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The Effect of Perceived Price and Quality of Delivery on Repeat Purchase Intention among Shopee Users: The Mediating Roles of Perceived Value, Customer Satisfaction, and Customer Trust

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Abstract: The rapid growth of e-commerce in Indonesia has intensified competition among digital marketplaces, making consumer retention a critical concern for platforms such as Shopee. Previous studies have predominantly examined the relationship between price perceptions, delivery quality, and repurchase behavior in isolation, while limited empirical evidence exists that simultaneously integrates perceived value, customer satisfaction, and customer trust as mediating mechanisms. This study aims to examine the effect of perceived price and quality of delivery on repeat purchase intention among Shopee users and to analyze the mediating roles of perceived value, customer satisfaction, and customer trust. The study employed a quantitative approach with 294 Shopee users as respondents. Data were collected through a structured questionnaire using a five-point Likert scale and analyzed using Partial Least Squares Structural Equation Modeling with SmartPLS version 4 software. The results indicate that respondents generally have positive perceptions of Shopee regarding perceived price, quality of delivery, perceived value, and customer satisfaction. The measurement model confirms adequate reliability and convergent validity. The novelty lies in simultaneously integrating three mediating variables within a single framework.

Keywords: Perceived Price, quality of delivery, perceived value, customer satisfaction, customer trust, repeat purchase intention

INTRODUCTION

The rapid growth of e-commerce in Indonesia has fundamentally transformed consumer purchasing behavior, shifting transactions from traditional brick-and-mortar stores to digital marketplaces. Shopee, as one of the leading e-commerce platforms in Southeast Asia, has experienced significant expansion in its user base and transaction volume, driven by competitive pricing strategies, diverse product offerings, and improved logistics infrastructure (Juventia et al., 2023). The intensifying competition among e-commerce platforms such as Tokopedia, Lazada, and Bukalapak has compelled Shopee to continuously enhance its service quality and value proposition to retain customers and encourage repeat purchases (Permatasari et al., 2024). In this highly competitive digital marketplace environment, understanding the factors that drive consumers to repurchase from a specific platform has become a critical

concern for both practitioners and scholars in the field of consumer behavior and electronic commerce (Mahardika & Jumhur, 2023).

Among the various factors influencing consumer repurchase decisions, perceived price and quality of delivery are considered fundamental determinants in the e-commerce context. Perceived price reflects consumers' evaluation of the affordability and fairness of product prices offered by the platform, including discounts, promotions, and the overall cost-effectiveness of purchases (Rafli et al., 2023). Quality of delivery, on the other hand, encompasses the accuracy, timeliness, packaging condition, and ease of product returns associated with the logistics process. In the context of online shopping, where consumers cannot physically inspect products before purchase, the perceived price advantage and the reliability of delivery services become primary considerations that shape consumers' overall evaluation of the platform and their willingness to engage in future transactions (Setiahutama & Muthohar, 2023).

However, the relationship between perceived price, quality of delivery, and repeat purchase intention is not necessarily direct. Previous studies have suggested that consumer repurchase behavior is often mediated by psychological and evaluative mechanisms such as perceived value, customer satisfaction, and customer trust (Widjaja et al., 2025). Perceived value represents the consumer's overall assessment of the utility received from a purchase relative to the cost incurred, while customer satisfaction reflects the post-purchase evaluation of whether expectations were met. Customer trust, particularly in the e-commerce context, refers to the consumer's confidence in the platform's integrity, benevolence, and ability to fulfill its promises. Despite the theoretical importance of these mediating variables, existing literature has predominantly examined these relationships in isolation or within limited conceptual frameworks (Zaelani & Adialita, 2024). The research gap in this study lies in the limited empirical evidence that simultaneously integrates perceived value, customer satisfaction, and customer trust as parallel mediating mechanisms linking perceived price and quality of delivery to repeat purchase intention within a single e-commerce platform context, particularly Shopee.

