

REPURCHASE INTENTION OF FRESH FOOD ONLINE SHOPPING AMID COVID-19 PANDEMIC**Fajrin Rimadhyani Firdaus¹, Nurdin Sobari²**¹University of Indonesia, fajrin.rimadhyani01@ui.ac.id²University of Indonesia, nurdin.sobari@ui.ac.id

ABSTRACT

Covid-19 has shifted Indonesia consumer's shopping behavior; it shifted from offline shopping to online shopping. One of the online shopping categories that has increased during the Covid-19 pandemic is grocery shopping. This study integrates the role of post-purchase online customer experience by analyzing consumer perception to intensify their repurchase. This study aims to investigate how repurchase intention is influenced by post-purchase online customer experience, customer satisfaction, and trust in e-commerce. An online survey was conducted in Indonesia to capture fresh food online shoppers as participants. SEM AMOS was utilized to test the research model with eight hypotheses and analyzed data collected from 605 respondents. This study shows that four post-purchase OCE dimensions, "delivery, packaging, return and exchange, and customer support, significantly drive customers' satisfaction. "Benefits and product in hand" is not influential. Customer satisfaction is found as a significant contributor to trust. Additionally, trust revealed has a significant impact to repurchase intention. The result of this study suggests that sellers in e-commerce need to consider delivery, packaging, ease of return and exchange, and responsive customer support to retain their customers.

Keywords: *fresh food, post-purchase online customer experience, customer satisfaction, trust, repurchase intention*

1. Introduction

The development of innovative technologies such as mobile internet, Artificial intelligence, Internet of Things, cloud technology, advanced robotics to 3-D printing that are happening in the world has had a significant impact on the economy of a country. Technology also helps develop sectors such as retail (e-commerce), transportation such as automated vehicles, education with open online courses, health in the form of electronic records, and personalized medicine for social interactions (Kotler, Kartajaya, and Setiawan, 2019). Doing online shopping to get the desired product can be done anytime and anywhere without leaving home (Maulana et al., 2021). The presence of e-commerce in Indonesia makes it easier for people to buy or sell a product because information can be disseminated quickly and can reach a wider market (BPS, 2020). In its development, e-commerce has contributed to the sustainability of the development of the national economy and international trade (Wang et al., 2017) and is a forum for small and medium enterprises to compete and have a competitive advantage compared to their competitors (Chen & Zhang, 2015).

The Covid-19 pandemic has made the shift in consumer behavior even faster; it is predicted that the total e-commerce transactions that will occur in 2021 will reach 395 trillion in 2021 (Liputan 6. com). This number is higher than the total online transactions in 2019 of 205.5 trillion and 266.3 trillion in 2020 (katadata, 2021). Covid-19 has also driven the growth of consumer demand for fresh products through e-commerce platforms which were previously not widely available on this platform (Ma, K. X., et al., 2021). This is in line with the new lifestyle of consumers who often cook at home, thereby encouraging the growth

of sales of raw materials and fresh products such as eggs, meat, poultry, fruits, and vegetables (Nielsen.com, 2020).

The rapid development of e-commerce in Indonesia does not rule out the possibility that there are obstacles that can occur when conducting online transactions, such as security conducting transactions and consumer confidence in conducting online transactions (Wijaya et al., 2018). Post-purchase consumer experience for fresh products is more difficult to predict compared to other products because it is not standardized, easily damaged, difficult to exchange or return and freshness which is strongly influenced by delivery services (Ma, K. X., 2021).

Based on the background described above, the researcher formulates that the problems in this study are as follows:

1. What are the key post-purchase online customer satisfaction factors that drive customer satisfaction in fresh food online shopping
2. Does customer satisfaction affect trust in fresh food online shopping
3. Is there any influence of trust on repurchase intention of fresh food online shopping

2. Literature Review

Post-purchase online customer experience is one of the stages in the expectation-confirmation theory, which is defined as the perception that consumers have of a product that starts from the process before consuming the product. Evaluation of the product is carried out to compare the expectations that consumers have with the actual experience they get. If the experience obtained is in accordance with what consumers expect, it will produce positive emotions, and vice versa; if the experience after consuming the product is not in accordance with the expectations that consumers have, it will create negative emotions for consumers (Oliver and Bearden, 1985).

