



Development of a Reuse Intention Model Based on the E-Commerce System Success Model

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Article Info		Abstract
Received	30 August 2025	Research aim : To develop a model of Tokopedia reuse intention based on information quality, system quality, service quality, interactivity, entertainment, promotion perception, and user satisfaction, on Generation Z in Bali Province Design/Methods/Approach : The analysis method used is Structural Equation Modeling (SEM) through the use of Partial Least Squares (PLS-SEM) Research Finding : The results of the study show that satisfaction is able to mediate the influence of information quality, system quality, promotion perception, and entertainment on reuse intentions, but is unable to mediate the influence of service quality and interactivity on reuse intentions of Tokopedia for fashion products among Generation Z in Bali Province. Theoretical contribution/Originality : The theoretical implication of the results of this study is that it is able to validate the E-Commerce System Success (ESS) model from Wang et al. (2019). Originality of these research especially for interactivity has not been able to show results that have a significant relationship while the entertainment variable shows a positive and significant relationship to the intention to use Tokopedia Practitioner/Policy implication : The study's managerial ramifications include the need for Tokopedia E-Commerce developers and producers/sellers' management to focus on the factors of information quality, system quality, promotional perception, entertainment, and user satisfaction in order to boost users' intentions to use Tokopedia again. Research limitation : In light of the findings of this study, it is hoped that future researchers will carry out additional research by reexamining additional factors that affect the intention to reuse, applying alternative model theories, and broadening the sample size in order to support and generalize the findings of this study Novelty: This study uses new variables in the form of interactivity and entertainment based on the development of E-Commerce System Success using the Uses and Gratifications (U&G) theory approach.
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Abstrak

Tujuan Penelitian : Untuk mengembangkan model intensi penggunaan kembali Tokopedia berdasarkan kualitas informasi, kualitas sistem, kualitas layanan, interaktivitas, hiburan, persepsi promosi, dan kepuasan pengguna, pada Generasi Z di Provinsi Bali.



Desain/ Metode/ Pendekatan : Menggunakan metode analisis Structural Equation Modeling (SEM) melalui penggunaan Partial Least Squares (PLS-SEM)

Temuan Penelitian : Hasil penelitian menunjukkan bahwa kepuasan mampu memediasi pengaruh kualitas informasi, kualitas sistem, persepsi promosi, dan hiburan terhadap niat menggunakan ulang, namun tidak mampu memediasi pengaruh kualitas layanan dan interaktivitas terhadap niat menggunakan ulang Tokopedia untuk produk fesyen pada Generasi Z di Provinsi Bali.

Kontribusi Teoritis/ Originalitas: Implikasi teoritis dari hasil penelitian ini adalah mampu memvalidasi model E-Commerce System Success (ESS) dari Wang et al. (2019). Orisinalitas penelitian ini, untuk interaktivitas belum mampu menunjukkan hubungan positif dan signifikan, sedangkan pada hubungan hiburan dengan niat menggunakan kembali menunjukkan hasil yang positif dan signifikan.

Implikasi Praktis : Implikasi manajerial penelitian ini mencakup perlunya pengembang e-commerce Tokopedia dan manajemen produsen/penjual untuk berfokus pada faktor-faktor kualitas informasi, kualitas sistem, persepsi promosi, hiburan, dan kepuasan pengguna agar dapat meningkatkan niat pengguna untuk kembali menggunakan Tokopedia.

Keterbatasan Penelitian : Untuk penelitian yang akan datang dapat mengkaji ulang faktor-faktor yang mempengaruhi niat penggunaan kembali, menerapkan teori model alternatif, dan memperluas ukuran sampel agar dapat mendukung dan menggeneralisasi hasil penelitian ini.

Keterbaruan: Penelitian ini menggunakan variabel baru berupa interaktivitas dan hiburan berdasarkan pengembangan E-Commerce System Success dengan pendekatan teori Uses and gratifications (U&G).