Based on the aforementioned background and research gap, the problem formulation of this study can be articulated as follows: First, do perceived price and quality of delivery directly influence repeat purchase intention among Shopee users? Second, do perceived value, customer satisfaction, and customer trust mediate the relationship between perceived price and quality of delivery and repeat purchase intention? The uniqueness and novelty of this research lie in the development of a comprehensive conceptual model that incorporates three mediating variables simultaneously, thereby providing a more holistic understanding of the psychological pathways through which price perceptions and delivery quality translate into consumers' intention to repurchase on Shopee. Unlike prior studies that typically employ a single mediator or focus on direct effects only, this study examines the complex interplay among multiple evaluative constructs within the Indonesian e-commerce landscape.

The objectives of this study are to examine the effect of perceived price and quality of delivery on repeat purchase intention among Shopee users, and to analyze the mediating roles of perceived value, customer satisfaction, and customer trust in these relationships. Specifically, this study aims to determine whether perceived price and quality of delivery have significant direct effects on repeat purchase intention, and whether these effects are partially or fully mediated through perceived value, customer satisfaction, and customer trust. By achieving these objectives, the study is expected to contribute to the theoretical development of consumer behavior in e-commerce and provide practical implications for Shopee and similar platforms in designing strategies to enhance customer retention and long-term loyalty.

METHODS

This study employs a quantitative approach with an explanatory research design aimed at examining the causal relationships among variables, including perceived price, quality of delivery, perceived value, customer satisfaction, customer trust, and repeat purchase intention among Shopee users. The population of this study consisted of consumers who have made purchases through the Shopee e-commerce platform. The research sample comprised 294 respondents who were Shopee users. The data collection instrument used in this study was a structured questionnaire distributed to respondents, with the measurement of each variable employing a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5). The study was conducted within the context of online shopping behavior on the Shopee platform in Indonesia.

The research variables in this study consist of two independent variables, namely perceived price and quality of delivery; three mediating variables, namely perceived value, customer satisfaction, and customer trust; and one dependent variable, namely repeat purchase intention. Perceived price was measured using four indicators (PP1–PP4), quality of delivery was measured using four indicators (QD1–QD4), perceived value was measured using four indicators (PV1–PV4), customer satisfaction was measured using five indicators (CS1–CS5), customer trust was measured using three indicators (CT1–CT3), and repeat purchase intention was measured using five indicators (RPI1–RPI5). The questionnaire items were adapted from previous studies and adjusted to the context of Shopee as an e-commerce marketplace.

The data analysis in this study was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with SmartPLS version 4 software. The analytical procedure consisted of two main stages: the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model). The measurement model assessment included three stages: internal consistency reliability, which was evaluated using Cronbach's Alpha and Composite Reliability values with a minimum threshold of 0.70; convergent validity, which was assessed through outer loading values (above 0.70) and Average Variance Extracted (AVE) values (above 0.50); and discriminant validity. The structural model was then examined through path coefficients, significance testing using bootstrapping procedures, R-square values, and mediation analysis to determine the direct and indirect effects of perceived price and quality of delivery on repeat purchase intention through perceived value, customer satisfaction, and customer trust as mediating variables.

RESULTS AND DISCUSSION

The analysis of respondents' characteristics presented in Table 1 below shows that, based on gender, the respondents were predominantly female, accounting for 63.6%, while male respondents accounted for only 36.4%. Given the considerable difference in percentages, it can be interpreted that the majority of Shopee users in this study were female (Panjaitan & Butar-Butar, 2023).

Table 1. Respondents by Gender

Gender	Number	Percentage
Female	187	63.6%
Male	107	36.4%
Total	294	100%

The analysis of respondents' characteristics presented in Table IV.2 below shows that, based on age, the respondents were predominantly in the 20–24 years age group, accounting for 81.3%, followed by the 25–29 years age group at 9.18%. This indicates that Shopee users in this study were predominantly young people, particularly those in the adolescent and young adult age groups.