Along with post-purchase online customer experience, satisfaction is an important factor in predicting the repurchase intention (Gupta & Kim, 2010). Satisfaction is a feeling of pleasure towards a service provided and the loyalty given to the service provider as a form of commitment made by consumers (Oliver, 1999). Satisfaction can reflect the perception of effective company performance to provide reliability and expertise in fulfilling past transactions that can indicate successful transactions in the future (Ganesan, 1994). Customer satisfaction is one of the main keys that can be used to increase the profitability of customer retention rates and long-term online store growth (Chen et al., 2012). Successful exchanges in the past allow consumers to form positive evaluations so as to increase consumer confidence that the product provider has goodness, integrity, and the ability to succeed with future exchanges (Mayer et al., 1995).

Consumer satisfaction can be created when daily necessities in the form of fresh food such as vegetables, fruit, and meat are properly selected and delivered on time; this can increase consumer confidence in online stores (Mortimer et al., 2016). Trust can reflect consumer confidence in a website that the website has a positive orientation towards the expectations of consumers (Yoon, 2002). Trust owned by consumers can weaken and strengthen according to previous experience (Yoon, 2002).

Trust is an important basis to pay attention to, especially in the commercial world, because it can influence the behavior and actions of sellers and buyers (McCole et al., 2010). In the context of online repurchase, consumer trust needs to be maintained and evaluated regularly (Qureshi et al., 2009). In contrast to new consumers who search for information on a vendor through a second person or based on the vendor's visual appearance (Kim and Benbasat, 2009), old consumers can evaluate and trust vendors based on their previous experience (Holmes 1991).

In the perspective of relationship marketing, the level of trust that consumers have is an integral part of the level of consumer perceptions of the interaction between information providers and consumers who receive information (Yoon, 2002). There is a strong relationship between trust and behavioral intention (Bart et al. 2005); behavioral intention allows consumers to be willing to carry out further activities such as visiting the website again, participating in activities on the website, and making purchases or repurchasing through the website.

Based on the result of the descriptions that have been described by the researchers, a conceptual framework is developed. Hence, the proposed model (Figure 1) illustrates the path relationship between six dimensions of post-purchase online customer experience those are delivery, product in hand, benefits, customer support, packaging, return and exchange, customer satisfaction, trust, and repurchase intention, where trust serves as a mediator between customer satisfaction and repurchase intention.

