10.34306/adbis.v4i1.986
- [22] CRESWELL J. W., and CLARK V. L. P. *Designing and Conducting Mixed Methods Research*. SAGE Publications, 2006.
- [23] AGARWAL D., SINGH J. B., and TRIPATHI S. P. E-Commerce: True Indian Picture. *Journal of Advances in Information Technology*, 2012, 3(4): 250–257. 10.4304/jait.3.4.250-257.
- [24] MOFOKENG T. E. The impact of online shopping attributes on customer satisfaction and loyalty: Moderating effects of e-commerce experience. *Cogent Business & Management*, 2021, 8(1). <https://doi.org/10.1080/23311975.2021.1968206>
- [25] SHAH S., AHMED A., and AHMAD N. Role of packaging in consumer buying behavior. *International Review of Basic and Applied Sciences*, 2013, 1(2): 35–41. <https://doi.org/10.52711/2321-5763.2021.00078>
- [26] DJUNAIDI M., OKTAVIA C. B. A., FITRIADI R., and SETIAWAN E. Perception and consumer behavior of halal product toward purchase decision in Indonesia. *Jurnal Teknik Industri*, 2021, 22(2): 171–184. <https://doi.org/10.22219/JTIUMM.Vol22.No2.171-184>

- [27] SHERLY S., and KENI K. S-Commerce cues sebagai prediktor terhadap repurchase intention: Customer satisfaction sebagai variabel mediasi. *Jurnal Muara Ilmu Ekonomi dan Bisnis*, 2022, 6(1): 43–56. <https://doi.org/10.24912/jmieb.v6i1.16190>
- [28] KUMAR V., RAJAN B., GUPTA S., and DALLA POZZA I. Customer engagement in service. *Journal of the Academy of Marketing Science*, 2019, 47(1): 138–160. [10.1007/s11747-017-0565-2](https://doi.org/10.1007/s11747-017-0565-2)
- [29] CHATURVEDI P., and AGNIHOTRI D. A study on analysis of factors influencing delivery time preference & customer repurchase intention for e-tailing websites. *International Journal of Management Studies*, 2019, 6(1,6): 57–66. [https://doi.org/10.18843/ijms/v6i1\(6\)/07](https://doi.org/10.18843/ijms/v6i1(6)/07)
- [30] YOOPETCH C., SIRIPHAN P., and CHIRAPANDA S. Effects of application satisfaction, promotions, ease of payment and convenience on intention to repurchase food online. *Journal of Hunan University (Natural Sciences)*, 2022, 49(5): 71–80. <https://doi.org/10.55463/issn.1674-2974.49.5.9>
- [31] POOJA K., and UPADHYAYA P. What makes an online review credible? A systematic review of the literature and future research directions. *Management Review Quarterly*, 2024, 74: 627–659. <https://doi.org/10.1007/s11301-022-00312-6>
- [32] RAMADHANI T., and SANJAYA V. F. The influence of ratings and online customer reviews on purchase intention with trust as a mediating variable on the Shopee marketplace from the perspective of Islamic economics. *Journal of Islamic Business Management*, 2021, 2(2): 155–174. Retrieved from <http://ejournal.radenintan.ac.id/index.php/RJMBI/article/view/9623/4783>
- [33] YUNUS M., FAUZI A., and RINI E. S. The effect of e-service quality and customer satisfaction on repurchase intention through online consumer review as intervening variables in the marketplace Shopee. *Journal Research of Social Science, Economics, and Management*, 2022, 1(6): 669–679. <https://doi.org/10.59141/jrssem.v1i6.75>
- [34] SUHAILY L., and SOELASIH Y. What effects repurchase intention of online shopping. *International Business Research*, 2017, 10(12): 113–121. <https://doi.org/10.5539/ibr.v10n12p113>
- [35] BUDI UTOMO S., NUGRAHA J. P., SRI WAHYUNINGSIH E., INDRAPRAJA R., and BINSAR KRISTIAN PANJAITAN F. A. Analysis of the effectiveness of integrated digital marketing communication strategies in building MSMEs brand awareness through social media. *Jurnal Sistem Informasi dan Teknologi (JSISFOTEK)*, 2023, 5(4): 8–13. <https://doi.org/10.60083/jsisfotek.v5i4.311>
- [36] ZAKY M. H., and PURNAMI N. M. The influence of green marketing mix on purchasing decisions of Big Tree Farms products at Lotus Food Services. *E-Journal of Management, Udayana University*, 2020, 9(2): 678. <https://doi.org/10.24843/ejmunud.2020.v09.i02.p14>
- [37] HAIR J. F., BLACK W. C., BABIN B. J., and ANDERSON R. E. *Multivariate Data Analysis* (8th ed.). United Kingdom: Cengage Learning, 2018.
- [38] HAIR J. F., ANDERSON R. E., and TATHAM R. L. Multivariate data analysis with readings. *Journal of the Royal Statistical Society*, 1988, 151(3): 558. <https://doi.org/10.2307/2983017>
- [39] BENTLER P. M. Comparative fit indexes in structural models. *Psychological Bulletin*, 1990, 107(2): 238–246. <https://doi.org/10.1037/0033-2909.107.2.238>
- [40] HASANAH W. U., and MURNIATI D. E. The effects of product and service quality on repurchase decisions. In: *International Conference on Technology and Vocational Teachers (ICTVT) 2020*, Vol. 1833, No. 1, p. 012065. IOP Publishing, 2021. <https://doi.org/10.1088/1742-6596/1833/1/012065>
- [41] FIANI M., and JAPARIANTO E. Analysis of the influence of food quality and brand image on purchasing decisions of Roti Kecil at Ganep's Bakery in Solo City. *E-Journal of Marketing Management*, 2012, 1(1). Surabaya: Petra Christian University.