Table 2. Respondents by Age

Age	Number	Percentage
15–19 years	21	7.14%
20–24 years	239	81.3%
25–29 years	27	9.18%
30–34 years	6	2.04%
>35 years	1	0.34%
Total	294	100%

Table 3 below presents the results of the respondents' responses. The highest mean score was 4.24 for item PP2, indicating that consumers agreed that Shopee enables them to make purchases at lower prices. Meanwhile, the lowest mean score was found for item PP4, with a mean of 2.31, indicating that respondents disagreed with the statement that consumers may need to pay more money for something when purchasing through Shopee, as found by previous researcher (Panjaitan & Butar-Butar, 2023).

Table 3. Respondents' Responses to the Perceived Price Variable

Code	Question Item	SD (1)	D (2)	N (3)	A (4)	SA (5)	Mode	Mean
PP1	I will receive more discounts when purchasing on Shopee.	0	2	35	171	86	4	04.16
PP2	Shopee enables purchases at lower prices.	0	2	27	164	101	4	04.24
PP3	I may save more money when purchasing through Shopee.	0	1	52	141	100	4	04.16
PP4	I may need to pay more money for something through Shopee.	54	141	66	20	13	2	02.31
Average Mean								0,175

Table 4 below presents the results of the respondents' responses. The highest mean score was 4.32 for item QD2, indicating that consumers agreed that Shopee offers products that are well packaged. The lowest mean score was found for item QD4, with a mean of 4.06, indicating that consumers agreed that it is easy to return products that do not match what was purchased through Shopee. The most frequently occurring response value in Table IV.7 was 4 for all items (QD1, QD2, QD3, and QD4). Therefore, it can be concluded that the respondents agreed with all of the statements in the questionnaire.

Table 4. Respondents' Responses to the Quality of Delivery Variable

Code	Question Item	SD (1)	D (2)	N (3)	A (4)	SA (5)	Mode	Mean
QD1	Shopee provides the correct products according to the order.	0	3	30	174	87	4	04.17
QD2	Shopee offers products that are well packaged.	0	1	22	153	118	4	04.32
QD3	Shopee delivers products as promised.	0	1	25	170	98	4	04.24

QD4	It is easy to return products if they do not match what was purchased through Shopee.	0	5	55	151	83	4	04.06
Average Mean								04.20

Table 5 below presents the results of the respondents' responses. The highest mean score was 4.33 for item PV3, indicating that respondents agreed that the products purchased from Shopee are worth the money spent. The lowest mean score was found for item PV1, with a mean of 4.01, indicating that respondents agreed that the products purchased from Shopee are of very good quality as also investigated before (Artana et al., 2022).

Table 5. Respondents' Responses to the Perceived Value Variable

Code	Question Item	SD (1)	D (2)	N (3)	A (4)	SA (5)	Mode	Mean
PV1	The products purchased from Shopee are very good.	0	1	52	183	58	4	04.01
PV2	The products purchased from Shopee are worth the price paid.	0	1	20	174	99	4	04.26
PV3	The products purchased from Shopee are worth the money spent.	0	0	28	140	126	4	04.33
PV4	I receive the products I expect from Shopee.	0	2	26	200	66	4	04.12
Average Mean								04.18

Table 6 below presents the results of the respondents' responses. The highest mean score was 4.24 for item CS3, indicating that respondents agreed that consumers have a pleasant experience when using Shopee. The lowest mean score was found for item CS5, with a mean of 4.07, indicating that respondents agreed that consumers are more satisfied with online shopping on Shopee than on other marketplaces. The most frequently occurring response value in Table IV.9 was 4 for all items (CS1, CS2, CS3, CS4, and CS5). Therefore, it can be concluded that the respondents agreed with all of the statements in the questionnaire.