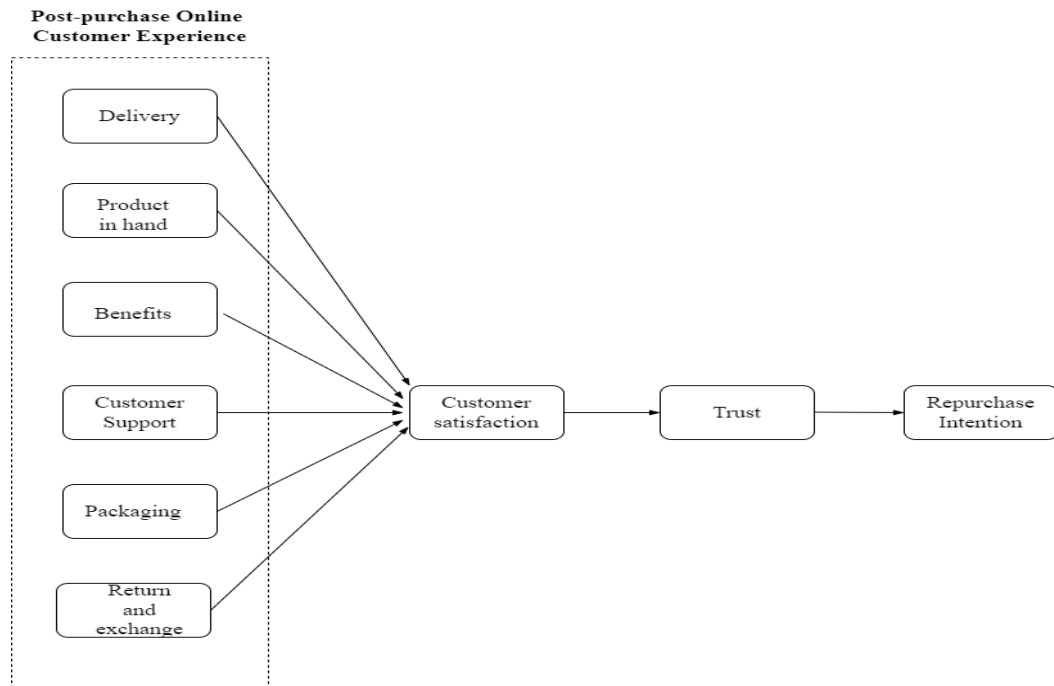


Figure 1 Conceptual Framework

(Source: developed by the authors)

In addition, we focus specifically on examining the effect of each post-purchase online customer experience dimension on customer satisfaction, Trust and repurchase intention. The following hypothesis regarding the relationship between six post-purchase online customer experience dimensions, customer satisfaction, and repurchase intention was made based on the literature.

On-time delivery and according to the time promised can encourage satisfaction and retain consumers (Cao et al., 2018). In terms of shopping for food products, delivery systems such as the speed of delivery by couriers are very important things to consider in order to be able to maintain product quality such as taste, freshness, and size of the product (Yu et al., 2020). The selection of efficient delivery services can increase consumer satisfaction to enjoy the product because it arrives on time (Yu et al., 2020). In the context of the pandemic, the delivery has a role in helping consumers reduce the intensity of direct contact with sellers to avoid virus contamination.

H1. Delivery effected positively significant Customer Satisfaction.

Consumers tend to be willing to pay a premium price to get products that match their tastes and have the expected taste; besides that, there are several things that consumers pay attention to when purchasing food products, such as fruit that has the right taste and product packaging that is sent is accepted by consumers. in good condition to be able to maintain the freshness of meat and seafood products (Yu et al., 2020). The current pandemic has encouraged consumers to be more selective in choosing consumer products. Fresh product conditions and in accordance with consumer tastes can increase consumer satisfaction.

H2. Product-in-hand effected positively significant to Customer Satisfaction.

The quality of customer service has a significant impact on consumer satisfaction; this can encourage repurchase in the future (Norizan and Abdullah, 2010). customer complaints are an important driver of the online shopping experience and a determinant of customers' decisions to return. Customers want the retailer to listen to their complaints, handle their complaints quickly and provide reliable service. Retailers and customer communication is a key component of the post-purchase experience and hence, an important dimension of online grocery shopping (Klaus, 2013; Izogo and Jayawardhena, 2018). One of the main keys to increasing customer satisfaction is the customer support factor (Reibstein, 2002).

H3. Customer support effected positively significant to Customer Satisfaction.

Grocery products, especially fresh food, are foods that perish easily and are very sensitive to time; these products require high-quality packaging to maximize product freshness (Yu et al., 2020). Consumer satisfaction can be created when the products they buy are packaged well; this shows that packaging is an important factor that needs to be considered by e-commerce (Yu et al., 2020).

H4. Packaging effected positively significant to customer satisfaction

Consumers feel special when they get additional benefits from online stores (Kumar and Anjaly, 2017). Receiving discount coupons, loyalty points, and free gifts after purchasing a product can increase the positive impression that consumers have and have an impact on consumer satisfaction (Kumar and Anjaly, 2017). Previous research has stated that one of the main reasons consumers buy food products online is to save money because the price obtained when buying online is cheaper than the price purchased directly offline (Zheng et al., 2020).

H5. Benefits effected positively significant to customer satisfaction

Ramus and Nielsen (2005) state that there are problems related to the policies that online stores have when returning products that are not clearly explained. Inflexible product return policies can create a bad experience for consumers and can lead to reduced customer satisfaction, which causes push consumers not to repurchase anymore (Dholakia et al., 2005).