- [42] LASANDER C. Brand image, product quality, and promotion: Their influence on consumer satisfaction with traditional food. *E-Journal*, 2013, 1(3). Manado: Sam Ratulangi University.
- [43] RETTIE R., and BREWER C. The verbal and visual components of package design. *Journal of Product & Brand Management*, 2000, 9(1): 56–68 <https://doi.org/10.1108/10610420010316339>
- [44] SILAYOI P., and SPEECE M. Packaging and purchase decisions: A focus group study on the impact of involvement level and time pressure. *British Food Journal*, 2004, 106(8): 607–628. <https://doi.org/10.1108/00070700410553602>.
- [45] ALI A., and BHASIN J. Understanding customer repurchase intention in e-commerce: Role of perceived price, delivery quality, and perceived value. *Jindal Journal of Business Research*, 2019, 8(2): <https://doi.org/10.1177/2278682119850275>
- [46] DEMOULIN N. T., and DJELASSI S. Customer responses to waits for online banking service delivery. *International Journal of Retail & Distribution Management*, 2013, 41(6): 442–460. <https://doi.org/10.1108/IJRDM-04-2013-0074>
- [47] DEMOULIN N. T., and DJELASSI S. Customer responses to waits for online banking service delivery. *International Journal of Retail & Distribution Management*, 2013, 41(6): 442–460. <https://doi.org/10.1108/IJRDM-04-2013-0074>
- [48] FILIERI R., RAGUSEO E., and VITARI C. What moderates the influence of extremely negative ratings? The role of review and reviewer characteristics. *International Journal of Hospitality Management*, 2019, 77: 333–341. <https://doi.org/10.1016/j.ijhm.2018.07.001>.
- [49] PURNAWIRAWAN N., EISEND M., DE PELSMACKER P., and DENS N. A meta-analytic investigation of the role of valence in online reviews. *Journal of Interactive Marketing*, 2015, 31: 17–27. <https://doi.org/10.1016/j.intmar.2015.03.001>
- [50] MAGILOVA E., SLADE E., RANA N. P., and DWIVEDI Y. K. The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. *Journal of Retailing and Consumer Services*, 2020, 53: Article 101736. <https://doi.org/10.1016/j.jretconser.2019.101736>
- [51] VERMA D., DEWANI P. P., BEHL A., and DWIVEDI Y. K. Understanding the impact of eWOM communication through the lens of information adoption model: A meta-analytic structural equation modeling perspective. *Computers in Human Behavior*, 2023, 143: Article 107710. <https://doi.org/10.1016/j.chb.2022.107710>
- [52] SISWANTO. Loving domestic products as a manifestation of national defense in the global era. *Journal of Defense and State Defense*, 2019, 7(3). <https://doi.org/10.33172/jpbh.v7i3.239>
- [53] KANG S., KO H., and CHOY Y. 4-dimensional context management for interactive virtual storytelling. In Z. G. Pan, H. Diener, X. G. Jin, S. Göbel, & L. Li (Eds.), *Technologies for E-Learning and Digital Entertainment*, Proceedings (Vol. 3942, pp. 438–443). Berlin: Springer-Verlag, 2006.
- [54] LEE E. B., LEE S. G., and YANG C. G. The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management & Data Systems*, 2017, 117(6): 1011–1036. <https://doi.org/10.1108/IMDS-06-2016-0229>
- [55] GUNARSIH C. M., KALANGI J. A. F., and TAMENGKEL L. F. Pengaruh harga terhadap keputusan pembelian konsumen di Toko Pelita Jaya Buyungon Amurang. *Productivity*, 2021, 2(1): 69–77.
- [56] WU L.-Y., CHEN K.-Y., CHEN P.-Y., and CHENG S.-L. Perceived value, transaction cost, and repurchase intention in online shopping: A relational exchange perspective. *Journal of Business Research*, 2014, 67(1): 2768–2776. <https://doi.org/10.1016/j.jbusres.2012.09.007>
- [57] CHOU S., and CHEN C.-W. The influences of relational benefits on repurchase intention in service contexts: The roles of gratitude, trust and commitment. *Journal of Business & Industrial Marketing*, 2018. <https://doi.org/10.1108/JBIM-08-2017-0187>