Introduction

The growth of online shopping transactions, including on e-marketplaces, has increased dramatically in the era of the 4.0 revolution and post-pandemic. In line with the growth of global e-marketplaces, Indonesia reported an increase in e-marketplace usage among users aged 16–64 years (85.4% of total Internet users). Consequently, the five largest e-marketplaces in Indonesia emerged: Shopee, Tokopedia, Lazada, BliBli, and Bukalapak. With the emergence of these five marketplaces, the market has become increasingly competitive and has given rise to intense competition. Shopee and Tokopedia, the two largest marketplaces in Indonesia, are experiencing competition at the top. Tokopedia still ranks second as the most visited marketplace in Indonesia after Shopee. This condition is a result of Tokopedia's competitive defeat with Shopee (databoks.com).

In general, Tokopedia's competitive defeat with Shopee is due to the problem of Tokopedia's intention to reuse which has not been properly resolved. The solution to the problem of intention to use the system continuously can be linked to the e-commerce systems success model (ESS Model) proposed by Wang (2008) dalam Wang et al. (2018) which includes intention to reuse, user satisfaction, perceived value, dimensions of information quality, system and service. This model can also be developed with the Uses and Gratifications (U&G) theory, which incorporates the Expectancy Values approach. A person is more likely to orient themselves toward the world (such as media) based on their evaluation of the world



or media. The Expectancy Values approach uses the terms Gratifications Sought and Gratifications Obtained. Gratifications Sought are the satisfactions consumers seek when consuming certain media. GS is a motive that drives someone to consume media. Meanwhile, Gratifications Obtained is the actual satisfaction a person obtains when consuming certain media [2]. Uses and gratifications (U&G) theory provides an in-depth explanation of customers' motivations for using media-supported channels. These motivations encompass emotional and utilitarian factors, namely online information, hedonic entertainment, online social interaction, and personal identity [3]. From the two basic theoretical reviews, a research gap emerged for the study of the intention to reuse the e-commerce system, namely the development of an ESS model using a review of customer motivation from emotional factors in the form of interactivity and entertainment variables using the Uses and Gratification theory as the basis.

Based on previous literature, this study attempts to develop an e-commerce context, specifically Tokopedia, which has its own characteristics as an e-commerce platform used for product purchase transactions. In e-commerce applications, sales promotions, entertainment, and interpersonal interactions are important factors, but the ESS model by Wang et al. (2018) failed to include these factors. Wang et al. (2019) developed and validated a mobile catering application success model based on e-commerce system success models and marketing literature. Specifically, this research model describes the relationships between system quality, information quality, service quality, product quality, perceived price, perceived promotion, perceived value, user satisfaction, intention to reuse, and eWOM. Tseng et al. (2022) also developed a value-based adoption model that divides perceived value into utilitarian and hedonic benefits. Mobile shopping applications combine utilitarian and hedonic benefits [5]. This study will focus on the factors of perceived value, namely utilitarian and hedonic benefits, according to the characteristics of Tokopedia e-commerce. The factors studied were information quality, system quality, service quality, interactivity, entertainment, perceived promotion, user satisfaction, and reuse intention. Entertainment represents the hedonic benefits derived from Tokopedia [5]. Information quality, system quality, service quality, interactivity, and perceived promotion represent the utilitarian benefits of Tokopedia. All of these utilitarian and hedonic elements are variables that replace the perceived value proposed by Wang et al., (2018) because this variable is more appropriate for a system to carry out its marketing tasks.

Based on the above background, theoretical basis, and supporting research, a study will be conducted that aims to develop a model of Tokopedia reuse intention based on information quality, system quality, service quality, interactivity, entertainment, promotion perception, and user satisfaction, among Generation Z in Bali Province.

