

Repurchase Intention On Digital E-Commerce The Product Description, Cognitive Experience, Affective Experience, Perceived Value, Customer Satisfaction

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Abstract:

The Covid-19 outbreak, which has still not completely faded, has made major changes in various lives, including in the business world, where e-commerce has proven to have brought profits to most companies and has even been able to expand. This study investigates and explains the perspective of customer behavior based on the effect of clauseality of the product description on repurchase intention by perceived value for customers who shop online through e-commerce platforms. The quantitative approach used in this research is through the distribution of questionnaires that have been designed to respondents with the criteria. Analyze the data using a multiple linear regression which tests. Based on the results it shows that the product description has a positive and significant effect on cognitive and affective online customer experience and perceived value. In addition, the two dimensions of online customer experience also show positive and significant results on perceived value. The perceived value on customer satisfaction and repurchase intention also shows the same. The implications of the results of this study can be seen that perceived value has an important role in controlling customer behavior. This study suggests online shoppers to pay attention to product descriptions on e-commerce. The firm provide adequate service values to maintain customer satisfaction and loyalty.

Keywords: *Product Description, Cognitive Experience, Affective Experience, Perceived Value, Customer Satisfaction, Repurchase Intention, E-Commerce.*

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I. Introduction

A survey conducted by the Central Statistics Agency (BPS) in Fadly, HD, & Utama, S. (2020) records “E-commerce users, namely 3,504 heads of families (KK) in 101 regions throughout all provinces in Indonesia. From these data, it can be concluded that only about 15.08% of the total use e-commerce businesses are inversely proportional to those who do not use e-commerce businesses, namely 84.92%.” Electronic commerce via the Internet or shopping online was initiated for the first time in 1995 (Laudon & Traver, 2017). E-commerce is a global phenomenon that has an impact on social and economic life in people around the world (Laudon & Traver, 2017). shopping Online is an alternative for customers because it has advantages inconvenience compared to conventional shopping which is usually associated with anxiety about crowds, traffic jams on the way, limited time, looking for a parking space, and so on. Internet retailers or stores are online now one of the fastest-growing sectors in the world, and of course, this has an impact on traditional stores (Kidane & Sharma, 2016).

E-commerce is buying and selling a product through internet media. A person or organization can make sales or purchases through internet media. E-commerce in Indonesia began to develop in 2011 and evolved. Social restrictions during the Covid-19 pandemic were also one of the factors that made the development of e-commerce more rapid. In Indonesia, e-commerce transactions were recorded in 2019 of Rp. 205.5 trillion, then increased in 2020 to Rp. 266.3 trillion, predicted that in 2021 it would grow to Rp. 395 trillion, or an increase of 48.4% (BI 2021). Intense competition occurs in Indonesia's five most popular e-commerce sites, namely Tokopedia, Shopee, Bukalapak, Lazada, and Blibli. The number of visits to e-commerce websites is one of the benchmarks for the success of e-commerce in Indonesia. With the high number of visits, the opportunities for consumers to transact will also be higher.

However, with the growing market and supported by increasing users of digital technology that is directly accessed via smartphones, more than half of Indonesians already have smartphones (Ministry of Communication and Information Technology, 2017). Meanwhile, in 2020 alone, the value of Indonesian people's online shopping transactions has increased by 266.3 trillion idr compared to 2019 which reached 205.5 trillion idr (Jayani, 2021). Understanding customer behavior in e-commerce adoption can be a powerful tool to

help decision makers develop superior strategies to compete in the digital era and recognize changing customer behavior (Lestari, 2019), so customer behavior is an interesting topic to study.

Product description in an online context is a form of presenting the function and performance of the product to consumers (Yao and Shao, 2021). Therefore, Tokopedia and Shopee provide a guide for making product descriptions for sellers, which contains product details, such as specifications, advantages, completeness, warranty, and color. Consumer involvement will be formed with product descriptions that are easy to understand and provide information related to consumer needs. Consumer involvement directly affects information processing and cognitive resources (Yao and Shao, 2021; Petty et al., 1983). Furthermore, in the presence of consumer involvement conditions, vivid descriptions positively influence consumers' attitudes towards utility (utilitarian), increasing consumers' purchase intention. (Yao and Shao, 2021). Consumer knowledge related to products is also based on the completeness of the data presented by the seller to marketing or educational sentences in the product description so that it is more informative and complete. The quality of a good product description can attract consumers' attention psychologically and emotionally, thus leading to positive feelings toward the product (Mou et al., 2020). Through product description, basic information about the product, emails from the retailer, providing feedback, and detailed product preferences can be given (Prasad et al., 2019).