[58] TALIB Y.Y.A. and SAAT R.M. Social proof in social media shopping: An experimental design research. SHS Web of Conferences, 2017, 34: 02005.

<https://doi.org/10.1051/shsconf/20173402005>

[59] GARCZAREK BAK U., SZYMKOIWAK A., JAKS Z., and JANSTO E. Impact of product vs brand storytelling on online customer experience. International Journal of Wine Business Research, 2024, 36(3): 370–405.

[60] CHEN Y., LIN X., and XU S. The effects of pricing strategies and promotional cues on online consumer behavior. Journal of Interactive Marketing, 2022, 58: 22–35.

[61] WIJAYA A. and SETIAWAN H. The impact of price transparency and promotion strategy on consumer confidence in e-commerce. Jurnal Manajemen dan Bisnis Indonesia, 2023, 13(2): 112–123.

[62] SAVALEI V. Improving fit indices in structural equation modeling with categorical data. Multivariate Behavioral Research, 2021, 56(3): 390–407.

<https://doi.org/10.1080/00273171.2020.1717922>.

[63] WHITTAKER T. A. Using the modification index and standardized expected parameter change for model modification. Journal of Experimental Education, 2012, 80(1): 26–44.

<https://doi.org/10.1080/00220973.2010.531299>.

### 参考文献:

[1] SUBEJO D. 《农业发展在全球经济中的战略重要性》. 《农业企业出版社》, 雅加达, 2007年.

[2] 印度尼西亚共和国农业部. 《电子商务推动国家经济复苏》. 2020年9月1日. <https://rb.pertanian.go.id/?show=news&act=view&id=297>

[3] IDAURA S., HARYANTO T., MAULANA R., and SETYAWAN A. 《农业电子商务中的消费者参与战略》. 《数字商务期刊》, 2021年, 第15卷第1期: 80–95.

<https://doi.org/10.47134/jbea.v1i1.54>

[4] SMIDT J., 和 JOKONYA O. 《农业电子商务平台中的交易成本影响》. 《农业企业与经济学期刊》, 2022年, 第12卷第3期: 45.

[5] KUBATKO J., SANTOS M., LEE C., 和 WANG H. 《东南亚小农进入电子商务平台的市场障碍》. 《国际农业营销期刊》, 2022年, 第29卷第4期: 112–130.

[6] VERMAAT M. E. 《发现计算机 2017: 数字技术、数据与设备》. Cengage Learning 出版社, 波士顿, 2016年.

[7] Ni Made Yulia Dewati Ayu, N. M. Y. D. A., 和 Jakaria. 《电子商务对印度尼西亚经济增长的影响》. 《Trisakti 经济学期刊》, 2023年, 第3卷第2期. <https://doi.org/10.25105/jet.v3i2.17499>

[8] SUWASTOYO B. 《印度尼西亚数字经济与电子商务的潜力》. Center for Indonesian Policy Studies, 2024年4月3日.

[9] FIRMANSYAH M. 《产品与品牌营销》. PT RajaGrafindo Persada, 雅加达, 2019年.