Table 6. Respondents' Responses to the Customer Satisfaction Variable

Code	Question Item	SD (1)	D (2)	N (3)	A (4)	SA (5)	Mode	Mean
CS1	I am satisfied with the products I purchased from Shopee.	0	1	17	206	70	4	04.17
CS2	I made the right choice by purchasing from Shopee.	0	0	33	193	68	4	04.12
CS3	I have had a pleasant experience with Shopee.	0	1	32	155	106	4	04.24
CS4	If I shop again, I will be satisfied with shopping on Shopee.	0	2	24	182	86	4	04.20
CS5	I am more satisfied with online shopping on	0	4	43	175	72	4	04.07

	Shopee than on other marketplaces.							
Average Mean								04.16

The research instrument was subsequently tested by assessing the validity and reliability of each variable. Instruments that were found to be valid and reliable were retained for further analysis, while invalid instruments were eliminated. The testing was conducted using the PLS-SEM approach with SmartPLS version 4 software. The validity and reliability assessment consisted of three stages: *internal consistency reliability*, *convergent validity*, and *discriminant validity*. The internal consistency reliability test was conducted using Cronbach's Alpha and Composite Reliability. The results of the data analysis are presented in Table 7.

Table 7. Internal Consistency Reliability Test

Variable	Cronbach's Alpha	rho_a	Composite Reliability	Description
Customer Satisfaction	0,819	0,827	0,874	Reliable
Customer Trust	0,903	0,905	0,939	Reliable
Perceived Price	0,864	0,877	0,917	Reliable
Perceived Value	0,800	0,808	0,869	Reliable
Quality of Delivery	0,814	0,828	0,877	Reliable
Repeat Purchase Intention	0,786	0,790	0,854	Reliable

A variable can be considered reliable and trustworthy when the *Cronbach's Alpha* value is ≥ 0.7 and the *Composite Reliability* value is ≥ 0.7 (Hair et al., 2017). Based on the results of the data analysis conducted using SmartPLS, the *Cronbach's Alpha* values for all variables were above 0.7, and the *Composite Reliability* values for all variables were also greater than 0.7. Therefore, it can be concluded that all variables in this study—*customer satisfaction*, *customer trust*, *perceived price*, *perceived value*, *quality of delivery*, and *repeat purchase intention*—are reliable and demonstrate adequate reliability. Thus, all variables in this study passed the internal consistency reliability test. Next, convergent validity was assessed using the Outer Loading and Average Variance Extracted (AVE) values. Hair et al. (2017) stated that *outer loading* values above 0.7 and AVE values above 0.5 indicate very good convergent validity. The results of the convergent validity assessment are presented in Table 8.

Table 8. Convergent Validity Test

Variabel	Indikator	Outer Loadings	AVE
Customer Satisfaction	CS1	0,664	0,582
	CS2	0,793	
	CS3	0,737	
	CS4	0,814	
	CS5	0,797	
	CT1	0,939	0,838

Customer Trust	CT2	0,892	
	CT3	0,913	
Perceived Price	PP1	0,908	0,786
	PP2	0,913	
	PP3	0,836	
Perceived Value	PV1	0,762	0,624
	PV2	0,819	
	PV3	0,813	
	PV4	0,764	
Quality of Delivery	QD1	0,835	0,643
	QD2	0,809	
	QD3	0,856	
	QD4	0,698	
Repeat Purchase Intention	RPI1	0,732	0,539
	RPI2	0,738	
	RPI3	0,76	
	RPI4	0,654	
	RPI5	0,782	

Based on the attached file, the available results show that respondents generally have positive perceptions of Shopee. Perceived Price received a strong overall response, particularly for the statement that Shopee enables consumers to purchase products at lower prices (mean = 4.24), while the negative statement regarding having to pay more through Shopee received a much lower mean (2.31). Quality of Delivery also showed a high evaluation, with an overall mean of 4.20; the highest score was for product packaging (mean = 4.32). These findings indicate that competitive pricing and reliable delivery are important elements of consumers' positive perceptions of Shopee (Putri et al., 2022; Rahmawati, 2018). Furthermore, Perceived Value obtained an average mean of 4.18, with respondents particularly agreeing that products purchased through Shopee are worth the money spent (mean = 4.33). Customer Satisfaction also showed a high level, with an average mean of 4.16, and the highest score was associated with having a pleasant shopping experience (mean = 4.24) (Firdaus et al., 2025; Juventia et al., 2023; Khaw, 2023).