Statement of Problem

The problem in this study can be formulated by the author based on the background, which is how to analyze the impact of interactivity, entertainment, system quality, information quality, service quality, and promotional perceptions on the intention to reuse with satisfaction as a mediating variable on generation Z in Bali Province. Based on the research gaps that were previously formed and the development of previous research, the following research framework was formed:

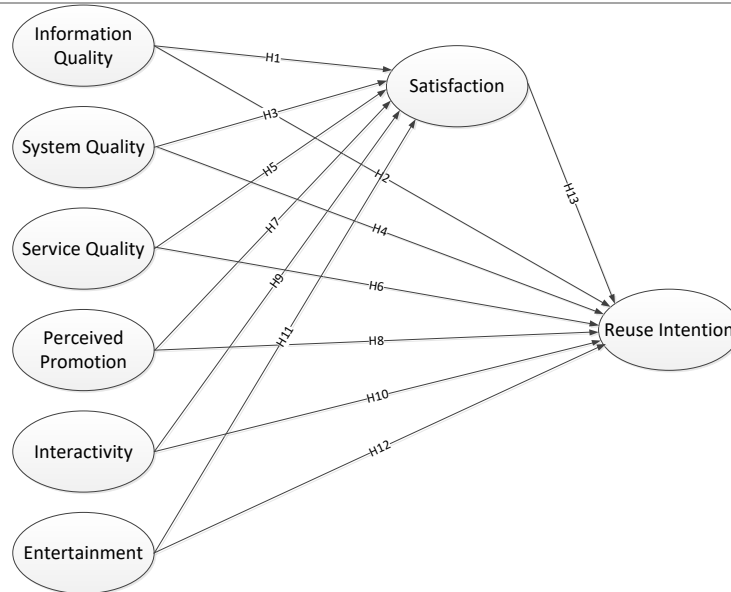


Figure 1. Conceptual Framework

The following are some recent research findings that support this study, namely: Following the D&M IS model, the E-Commerce System Success (ESS) model states that user satisfaction is facilitated by three dimensions of service, information, and system quality and facilitates reuse intention [1]. Previous research has empirically confirmed the quality-satisfaction-loyalty path in the context of food retail applications [4], electronic physical product retail [1]. Therefore, this study proposes the following hypothesis:

H1, H3, H5: Information quality, system quality, service quality has a positive effect on user satisfaction

H2, H4, H6: Information quality, system quality, service quality has a positive effect on reuse intention

Uses and gratifications (U&G) theory provides an in-depth explanation of customer motivations for using media-supported channels. These motivations encompass emotional and utilitarian factors, namely online information, hedonic entertainment, online social interactions, and personal identity [3]. Loyal customer retention is a crucial factor in e-commerce success. Wang et al. (2019) developed and validated a mobile catering app success model, where the results showed that perceived promotion can be added to the e-commerce system success model. Therefore, this study proposes the following hypothesis:

H7: Promotion perception has a positive effect on user satisfaction

H8: Promotion perception has a positive effect on reuse intention

Ibáñez-Sánchez et al. (2022) stated that interactivity has a positive and significant effect on satisfaction with augmented reality filters on social media. Gabriel et al. (2023) and Ejaz Chaudhry et al. (2023) stated that interactivity has a positive and significant effect on intention to continue using augmented reality in e-commerce, while Tran & Kim (2023) stated that interactivity does not directly influence intention to continue using virtual interactive platforms. Therefore, this study proposes the following hypothesis:

H9: Interactivity has a positive effect on user satisfaction

H10: Interactivity has a positive effect on reuse intention



Alalwan (2020) stated that hedonic motivation, associated or articulated with pleasure and entertainment, has a positive and significant influence on the intention to reuse online food ordering applications. Yu et al. (2023) also stated that perceived pleasure has a significant positive influence on the intention to reuse Tourism AR and VR. Alalwan (2020) also stated that entertainment has a positive influence on user satisfaction. Tseng et al. (2022) developed an ESS model, finding that entertainment that demonstrates hedonic benefits has a positive impact on perceived value but does not affect satisfaction. Therefore, this study proposes the following hypotheses:

H11: Entertainment has a positive effect on user satisfaction

H12: Entertainment has a positive effect on intention to reuse

Previous research on mobile app sales has shown that intention to continue purchasing is facilitated by user satisfaction (Sarkar dan Khare, 2019). Previous research in the context of food retail applications and physical product e-retailers has pointed to perceived value (Wang et al. (2019). Therefore, this study proposes the following hypothesis:

H13: User satisfaction has a positive effect on reuse intention.