[10] ANUGRAH I. S., HESTINA J., SURYANI E., WAHYUNI S., 和 HERMANTO. 《印度尼西亚农民商店电子商务在粮食分销发展中的绩效》. 《农业政策分析期刊》, 2022年, 第20卷第1期: 49–71. <https://doi.org/10.21082/akp.v20n1.2022.49-71>

[11] RAFANI I., ANDOKO E., 和 SUDARYANTO T. 《农业中的电子商务: 在印度尼西亚实施城市农业发展的经验》. FFTC 农业政策平台, 2021年. <https://ap.fftc.org.tw/article/2890>

[12] SAFRIN F., 和 SIMANJORANG F. 《优化电子商务作为棉兰市在线零售商的营销渠道》. 《

研究视野》, 2023 年, 第 3 卷第 3 期: 235–248.  
<https://doi.org/10.54518/rh.3.3.2023.235-248>

[13] NILSSON J., 和 WALL O. 《在线客户体验、满意度与服装电子零售的再购买意图》. 2017 年.

[14] LOURO M. J., PIETERS R., 和 ZEELLENBERG M. 《积极情绪的负面回报: 自豪感与自我调节目标对再购买决策的影响》. 《消费者研究期刊》, 2005 年, 第 31 卷第 4 期: 833–840. <https://doi.org/10.1086/426619>

[15] KOO D. M., 和 JU S. H. 《氛围与感知好奇心的交互作用对情绪和网络购物意向的影响》. 《人类行为中的计算机》, 2010 年, 第 26 卷第 3 期 : 377–388.  
<https://doi.org/10.1016/j.chb.2009.11.009>

[16] TRIVEDI S. K., 和 YADAV M. 《Y 世代的再购买意向: 信任与电子满意度的中介作用》. 《营销情报与规划》, 2020 年, 第 38 卷第 4 期: 401–415. <https://doi.org/10.1108/MIP-02-2019-0072>

[17] DONG X., ZHAO H., 和 LI T. 《直播电子商务对消费者绿色农产品购买意向的作用》. 《可持续性》, 2022 年, 第 14 卷第 7 期: 4374. <https://doi.org/10.3390/su14074374>

[18] YU Z., 和 ZHANG K. 《COVID-19 大流行期间农民公益直播对农产品购买意向的决定因素》. 《可持续性》, 2022 年, 第 14 卷第 21 期: 13921. <https://doi.org/10.3390/su142113921>

[19] SETIAWATI H., HARTOYO H., 和 SIMANJUNTAK M. 《基于计划行为理论的 IPB 本科生有机食品购买意向分析》. 《管理与农业企业期刊》, 2018 年, 第 15 卷第 2 期: 198–207. <https://doi.org/10.17358/jma.15.2.198>

[20] ZHENG S., LYU X., WANG J., 和 WACHENHEIM C. 《通过中国直播促进绿色农产品销售: 哪些因素影响购买意向?》. 《可持续性》, 2023 年, 第 15 卷第 7 期: 5858. <https://doi.org/10.3390/su15075858>

[21] RAHAYU N., PRATIWI R. D., MAHARANI N. R., 和 MAULANA R. 《印尼经济发展面临数字化转型挑战》. 《ADI 数字商业跨学科期刊》, 2023 年, 第 4 卷第 1 期: 1–4. <https://doi.org/10.34306/adbis.v4i1.986>

[22] CRESWELL J. W., 和 CLARK V. L. P. 《混合方法研究的设计与实施》. SAGE 出版社, 2006 年.

[23] AGARWAL D., SINGH J. B., 和 TRIPATHI S. P. 《电子商务: 真实的印度图景》. 《信息技术进展期刊》, 2012 年, 第 3 卷第 4 期: 250–257. <https://doi.org/10.4304/jait.3.4.250-257>

[24] MOFOKENG T. E. 《网上购物属性对客户满意度与忠诚度的影响: 电子商务经验的调节效应》. 《Cogent 商业与管理》, 2021 年, 第 8 卷 第 1 期 . <https://doi.org/10.1080/23311975.2021.1968206>

[25] SHAH S., AHMED A., 和 AHMAD N. 《包装在消费者购买行为中的作用》. 《国际基础与应用科学评论》, 2013 年, 第 1 卷第 2 期: 35–41. <https://doi.org/10.52711/2321-5763.2021.00078>