II. Literature Review

Product Description

Product description which can be a brief explanation of information on an online product that is used by marketers to help consumers evaluate a product and make purchasing decisions (Smith et al, 2005). While the importance of online reviews is widely recognized, several studies have examined whether and how online reviews can encourage consumers to develop online impulse buying behavior. Therefore, before making a shopping decision, many consumers prefer to have access to online reviews to check what other consumers think about an online store, product, or service (Sarah et al, 2021; Zhang et al 2018). Wells et al (2011) information on an online product has encouraged and formed the emotional side of customers to decide to buy impulsively. Through product descriptions available on online shopping, it can shape customers' emotions in responding when they see the various attached products before making an online purchase (Ha et al, 2010; Mou et al, 2019).

Thus, the cognitive side can be influenced by the availability of information from an online product that will direct customers during navigation (Liu et al, 2013; Micu et al, 2019). While the affective side will respond in terms of feeling, mood, and emotion (Micu et al, 2019). This is what academics mean to involve customers in the value creation of an online product. Meanwhile, cognitive and affective cannot be separated to form a positive customer experience. Confirmed by According to Micu et al (2019) what is referred to as online customer experience is an internal and subjective response that customers have to direct or indirect contact with the company. Considering the relevance of the customer experience, which is formed through the perception of various touchpoints along the customer journey (Kuehnl et al, 2019), in the sense that product information (product description) enters the customer journey in finding the right product on the e-commerce platform. Therefore, in this study to design a hypothesis based on some of the existing literature as follows:

H1a : Product Description has a positive and significant effect on Cognitive Online Customer Experience.

H1b : Product Description has a positive and significant effect on the Affective Online Customer Experience.

H2 : Product Description has a positive and significant effect on Perceived Value.

Customer Experience

The discussion about customer experience is a fundamental component of customer behavior which involves the customer journey (Kuehnl et al, 2019). Even retailers provide customer experience and value as a strategic step to compete in e-markets (Kusumawati & Rahayu, 2020; Lloyd et al, 2011; Marbach et al, 2016). With it, online customers who have accessed and made purchases have had experiences that are tailored to the perceived value. The suitability of these values will be able to assess the customer experience both in terms of cognitive and affective. Of course, with the availability of value provided by retailers to customers, evaluations can be made which have been discussed in various marketing strategy literature (Klaus, 2013; Pandey & Chawla, 2018; Tynan & McKechnie, 2009). Referring to the utilization theory, customers perceive the brand value of various cues (Kim et al, 2019) and these cues can be felt after getting an experience with the customer.

In addition, several characteristics of online shopping, such as the level of interactivity, two-way communication, flexibility to display product choices and the richness of customer behavioral data, affect the online shopping experience (Cao et al, 2018; Pandey & Chawla, 2018). This has led to the emergence of studies, focusing on the importance of online customer experience (Trevinal & Stenger, 2014; Martin et al, 2015). Therefore, the level of perceived customer experience can affect customer perceptions of product value

(Shobeiri et al, 2018; Trevinal & Stenger, 2014). Jiang et al (2018) state that customer experience conveys cues to customers, such as social benefit cues and quality cues, which lead to increased customer value perceptions. Based on this, this study designed the following hypotheses:

H3a : Cognitive Online Customer Experience has a positive and significant effect on Perceived Value.

H3b : Affective Online Customer Experience has a positive and significant effect on Perceived Value.

Perceived Value

In recent years, perceived value has attracted considerable attention as an important construct in predicting consumer buying behavior (Anderson & Srinivasan, 2003). When customers contemplate a possible purchase, the tradeoffs they feel generally include relevant past perceptions of the buying experience. So from the perceived value that exists and is obtained after making a purchase, the customer already has experience. In the context of shopping, Lloyd and Luk (2011) list price, service quality, and product quality as the three main drivers of customer perceived value. Other researchers found that customer perceived value can be influenced by other monetary and non-monetary factors, namely rational, emotional, social and psychological factors, such as the shopping environment of the store (Izogo & Jayawardhena, 2018) and the risks inherent in purchasing (Chung & Koo, 2018). 2015).