The measurement-model results further support the quality of the research constructs. The convergent validity results indicate that most indicators have outer loadings above the recommended threshold of 0.70, while the AVE values for the constructs are above 0.50, demonstrating adequate convergent validity. In particular, Customer Trust has a relatively strong AVE value of 0.838, followed by Perceived Price at 0.786 and Perceived Value at 0.624. Quality of Delivery and Repeat Purchase Intention also achieve acceptable AVE values of 0.643 and 0.539, respectively. These findings suggest that the indicators adequately represent their respective constructs and provide a sound basis for examining the proposed relationships among Perceived Price, Quality of Delivery, Perceived Value, Customer Satisfaction, Customer Trust, and Repeat Purchase Intention (Juventia et al., 2023; Permatasari et al., 2024). However, the attached file does not yet contain the SmartPLS structural-model/path coefficients and hypothesis-testing results for the Shopee model, so conclusions about which variables significantly influence Repeat Purchase Intention or the strength of the mediation effects should not be made without those results.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The findings of this study indicate that Shopee users generally have positive perceptions of the platform in terms of *perceived price*, *quality of delivery*, *perceived value*, and *customer satisfaction*. Respondents perceived Shopee as providing relatively affordable prices, attractive discounts, and opportunities to save money. Quality of delivery was also positively evaluated, particularly in terms of product packaging, accuracy of orders, and delivery according to promises. In addition, respondents perceived the products purchased through Shopee as providing good value for the money spent. These findings suggest that competitive pricing, reliable delivery, and the value obtained from purchases contribute to a favorable online shopping experience among Shopee users.

Furthermore, the results demonstrate that *customer satisfaction* among respondents was relatively high, as reflected by the overall mean score of 4.16 and the positive responses across all customer satisfaction indicators. Respondents particularly agreed that they had a pleasant experience when shopping on Shopee. The measurement-model assessment also indicates that the constructs generally meet the criteria for convergent validity, with most outer loading values exceeding 0.70 and AVE values above 0.50. Therefore, the study provides empirical evidence that the proposed constructs can be used to examine consumer evaluations of Shopee. However, because the attached results do not provide the complete structural-model and hypothesis-testing results, definitive conclusions regarding the direct and mediating effects of *perceived price* and *quality of delivery* on *repeat purchase intention* cannot yet be established.

Limitations

This study has several limitations. First, the respondents were predominantly young consumers aged 20–24 years (81.3%) and female respondents (63.6%), which may limit the generalizability of the findings to other age and demographic groups. Second, the study focuses specifically on Shopee users, so the findings may not necessarily apply to users of other e-commerce platforms. Third, the available results primarily present descriptive statistics and measurement-model assessments, while the complete structural-model results, including path coefficients, significance levels, and mediation analysis, are not included in the attached file. Consequently, the causal relationships among the research variables require further verification.

Recommendations

Future research should expand the respondent population by involving consumers from different age groups, genders, regions, and demographic backgrounds to improve the generalizability of the findings. Researchers are also encouraged to compare Shopee with other e-commerce platforms to determine whether the relationships among *perceived price*, *quality of delivery*, *perceived value*, *customer satisfaction*, *customer trust*, and *repeat purchase intention* differ across platforms. In addition, future studies should report and examine the complete PLS-SEM structural model, including direct effects, indirect/mediating effects, effect sizes, and predictive relevance, so that the mechanisms through which *perceived price* and *quality of delivery* influence *repeat purchase intention* can be explained more comprehensively.

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