[26] DJUNAIDI M., OKTAVIA C. B. A., FITRIADI R., 和 SETIAWAN E. 《印尼清真产品的感知与消费者行为对购买决策的影响》. 《工业工程期刊》, 2021 年, 第 22 卷第 2 期: 171–184. <https://doi.org/10.22219/JTIUMM.Vol22.No2.171-184>

[27] SHERLY S., 和 KENI K. 《S-商务线索作为再购买意向的预测因子: 客户满意度的中介作

用》.《穆阿拉经济与商业科学期刊》,2022年,第6卷第1期:43-56.  
<https://doi.org/10.24912/jmieb.v6i1.16190>

[28] KUMAR V., RAJAN B., GUPTA S., 和 DALLA POZZA I.《服务中的客户参与》.《营销科学学会期刊》,2019年,第47卷第1期:138-160. <https://doi.org/10.1007/s11747-017-0565-2>

[29] CHATURVEDI P., 和 AGNIHOTRI D.《影响交付时间偏好与客户再购买意向的因素分析研究:电子零售网站》.《管理学研究国际期刊》,2019年,第6卷第1(6)期:57-66.  
[https://doi.org/10.18843/ijms/v6i1\(6\)/07](https://doi.org/10.18843/ijms/v6i1(6)/07)

[30] YOOPETCH C., SIRIPHAN P., 和 CHIRAPANDA S.《应用程序满意度、促销、支付便利性与便利性对线上食品再购买意向的影响》.《湖南大学学报(自然科学版)》,2022年,第49卷第5期:71-80.  
<https://doi.org/10.55463/issn.1674-2974.49.5.9>

[31] POOJA K., 和 UPADHYAYA P.《什么使得在线评论可信?一项系统文献综述与未来研究方向》.《管理评论季刊》,2024年,第74卷:627-659. <https://doi.org/10.1007/s11301-022-00312-6>

[32] RAMADHANI T., 和 SANJAYA V. F.《评分与在线客户评论对购买意向的影响:以信任为中介变量,在Shopee市场的伊斯兰经济学视角》.《伊斯兰商业管理期刊》,2021年,第2卷第2期:155-174. Retrieved from <http://ejournal.radenintan.ac.id/index.php/RJMBI/article/view/9623/4783>

[33] YUNUS M., FAUZI A., 和 RINI E. S.《电子服务质量与客户满意度通过在线消费者评论对再购买意向的影响:以Shopee市场为例》.《社会科学、经济与管理研究期刊》,2022年,第

1 卷 第 6 期 : 669-679.  
<https://doi.org/10.59141/jrssem.v1i6.75>

[34] SUHAILY L., 和 SOELASIH Y.《哪些因素影响网上购物的再购买意向》.《国际商业研究》,2017年,第10卷第12期:113-121.  
<https://doi.org/10.5539/ibr.v10n12p113>

[35] BUDI UTOMO S., NUGRAHA J. P., SRI WAHYUNINGSIH E., INDRAPRAJA R., 和 BINSAR KRISTIAN PANJAITAN F. A.《综合数字营销传播策略在通过社交媒体建立中小企业品牌认知中的有效性分析》.《信息系统与技术期刊(JSISFOTEK)》,2023年,第5卷第4期:8-13. <https://doi.org/10.60083/jsisfotek.v5i4.311>

[36] ZAKY M. H., 和 PURNAMI N. M.《绿色营销组合对Lotus Food Services中Big Tree Farms产品购买决策的影响》.《乌达雅纳大学管理电子期刊》,2020年,第9卷第2期:678.  
<https://doi.org/10.24843/ejmunud.2020.v09.i02.p14>

[37] HAIR J. F., BLACK W. C., BABIN B. J., 和 ANDERSON R. E.《多元统计分析(第8版)》.英国:Cengage Learning出版社,2018年.