H6. Return and exchange effected positively significant to customer satisfaction

Consumer satisfaction can be created when daily necessities in the form of fresh food such as vegetables, fruit, and meat are properly selected and delivered on time; this can increase consumer confidence in online stores (Mortimer et al., 2016). Trust provided by e-commerce can increase loyalty that would lead to sustainable transaction intentions (Huang, 2008). It also increases customers' repurchase intention (Safa & Von Solms, 2016).

H7. Customer Satisfaction effected positively significant to trust

Trust has an important role for consumers in considering product purchases (Hennig-Thurau and Klee, 1997). This is supported by previous research, which states that there is a strong relationship between behavioral intention and online Trust; this includes the desire to carry out further activities such as visiting the same site, interacting with the website, and making purchases and repurchases through the site (Bart et al. a., 2005)

H8. Trust has a positive and significant effect on repurchase intention

3. Research Method

This study adopted a non-probability sampling procedure. Non-probability sampling is a data collection technique by selecting respondents based on certain criteria with the probability of each member of the selected population being unknown (Babin & Zikmund, 2015). The qualified participants are (1)

Indonesian, (2) adults (>18 years old), and (3) who have purchased fresh food via e-commerce in the past three months. The questionnaire uses two types of question formats, namely a linear scale questionnaire from 1-5, to answer the perspective of the respondent to the question given. Additionally, close-ended questions were used to collect respondents' demographic profiles. This study has 37 questions, so the minimum number of respondents that must be collected is 185 respondents with a calculation of 5×37 (Hair et al., 2017).

The measurement items for Delivery were modified and operationalized through four items with reference to the study conducted by Ma, K. X., et al. (2021), Kumar & Anjaly (2017) and Cao et al. (2018). The Product-in-hand variable was modified and operationalized through three items with reference to the study conducted by Ma, K. X., et al. (2021), Kumar & Anjaly (2017), and Yu et al. (2020) "Customer support" variable was measured through five items with reference to the study conducted by Ma, K. X., et al. (2021) "Benefits" variable was modified and operationalized through four items with reference to the study conducted by Ma, K. X., et al. (2021), Kumar & Anjaly (2017) "Packaging" was modified and operationalized through three items with reference to the study conducted by Ma, K. X., et al. (2021). The "Return and exchange" variable was modified and operationalized through six items with reference to the study conducted by Kumar & Anjaly (2017). Customer Satisfaction was measured through three items respectively adopted from Ma, K. X., et al. (2021). Repurchase Intention was modified and operationalized through five items with reference to the study conducted by Ma, K. X. et al. (2021) and Rose et al. (2012).

The Structural Equation Model (SEM) analysis method is intended to test the research hypothesis and test the research model. There are two stages in this analysis known as the "two-step approach." This approach includes the analysis of the measurement model and the analysis of the structural model. The first stage is Confirmatory Factor Analysis (CFA); this analysis' aim is to know the research indicator and observed variables that have been built theoretically to represent latent variables in the research model. Then, structural model analysis was carried out to analyze the relationship of all latent variables based on the research hypothesis (Wijanto, 2015).

4. Results and Discussion

The analysis of the measurement model is carried out in several stages. The first stage is to test the suitability of the initial measurement model to ensure that the research model has a good fit so that it can go further to the next stage. The next step is to test the validity by looking at the loading factor and the reliability test by looking at the Average Variance Extracted (AVE) and Composite Reliability (CR).

Table 1 Goodness of Fit Index Measurement Model

Goodness of Fit Indicator	Cut-off Value	Results	Conclusion
Absolute Fit Indices			
p-value	$p\text{-value} \geq 0,05$	0,000	Poor fit
RMSEA	$RMSEA \leq 0,08$	0,058	Good fit
SRMR	$SRMR \leq 0,08$	0,0491	Good fit
CMIN/DF	$CMIN/DF \leq 3$	3,017	Marginal fit
GFI	$GFI \geq 0,90$	0,860	Marginal fit
Incremental Fit Indices			
CFI	$CFI \geq 0,90$	0,916	Good fit
NFI	$NFI \geq 0,90$	0,880	Marginal fit
TLI (NNFI)	$TLI \geq 0,90$	0,908	Good fit
IFI	$IFI \geq 0,90$	0,917	Good fit
RFI	$RFI \geq 0,90$	0,868	Marginal fit

Table 1 presents Goodness of Fit Index Measurement Model. The results in Table 3 shows that there is at least 3 Goodness of fit indicator that considered as good fit. Model that has at least 3 values of good fit is considered as good model. It can be concluded that the model is considered feasible and has a good fit.