Whereas the conventional wisdom is that perceived value is subject to consumption experience and therefore many measurement scales for perceived value are transaction-based. Perceived value is a well-established multi-dimensional construct with a strong theoretical foundation (Akman et al, 2019; Chen et al, 2018; Chen et al, 2018). From this perspective, perceived value plays a central role for satisfaction as well as repurchase (Chen et al, 2018). Furthermore, hedonic values and utilitarian values are important outcomes that influence consumer decisions in the future through feedback loops in the consumer decision process (Kim, 2019). When the perceived value fit required to obtain a product or service exceeds the customer's tolerance, the value of the product or service increases, thereby affecting the customer's willingness to make a purchase (San-Martin et al, 2017). Similar empirical results have supported such a perspective by showing that perceived value leads to repurchase intention (Chen et al, 2018; Chen et al, 2018; Jiang et al, 2018; Kim et al, 2019). Indeed, online shoppers develop repurchase intentions towards online shopping platforms if they can provide high utilitarian and hedonic values which will affect the level of satisfaction. Thus, in this study, the following hypotheses are designed:

H4: Perceived Value has a positive and significant effect on E-Satisfaction.

H5: Perceived Value has a positive and significant effect on Repurchase Intention.

H6: Perceived Value mediates the effect of Cognitive Online Customer Experience on E-Satisfaction.

H7: Perceived Value mediates the effect of Affective Online Customer Experience on Repurchase Intention.

E-Customer Satisfaction

Previous studies that have discussed online customer experience have identified satisfaction and loyalty intentions as a result of online customer experience (Izogo and Jayawardhena, 2018; Mou et al, 2019). The online customer experience literature shows that repurchase intention is a behavioral result of the shopping experience, which emphasizes the importance of experience for customer loyalty (Khodadi et al, 2016). Customer psychologists and brand marketers often emphasize the importance of customers developing strong, meaningful, and emotional relationships with brands (Schmitt et al., 2015), which can lead to product use experiences to express customer satisfaction (Chen, 2018). With that, physical contact with the product can be a major source of information for consumers, especially before making a purchase decision. These contacts may prove important for weighing alternatives, setting preferences, and making choices (Chiu et al, 2018; Park et al., 2012). In accordance with previous research, it is argued that customers who are satisfied with the company are more likely to engage in intending to make repeat purchases (Brusch et al, 2019).

Regarding the relationship between satisfaction and customer participation behaviors such as civic virtue and co-creation, the literature provides theoretical reasons for positive and negative relationships (Rita et al, 2019). Customers will be motivated to reciprocate favorable treatment through the company with useful suggestions and ideas to improve existing products and services that are beneficial to customers (Sandrin et al, 2017). However research on customer complaining behavior would imply that customer satisfaction is negatively related to participatory behavior, as more dissatisfied customers will be more likely to relieve their dissatisfaction through providing improvement suggestions and will also have more ideas about how the company can improve its products or services (Antwi, 2021; Chiu & Cho, 2019; Lin & Lekhawipat, 2014). However, this does not mean that the involvement of the customer will affect the repurchase because the customer will consider his intention to repurchase. This is the design of this research hypothesis as follows:

H8: E-Satisfaction has a positive and significant effect on Repurchase Intention.

III. Research Methodology

This study uses a quantitative approach through distributing questionnaires to customer of e-commerce on the largest platforms in Indonesia such as Shopee with a total sample of 120 "student STIA Malang" the e-commerce. Shopee by providing access services to all regions of Indonesia through free shipping offers. There is no doubt that ownership of a more advanced technology infrastructure and business model design may be able to occupy the top e-commerce position in Indonesia, which incidentally has the largest market share in Southeast Asia (Deloitte, 2021).

Based on this interest, this research designs a construct model by integrating several variables and then distribute the questionnaire to customers who have made purchases at Shopee. Therefore, this study adopted purposive sampling with the provisions and criteria that have been determined as the research sample. As stated by Creswell & Creswell (2018), purposive sampling has criteria to be met which not all samples can be taken, so it is more specific to certain samples. The distribution of the questionnaires which had taken more than two months had successfully collected the aforementioned sample.