[38] HAIR J. F., ANDERSON R. E., 和 TATHAM R. L.《多元统计分析与选读》.《皇家统计学会学报》,1988年,第151卷第3期:558.  
<https://doi.org/10.2307/2983017>

[39] BENTLER P. M. 结构模型中的比较拟合指数. 心理学通报, 1990, 107(2): 238-246.  
<https://doi.org/10.1037/0033-2909.107.2.238>

[40] HASANAH W. U., 和 MURNIATI D. E. 产品与服务的质量对重复购买决策的影响. 见: 国际技术与职业教师会议(ICTVT)2020, 第1833卷, 第1期, p. 012065. IOP Publishing, 2021.  
<https://doi.org/10.1088/1742-6596/1833/1/012065>

- [41] FIANI M., 和 JAPARIANTO E. 食品质量和品牌形象对梭罗市 Ganep's 面包店 Roti Kecil 购买决策的影响分析. 市场营销管理电子期刊, 2012, 1(1). 泗水: 伯大尼基督教大学.
- [42] LASANDER C. 品牌形象、产品质量与促销: 它们对传统食品消费者满意度的影响. 电子期刊, 2013, 1(3). 万鸦老: 三马林达大学.
- [43] RETTIE R., 和 BREWER C. 包装设计的语言和视觉要素. 产品与品牌管理杂志, 2000, 9(1): 56–68. <https://doi.org/10.1108/10610420010316339>
- [44] SILAYOI P., 和 SPEECE M. 包装与购买决策: 一项关于参与度和时间压力影响的焦点小组研究. 英国食品杂志, 2004, 106(8): 607–628. <https://doi.org/10.1108/00070700410553602>
- [45] ALI A., 和 BHASIN J. 理解电子商务中顾客的重复购买意图: 感知价格、配送质量和感知价值的作用. 金达尔商业研究杂志, 2019, 8(2). <https://doi.org/10.1177/2278682119850275>
- [46] DEMOULIN N. T., 和 DJELASSI S. 顾客对网上银行服务交付等待的反应. 国际零售与分销管理杂志, 2013, 41(6): 442–460. <https://doi.org/10.1108/IJRDM-04-2013-0074>
- [47] DEMOULIN N. T., 和 DJELASSI S. 顾客对网上银行服务交付等待的反应. 国际零售与分销管理杂志, 2013, 41(6): 442–460. <https://doi.org/10.1108/IJRDM-04-2013-0074>
- [48] FILIERI R., RAGUSEO E., 和 VITARI C. 极端负面评价影响的调节因素: 评论与评论者特征的作用. 国际酒店管理杂志, 2019, 77: 333–341. <https://doi.org/10.1016/j.ijhm.2018.07.001>
- [49] PURNAWIRAWAN N., EISEND M., DE PELSMACKER P., 和 DENS N. 在线评论中情感取向作用的元分析研究. 互动营销杂志, 2015, 31: 17–27. <https://doi.org/10.1016/j.intmar.2015.03.001>
- [50] MAGILOVA E., SLADE E., RANA N. P., 和 DWIVEDI Y. K. 信息源可信度特征对消费者行为影响的元分析. 零售与消费者服务杂志, 2020, 53: 文章 101736. <https://doi.org/10.1016/j.jretconser.2019.101736>
- [51] VERMA D., DEWANI P. P., BEHL A., 和 DWIVEDI Y. K. 通过信息采纳模型视角理解电子口碑传播的影响: 基于元分析的结构方程建模方法. 计算机与人类行为, 2023, 143: 文章 107710. <https://doi.org/10.1016/j.chb.2022.107710>
- [52] SISWANTO. 在全球化时代热爱本国产品作为国家防御的体现. 国防与国家防御杂志, 2019, 7(3). <https://doi.org/10.33172/jpbh.v7i3.239>
- [53] KANG S., KO H., 和 CHOY Y. 互动式虚拟叙事的四维情境管理. 见: Z. G. Pan, H. Diener, X. G. Jin, S. Göbel, & L. Li (编). 电子学习与数字娱乐技术, 论文集 (第 3942 卷, 第 438–443 页). 柏林: Springer-Verlag, 2006.
- [54] LEE E. B., LEE S. G., 和 YANG C. G. 广告态度与品牌态度对智能手机广告购买意图的影响. 工业管理与数据系统, 2017, 117(6): 1011–1036. <https://doi.org/10.1108/IMDS-06-2016-0229>
- [55] GUNARSIH C. M., KALANGI J. A. F., 和 TAMENGKEL L. F. 价格对 Amurang Pelita Jaya Buyungon 商店消费者购买决策的影响. 生产力, 2021, 2(1): 69–77.
- [56] WU L.-Y., CHEN K.-Y., CHEN P.-Y., 和 CHENG S.-L. 感知价值、交易成本与在线购物重复购买意图: 关系交换视角. 商业研究杂志, 2014, 67(1): 2768–2776. <https://doi.org/10.1016/j.jbusres.2012.09.007>