Table 2 Confirmatory Factor Analysis

Variable	Item	Loading Factor	AVE	CR
Delivery	DEL1	0,697	0,486	0,789
	DEL2	0,719		
	DEL3	0,770		
	DEL4	0,590		
Product in hand	PROD1	0,833	0,692	0,871
	PROD2	0,860		
	PROD3	0,802		
Benefits	BENE1	0,784	0,683	0,896
	BENE2	0,812		
	BENE3	0,852		
	BENE4	0,856		
Customer Support	SUPP1	0,866	0,606	0,882
	SUPP2	0,864		
	SUPP3	0,531		
	SUPP4	0,759		
	SUPP5	0,823		
Packaging	PACK1	0,793	0,602	0,819
	PACK2	0,741		
	PACK3	0,792		
Return and exchange	RE1	0,777	0,637	0,897
	RE2	0,821		
	RE4	0,837		
	RE5	0,825		
	RE6	0,724		
	SAT1	0,722		
SAT2	0,547			
SAT3	0,743			
Trust	TRU1	0,753	0,483	0,788
	TRU2	0,718		
	TRU3	0,688		
	TRU4	0,614		
Repurchase Intention	RI1	0,803	0,566	0,867
	RI2	0,777		
	RI3	0,752		
	RI4	0,738		
	RI5	0,686		

Source: developed by the authors

Table 2 shows that the loading factor of product in hand variable, benefits variable, customer support variable, packaging variable, return and exchange variable and repurchase intention variable have a value

above 0,5, so the item is said to be valid (Malhotra, 2010). Additionally, the delivery variable, customer satisfaction variable, and trust variable have a value below the recommended cut-off value of 0,5. Referring to Fornell & Larcker (1981) that if the AVE value shows results $< 0,5$ but the CR value meets the minimum standard, the value is acceptable because it is considered not to have a fatal impact. The result of the reliability test on all latent variables used shows that the composite reliability (CR) gets a result above the recommended cut-off value of 0,7 (Malhotra, 2010).

The first step to measuring the fit of the structural model is to analyze whether there is a good fit before testing the causal relationship between variables (Hair et al., 2017). Based on Table 3, it is known that there is a total of seven out of ten indicators that have a good match value. Additionally, this criterion is at least represented by the GOF measure, which has a good value (Hair et al., 2017). In general, the model built has to meet the requirements so that it can continue into the hypothesis testing stage.

Table 3 Goodness of Fit Index Structural Model

Goodness of Fit Indicator	Cut-off Value	Results	Conclusion
Absolute Fit Indices			
p-value	p-value $\geq 0,05$	0,000	Poor fit
RMSEA	RMSEA $\leq 0,08$	0,047	Good fit
SRMR	SRMR $\leq 0,08$	0,0394	Good fit
CMIN/DF	CMIN/DF ≤ 3	2,314	Good fit
GFI	GFI $\geq 0,90$	0,894	Marginal fit
Incremental Fit Indices			
CFI	CFI $\geq 0,90$	0,946	Good fit
NFI	NFI $\geq 0,90$	0,910	Good fit
TLI (NNFI)	TLI $\geq 0,90$	0,940	Good fit
IFI	IFI $\geq 0,90$	0,947	Good fit
RFI	RFI $\geq 0,90$	0,899	Marginal fit

Source: developed by the authors

Hypothesis testing is done by looking at the significant value generated for each hypothesis. The criteria between variables are shown by the t value of 1,645 in the one-tailed hypothesis test (Hair et al., 2017). If the test carried out on AMOS gives an output value of t 1,645, it can be said that the research hypothesis is accepted. The following is attached the results of hypothesis testing using AMOS.