The questionnaires was designed based on previous research in similar contexts and adopting the measures of construct. For instance, product description was measured from three items that developed by Smith et al (2008). Online customer experience, which is between cognitive (two items) and affective (eight items), each is measured based on Novak et al (2000). While perceived value was measured from four items that developed by Anderson & Srinivasan (2003). Other than that, e-customer satisfaction in this study was measured from four items that developed by Khalifa & Liu (2007). Finally, repurchase intention was measured from four items that developed by Khalifa & Liu (2007). All of the adapted items were measured on a Likert scale ranging from strongly disagree to strongly agree.

IV. Research And Results

Of course, there are quite a few students at the Malang College of Administrative Sciences (STIA) who use digital E-Commerce services, because this service has become increasingly trendy during the Covid-19 era. In fact, in almost all parts of the world, humans during the terrible period of "Covid-19" were helped by this service. This study presents demographic data (see Table 1) as many as 120 online purchasing customers who are used as respondents which shows that female respondents are the most dominant (n = 61, 50.8%) and male (n = 59, 49.2 %). Of all respondents also gave statements about "spending money on online shopping" to see the amount of money spent on e-commerce platforms which showed that the most dominant was in the nominal range of 500,000 idr to 1,000,000 (n = 47, 39.2%) and at most the fewest spent nominal expenditures of more than three million idr (n=12.5%). For more details descriptive statistics of this study complete survey data are shown in Table 1.

Table 1. Respondents' Profile

Demographics	Category	Frequency	Percent (%)
Gender	Male	61	50.8
	Female	59	49.2
	Total	120	100
Spend of money in online shopping	<500.000 idr	18	15.0
	500.000 to 700.000 idr	22	18.3
	700.000 to 900.000 idr	15	12.5
	900.000 to 1.000.000 idr	47	39.2
	>1.000.000	18	15.0
	Total	120	100

Source: Research data (2024)

This study also measures the validity and reliability assumptions which are the basis for the feasibility and validity of the data in the quantitative approach, through PLS-SEM which is used to confirm these assumptions. According to Hair et al (2014), the use of PLS-SEM is recommended because composite reliability and Cronbach's greatly determine reliability, so all items must be greater than 0.70. Therefore, this research data has been processed and shows that all variables have a high composite reliability value of more than 0.8: Product Description (0.882), Cognitive Experience (0.897), Affective Experience (0.951), Perceived Value (0.924), Customer E -Satisfaction (0.911), and Repurchase Intention (0.866). Furthermore, Cronbach's for all variables has a value of more than 0.7: Product Description (0.798), Cognitive Experience (0.771), Affective Experience (0.940), Perceived Value (0.885), Customer E-Satisfaction (0.869), and Repurchase Intention (0.793).

Tabel 2. Variable Construct Measurement

Variabel	Item	Mean	Standard Deviation	Cronbach α	Composite Reliability	Average Variance Extracted (AVE)
Product Description	PD1	4.421	0.950	0.798	0.882	0.714
	PD2	4.079	0.850			
	PD3	3.846	0.648			
		4.115				
Cognitive Experience	CE1	4.439	0.869	0.771	0.897	0.814
	CE2	4.254	0.705			
		4.346				

Variabel	Item	Mean	Standard Deviation	Cronbach α	Composite Reliability	Average Variance Extracted (AVE)
Affective Experience	AE1	4.478	0.803	0.940	0.951	0.708
	AE2	4.224	0.748			
	AE3	4.268	0.786			
	AE4	4.202	0.791			
	AE5	4.079	0.696			
	AE6	4.053	0.717			
	AE7	4.202	0.855			
	AE8	4.123	0.780			
		4.203				
Perceived Value	PV1	3.921	0.644	0.885	0.924	0.757
	PV2	4.439	0.778			
	PV3	4.386	0.838			
	PV4	4.430	0.848			
		4.296				
Customer Satisfaction	CS1	4.039	0.709	0.869	0.911	0.718
	CS2	4.118	0.725			
	CS3	4.193	0.736			
	CS4	4.088	0.801			
		4.109				
Repurchase Intention	RI1	3.912	0.601	0.793	0.866	0.620
	RI2	3.952	0.650			
	RI3	4.075	0.907			
	RI4	4.009	0.749			
		3.987				

Source: Analysis research data (2024).

The second hypothesis, which is tested is the relationship between Product Description and Affective Online Customer Experience which shows positive and significant results ($\beta=0.640$; $p\text{-value}<0.05$) so that H2 is accepted. Furthermore, in the third hypothesis the relationship between Product Description and Perceived Value shows a positive and significant relationship ($\beta = 0.241$; $p\text{-value} <0.05$) so that H3 is accepted. In addition, in the fourth hypothesis, the relationship between Cognitive Online Customer Experience and Perceived Value shows a positive and significant relationship ($\beta = 0.168$; $p\text{-value} <0.05$) so that H4 is accepted.