[57] CHOU S., 和 CHEN C.-W. 关系利益对服务情境下重复购买意图的影响：感恩、信任与承诺的作用. 商业与工业营销杂志, 2018. <https://doi.org/10.1108/JBIM-08-2017-0187>

[58] TALIB Y. Y. A., 和 SAAT R. M. 社交媒体购物中的社会认同：一项实验设计研究. SHS 网络会议论文集, 2017, 34: 02005. <https://doi.org/10.1051/shsconf/20173402005>

[59] GARCZAREK BAK U., SZYMKOIWAK A., JAKS Z., 和 JANSTO E. 产品与品牌叙事对在线客户体验的影响. 国际葡萄酒商业研究杂志, 2024, 36(3): 370–405.

[60] CHEN Y., LIN X., 和 XU S. 定价策略与促销提示对在线消费者行为的影响. 互动营销杂志, 2022, 58: 22–35.

[61] WIJAYA A., 和 SETIAWAN H. 价格透明度与促销策略对电子商务消费者信任的影响. 印度尼西亚管理与商业杂志, 2023, 13(2): 112–123.

[62] SAVALEI V. 改进分类数据结构方程模型的拟合指数. 多变量行为研究, 2021, 56(3): 390–

407. <https://doi.org/10.1080/00273171.2020.1717922>

[63] WHITTAKER T. A. 使用修正指数与标准化预期参数变化进行模型修正. 实验教育杂志, 2012, 80(1): 26–44. <https://doi.org/10.1080/00220973.2010.531299>

**Word Count:** 14,437 words (excluding references)

**Peer-review record:**

Fast-track status: Not fast-tracked

First-round reviews received: 3 reports

Revision cycles completed: 3 rounds

Final version submitted: September 23, 2025

**Disclaimer / Publisher's Note:**

The views, opinions and data expressed in this article are solely those of the authors and do not necessarily reflect those of the *Journal of Hunan University (Natural Sciences)* or its editors. The journal and its editorial staff accept no responsibility for any injury to persons or damage to property resulting from the ideas, methods, instructions or products discussed herein.

## Appendix

**Table 1. Mapping between the themes and codes identified in the qualitative analysis and the specific questionnaire items developed for the quantitative phase**

Theme	Sample quotation	Codes
Product Quality	<p>“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.”</p> <p>When the fruits arrive fresh, and exactly as described, it builds my confidence</p>	PQ1, PQ2, PQ3
Packaging Quality	<p>“Good packaging shows that the seller values their product. For perishable items like vegetables, proper and insulated packaging keeps them fresh during delivery.”</p> <p>“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.”</p>	PACQ1, PACQ2, PACQ3
Product Certification	<p>“I feel more secure buying from sellers who show proof of food safety certification. Especially for agricultural goods, it gives peace of mind.”</p> <p>“Knowing that the product passed safety checks makes me more confident. I prefer certified items, because it’s about my family’s health.”</p>	PC1, PC2, PC3
Responsiveness	<p>“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.”</p> <p>“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.”</p>	R1, R2, R3
Shipping Experience	<p>When I received a package wrapped neatly with bubble wrap, I felt the seller was professional.”</p> <p>“What matters most is that the product arrives in good condition, not dented or damaged.”</p>	SE1, SE2, SE3
Payment Convenience	<p>“I feel more comfortable... such as transfer methods and other alternatives, rather than being limited to just one.”</p> <p>“...like mobile wallets or bank transfers, because they save time and reduce hassle.”</p>	PC1, PC2, PC3
Social Influence	<p>“Recommendations from family members, such as older siblings, can significantly influence my repurchase decisions.”</p> <p>“When I shop on Sayurbox, I always check the reviews first. They usually play a key role in helping me decide whether to repurchase the product.”</p>	SI1, SI2, SI3
Community Impact	<p>“I am inclined to repurchase from that store due to its commitment to supporting local farmers, which aligns with my values regarding sustainable and community-based agriculture.”</p> <p>“As a consumer, I believe it’s important to support local farmers.”</p>	CI1, CI2, CI3
Product Storytelling	<p>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.”</p> <p>“The background story of a product makes a huge difference for me.”</p>	PS1, PS2, PS3
Pricing Fairness	<p>“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.”</p> <p>“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.”</p>	PF1, PF2, PF3
Discounts and Promotions	<p>“...like bundle deals or limited-time offers, make me feel like I’m getting extra value for my money, which encourages me to buy again.”</p> <p>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.”</p>	DP1, DP2, DP3
Rewards and Loyalty	<p>“Being able to earn points or get cashback makes me feel like I’m getting something back”</p> <p>“Exclusive offers and personalized discounts make me feel valued as a loyal customer.”</p>	RL1, RL2, RL3