The result in figure 2 shows that the relationship test on the variables of delivery to customer satisfaction (H1), customer support to customer satisfaction (H4), packaging to customer satisfaction (H5), return and exchange to customer satisfaction (H6) have a t-value exceeding the cut-off value $\geq 1,645$ that means proposed hypothesis of H1, H4, H5, H6, H7 & H8 were accepted. Additionally, the relationship between the product in hand variable to customer satisfaction (H2) and the benefits variable to customer satisfaction (H3) has a t-value of 1,645 which means the proposed hypothesis on H2 and H3 were rejected. Finally, the relationship between the customer satisfaction variable to trust and trust to repurchase intention has a t-value exceeding the cut-off value $\geq 1,645$, which means the proposed hypothesis was accepted.

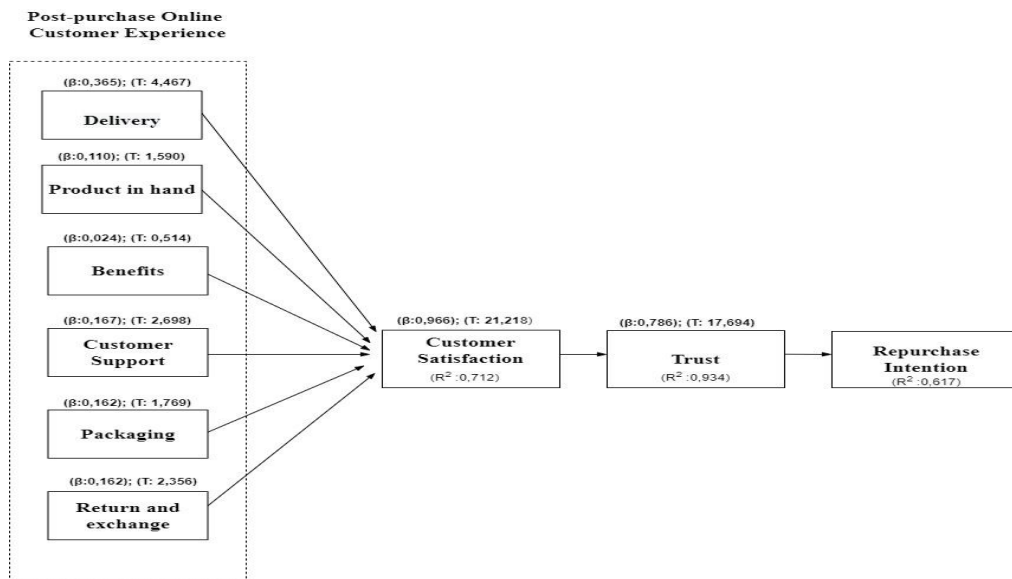


Figure 2 Structural Equation Model Analysis

(Source: developed by the authors)

5. Conclusion and Implications

The results of this study are in sync with the proposed hypothesis. There are six dimensions of post-purchase online customer experience, namely delivery, product in hand, return and exchange, customer support, and packaging. The result shows that timely delivery and clear communication so that consumers get what they have ordered are the most influential factor in the post-purchase online customer experience. This result aligns with the study of Kumar & Anjaly (2017), who says that the most regarding this, are most valued attributes of delivery are flexibility in delivery options and clear communication. Interestingly, the current result about “product in hand” differed from the findings of Ma, K.X. et al. (2021), who found that “product in hand” is a key driver for post-purchase online customer experience. Still, the current results were consistent with a recent report by Singh and Soderlund (2020), which reported their recent online grocery study involving 358 American online grocery shoppers, reported that product experience was not a significant factor for customer satisfaction. “benefits” differed from the findings of Kumar & Anjaly (2017) show that customers feel special when they receive offers from the e-retailer. Still, the current results were consistent with a recent report by Muro-Rodríguez et al. (2021), who says that the Covid-19 pandemic pushes customers to appreciate more security-related value rather than special offers from e-retailers. Benefits have no significant effect on customer satisfaction. Based on these findings, it can be said that the level of satisfaction of fresh product consumers is not influenced by the benefits they get when purchasing fresh products online. The variable benefits have no effect on consumer satisfaction because, during the Covid-19 period, consumers tend to look for products that are safe and can be consumed to increase body immunity, not to get reward points or discounted prices. “customer support” was also determined to be a key factor for customer satisfaction, as previously reported by Ma, K. X., et al. (2021) for Chinese consumers. When buying fresh food online, customer support is very important because the complicated return and exchange process has an impact on the product’s uniqueness that needs to be delivered in a proper way. When products fail to match customers’ expectations, they want to talk to a reliable customer representative to complain about the product they have got. Timely response and efficient problem solving can result in higher customer satisfaction and a higher repurchase intention. “packaging” was also determined to be a key factor for customer satisfaction. The result implies that proper packaging was a significant factor in customer satisfaction, which aligns with the findings of Ma, K.X. et al. (2021) that