Thus, all these values are considered acceptable and ensure adequate reliability. However, this study must also ensure the validity of showing that a set of indicators represent the same basic construct, which can be demonstrated through its dimensional units. The validity of the discriminant variable is proven by calculating the average extraction value (AVE) and the values obtained between variables (Hair et al, 2019). In this study, it can be seen that the overall AVE value variable is greater than 0.6: Product Description (0.714), Cognitive Experience (0.814), Affective Experience (0.708), Perceived Value (0.757), Customer E-Satisfaction (0.718), and Repurchase Intention (0.620). According to Chin (1998) has explained that AVE is a measure of

communality for each latent variable and shows adequate results because all variants show exhibit values above 0.5 each. Thus, the measurement of the construct of this study is strongly indicated.

Tabel 3. Hypothesis Testing

Variable	Direct Effect (β)	Indirect Effect (β)	T Score	Probability	Conclusion
PD \rightarrow COCE	0.549		6.389	0.000	Accepted
PD \rightarrow AOCE	0.640		7.961	0.000	Accepted
PD \rightarrow PV	0.241		3.889	0.000	Accepted
COCE \rightarrow PV	0.168		2.168	0.031	Accepted
AOCE \rightarrow PV	0.419		4.969	0.000	Accepted
PV \rightarrow C-ES	0.682		10.851	0.000	Accepted
PV \rightarrow RI	0.248		4.819	0.000	Accepted
C-ES \rightarrow RI	0.654		13.138	0.000	Accepted
PD \rightarrow COCE \rightarrow PV		0.092	2.178	0.030	Accepted
PD \rightarrow AOCE \rightarrow PV		0.268	4.218	0.000	Accepted
PD \rightarrow PV \rightarrow C-ES		0.164	3.786	0.000	Accepted
COCE \rightarrow PV \rightarrow C-ES		0.115	2.172	0.030	Accepted
AOCE \rightarrow PV \rightarrow C-ES		0.286	3.975	0.000	Accepted
PV \rightarrow C-ES \rightarrow RI		0.446	8.453	0.000	Accepted
N = 228					
R ² = PV (0.556); COCE (0.301); AOCE (0.410); C-ES (0.465); RI (0.711)					
*Sig. p-value < 0.10; **Sig. p-value<0.05; ***Sig. p-value<0.01					

The direct relationship between Affective Online Customer Experience and Perceived Value shows positive and significant results (β = 0.419; p-value <0.05) so H5 is accepted. Then in the sixth hypothesis, the relationship between Perceived Value and Customer E-Satisfaction shows positive and significant results (β = 782; p-value <0.05), then H6 is accepted. In the seventh hypothesis, namely the relationship between Perceived Value and Revisit Intention, it shows positive and significant results (β =0.248; p-value<0.05), with this H7 is accepted. And the last hypothesis, namely the eight relationships between Customer E-Satisfaction and Revisit Intention showed positive and significant results (β =0.654; p-value <0.05), with this H8 accepted. This study also provides test results for the role of Cognitive Online Customer Experience, Affective Online Customer Experience, Perceived Value and Customer E-Satisfaction. In each of the results of testing the hypothesis, all of them showed positive and significant results (p-value <0.05). Table 3 below has been presented in greater detail in its entirety and also includes the role of mediation, the implications of which will also be discussed later.

V. Discussion

The most successful product, however, is Storyblok, which became a spin-off in 2017. Storyblok is a novel content management system (CMS) that adopts a unique component-based approach, also referred to as "headless CMS." The user-friendly and powerful IT solution makes content accessible via an application programming interface (API) for display on any device and channel. It allows users to publish and repurpose their content across multiple channels to deliver content on any platform, such as corporate websites, e-commerce sites, mobile apps, and screen displays (Mou et al, 2019; Chiu & Cho, 2019; Micu et al, 2019; Mou et al, 2019; Mou et al, 2020; Sandrin et al, 2017). The pandemic's impact on in-person sales. Because operated the largest e-commerce website on their island, transitioning into a full online operation was seamless. The social distancing associated with COVID-19 elevated the website's significance and moved consumers from the store onto online shopping. This shift amplified the importance of having a transactional website that was the foundation for any digital marketing activities.