**Table 2. Constructs, dimensions, and measurement items employed in this study**

Construct/ dimension	Observed variable	Item	
Product Assurance	Product Quality (PQ)	PQ1	I'm more likely to repurchase if the product feels fresh upon delivery.
		PQ2	I repurchase when the product matches its online description.
		PQ3	If the product meets the expected level quality (e.g. ripeness) I'm more likely to buy it again.
	Packaging Quality (PACQ)	PACQ1	Secure and neat packaging makes me feel confident about repurchasing the product.
		PACQ2	I prefer to repurchase products that are labelled with harvest and expiration dates.
		PACQ3	Food-grade packaging that follows safety standards increases my trust to repurchase.
	Product Certification (PC)	PC1	Halal or organic certification strengthens my intention to repurchase the product.
		PC2	I feel more secure repurchasing products that are certified by a recognized food safety authority.
		PC3	I trust sellers more when they display official product certifications.
Service Reliability	Responsiveness (R)	R1	Quick responses from sellers make me more willing to repurchase.
		R2	If my previous issues were resolved efficiently, I feel confident to buy again.
		R3	Helpful and clear communication increases my loyalty to the platform.
	Shipping Experience (SE)	SE1	Receiving the product on time encourages me to repurchase
		SE2	Damage-free delivery increases my trust in the seller.
		SE3	Reliable shipping performance influences my future purchases.
	Payment Convenience (PCO)	PCO1	If there are no problems during payment, I am more likely to buy again.
		PCO2	Multiple payment options make the shopping experience more convenient.
		PCO3	A smooth and secure payment process increases my willingness to repurchase.
Social Drivers	Social Influence (SI)	SI1	Recommendations from friends or family influence my repurchase decision.
		SI2	High product ratings increase my likelihood of repurchase
		SI3	Positive word-of-mouth motivates me to return to the same seller
		SI4	I feel more confident to repurchase when a product has many positive reviews.
	Community Impact (CI)	CI1	I feel fulfilled repurchasing products that support local farmers.
		CI2	I'm more loyal to products from ethically responsible producers.
		CI3	I repurchase to support the sustainability of local farming communities.
	Product Storytelling (PS)	PS1	Knowing a product's story increases my intention to repurchase.
		PS2	Emotional bonds with the product or seller drive me to buy again.
PS3		I'm loyal to brands that transparently share their farming origins through storytelling	
Price and Promotion	Pricing Fairness (PF)	PF1	I compare the product's price to traditional market prices before deciding to repurchase.
		PF2	Affordable pricing increases my likelihood to buy again.
		PF3	Perceived price fairness enhances my confidence in making repeat purchases.
	Discounts and Promotions (DP)	DP1	Special promotions significantly impact my decision-making process when considering a repurchase
		DP2	Bundle offers and limited-time enhance my interest in making repeat purchases.
		DP3	Products offered at a discount are more appealing to me than those priced at regular rates.
	Rewards and Loyalty (RL)	RL1	The receipt of loyalty rewards significantly motivates me to engage in repeat purchases.
		RL2	Loyalty programs offering points or cashback influence my purchasing preferences and decisions.
		RL3	Receiving special treatment as a customer enhances my loyalty to the platform.
Repurchase Intention	Future Repurchase Plan (FRP)	FRP1	I intend to continue buying agricultural products through this e-commerce platform
		FRP2	I plan to make future purchases of agricultural products online.
		FRP3	I'll buy agricultural products more often via e-commerce.
	Customer Affinity (CA)	CA1	I consider myself loyal to this e-commerce platform when purchasing agricultural products.
		CA2	I will choose this platform again over others for buying agricultural products
		CA3	I'm unlikely to switch platforms for buying agricultural products.
	Willingness to Recommend (WR)	WR1	I am likely to recommend this platform to others for purchasing agricultural products.
		WR2	I encourage friends or family to purchase from this e-commerce platform.
		WR3	I share my positive experiences of purchasing agricultural products online with others.