packaging still values the role of packaging in providing information, maintaining food quality, and safety, and its aesthetic value. The packaging owned by the product must be able to protect the product in it from threats originating from environmental changes such as temperature, weather, humidity, and others. Proper sealing and information (labeling) of products is expected to convince consumers when they receive fresh products sent. Attractive packaging can also be considered by the seller in sending the product.

“Return and exchange” was also determined to be a key factor for customer satisfaction. This aligns with the findings of Kumar & Anjaly (2017) show that many customers expressed that clear guidelines from e-retailers can improve the experience related to this return and exchange process. Good communication in a clear and communicative way will help in increasing transparency and reduce conflict situations.

Additionally, the relationship between customer satisfaction and trust is significant. Customer who experiences satisfactory transactional exchange will develop trust in e-retailer. These results align with the previous study of Mortimer et al. (2016), who found that feelings of satisfaction will lead to increased trust and repurchase intention. Finally, it is shown that trust has a significant relationship with repurchase intention. These results are consistent with previous studies related to the context of online grocery shopping, that regular online shoppers have attained a high level of trust through multiple and regular transactions (Mortimer et al., 2016).

This study found that the delivery variable is the main variable that can increase fresh product consumer satisfaction. In Indonesia, the accuracy of the product’s tracing to be delivered timely still remains to be customer’s concern because of the fresh food’s characteristics and product safety. What can be done by e-commerce companies is to adopt technology that can minimize the risk of damaged products. In addition, an accurate and transparent tracking system needs to be developed by e-commerce companies so that the delivery process can be seen directly by consumers so that customer satisfaction will increase. The ease of communicating with consumer services or sellers should take precedence over communication with robots or chatbots, which should be paid more attention to by the seller. One way that can be done is to provide appropriate knowledge to officers in charge of responding to consumer questions so that consumers are satisfied with the information submitted by the seller. Improve regulations and procedures related to returns and exchanges is important to be conveyed by e-commerce parties and sellers transparently to consumers so that they can anticipate unexpected circumstances that may occur and can increase consumer satisfaction. Packaging that is in accordance with the characteristics of the product purchased by consumers so that consumers will get products in good condition without any changes in shape, color, or odor that indicate product damage due to external factors. Build customer satisfaction by providing post-purchase online customer experience services to the fullest to be able to form consumer confidence in e-commerce and sellers so that consumers have the intention to make online purchases again through e-commerce that they have previously used.

This study has some limitations. First, the findings are based on investigating Indonesian fresh food online shoppers, which may not be fully applicable to other cultural settings. Future studies could consider using quota sampling methods to better represent the target population (Ma, K. X., et al., 2021). In the context of research, this study focuses on the marketplace as e-commerce is used by respondents to purchase fresh products. Marketplace as a type of C2C (consumer to consumer) e-commerce is different from the type of B2C (business to consumer) or B2B (business to business) e-commerce, thus allowing different interpretations by each respondent. Moreover, future studies can also include other aspects of the brand, such as retailer reputation as antecedents of repurchasing fresh food online, to deepen our understanding of this phenomenon. Further, “online shopping frequency” and socio-demographic factors (gender, age, educational level) could be included as moderators as well because they have been reported to be influential in online consumer behavior (Mortimer et al., 2016).

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