The suitability of the information and after experiencing the purchase experience can foster trust from the information provided (Kim, 2019). Of course product information can have a binding influence on online customer experience from after making a purchase. Another correlation can be understood that product descriptions increase repurchase intentions and even though they have not had experience, which means that through product descriptions they can also grow purchase intentions (Ha et al, 2010; Liu et al, 2013 Micu et al, 2019). As confirmed by Wells et al (2011) attributes on e-commerce platforms, such as appropriate information, visual appeal, and ease of use of the site, affect consumers' emotions and personality in triggering impulsive online shopping decisions. With that, online customers pay close attention to product descriptions before deciding which products to buy in online stores.

Meanwhile, through information from a product, consumers can imagine the need for the product and thereby stimulate the experience, while customers do not necessarily have a shopping goal after (Sarah et al,

2021). Regarding the product description, it has also investigated whether it affects customer perceived value has been confirmed in this study. The second hypothesis has shown that the product description has a positive and significant effect on the perceived value of online customers in Indonesia. These results seem to indicate that the impact of perceived value is more complex and can be controlled by various factors. This indicates that the higher the quality of the product description can increase the potential value of the product and increase the relationship between the product and the consumer to a certain extent (Mou et al, 2019). Such potential value is conducive to promoting consumer engagement in the product, and making consumers move from product abandonment to cognitive self-identification (Liu et al, 2013; Micu et al, 2019).

E-commerce which has been considered as a platform that provides many benefits with the availability of products, will be motivated to make repeat purchases (Ha et al, 2010). However, it depends on the level of satisfaction from customers (Izogo & Jayawardhena, 2018). Moreover, there is a discrepancy in the perceived value expectations of a product that has been purchased, has a negative impact on the emotions and feelings of customers (Sandrin et al, 2017). Therefore, it often happens that various customers are reluctant to repurchase the product at the same online store. However, on the contrary, even exceeding expectations from what is expected, customers have high satisfaction (Chiu & Cho, 2019; Khodadi et al, 2016; Kusumawati & Rahayu, 2020), so that the online store will stick to the minds of customers who will later buy again (Pandew & Chawla, 2018). Or even more customers will recommend to their closest friends and maybe their families to buy a certain product at the online store (Rita et al, 2019). This customer behavior is currently a major concern for academics and practitioners regarding perceived value to satisfaction (Anderson & Srinivasan, 2003; Paulsen et al, 2019). This is academics and practitioners have been convinced by the satisfaction of the suitability of values, providing continuity of customers in buying a product. As stated by Kim et al (2019), satisfaction will lead to customer loyalty in making purchases. Meanwhile, Perea y Monsu  (2004) has confirmed that perceived value is the main performance of customers to buy products on online platforms. These benchmarks are of great concern to control satisfaction and repurchase intention.

VI. Conclusion

Transactional e-commerce site. Manufacturing companies, travel services, e-retailers, which make products marketed available online, for example, e-commerce sites, such as shopee.co.id, tokopedia.com and so on” In this study, configure several variables that explain customer behavior that has developed in the current era which has discussed e-markets and e-commerce. This research was conducted based on the phenomenon that exists in Indonesia which incidentally becomes the largest market share in Southeast Asia. On the other hand, in Indonesia, e-commerce giants have also grown up that compete with each other and show off by carrying out various appropriate strategies to capture market share. Accompanied by a shift in purchasing behavior of customers who have started to avoid shopping offline and also the Indonesian people from year to year have increased in the use of smartphones and the internet. Therefore, this research was conducted by integrating several variables, such as product description, online customer experience, perceived value, satisfaction, and repurchase intention. The results of this study have shown that all hypotheses can be accepted in the sense that the clauses designed have answered the hypothesis, which are positive and significant. However, this research is still considered to have shortcomings so that further research can be carried out by other studies, where this study only analyzes the effect of product description on repurchase intention through the role of perceived value from the perspective of online customer experience and satisfaction. Meanwhile, clauseality analysis can be carried out from another perspective which according to this research can be a further suggestion, namely the need to add variables of perceived risk and benefits using an e-commerce platform or maybe even a comparative study between developing and developed countries which will later be able to see their respective technological infrastructure country. The rest, further research can also be done based on these considerations.

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Conflict of Interest:

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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