In addition to the direct relationship, an indirect relationship between the variables studied and user satisfaction will also be formed. Therefore, the hypotheses are as follows:

H14, H15, H16, H17, H18, H19: User satisfaction mediates the effect of information quality, system quality, service quality, perceived promotion, interactivity, and entertainment on reuse intention.

Research Objectives

This study aims to develop a model of Tokopedia's reuse intention based on information quality, system quality, service quality, interactivity, entertainment, promotional perception, and user satisfaction, on Generation Z in Bali Province.

Method

Purposive sampling was used to choose respondents from Bali Province's Generation Z population, which serves as the data source. Using this sampling strategy, the sample is chosen depending on particular criteria. The following standards were applied: Generation Z, specifically those aged 18-27, born between 1997 and 2012 in Bali Province, have used the Tokopedia e-commerce/marketplace, have made more than one transaction for fashion clothing products on the Tokopedia marketplace, minimum education: high school diploma or equivalent. The sample size used in this study refers to J. F. Hair et al. (2022) recommendation, which is to multiply the number of parameters by 5–10. In this study, the sample size was 170 (34 parameters multiplied by 5, resulting in a sample size of 170). The data collection procedure was conducted by distributing questionnaires to respondents online. Data was measured for each item on the questionnaire using a 5-point Likert scale. This method was used to measure respondents' perceptions within the response range of strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1).

The data analysis method used in this study is PLS-SEM. With the aid of SmartPLS 3 software, partial least squares (PLS-SEM) is used in conjunction with the Structural Equation Modeling (SEM) technique to test hypotheses. According to Hair et al. (2019), PLS-SEM does not require normally distributed data, has a small sample size, and allows for direct parameter estimation without the need for goodness of fit. These methods are frequently employed in management and marketing research to examine cause-and-effect connections between latent



constructs. When estimating causal linkages in theoretical models based on actual data, this method works incredibly well [13].

Results and Discussion

The study's participants were members of Bali Province's Generation Z. There were 170 responders in all. An online survey created with Google Forms was used to collect data. Respondents from Generation Z already had accounts and had used TikTok for at least two transactions. The profiles of the survey participants were characterized by their age, gender, and level of acquaintance with Erigo products. Table 1 shows the specifics of the responder profiles.

Table 1. Respondent Profile

Characteristic	Category	Amount
Gender	Man	60
	Woman	110
Age	18 – 21 Years	83
	22 – 25 Years	58
	26– 28 Years	29
Education	High School	86
	Bachelor Degree	83
	Postgraduate	1
Domicile	Badung Regency	31
	Kab. Bangli Regency	8
	Buleleng Regency	22
	Kab. Gianyar Regency	10
	Jembrana Regency	4
	Karangasem Regency	12
	Klungkung Regency	7
Tabanan Regency	12	
Denpasar City	64	

The instrument used to measure all variables in this study was a questionnaire, administered to respondents, allowing them to provide statements based on their feelings and experiences. As an instrument, a questionnaire must meet the primary requirements of validity and reliability. The following are the results of the validity and reliability testing of the research questionnaire.

Using a sample size of 30, the validity test will compare the value of r count with the value of r table $(30; 0.05) = 0.361$. It can be concluded that the measurement device being used is legitimate if r count exceeds r table. The following table displays the validation test results:



Table 2. Validity Test Results

Indicator	r count	r table	Information
X1.1	0.917	0.361	Valid
X1.2	0.781	0.361	Valid
X1.3	0.892	0.361	Valid
X1.4	0.781	0.361	Valid
X1.5	0.859	0.361	Valid
X1.6	0.755	0.361	Valid
X2.1	0.930	0.361	Valid
X2.2	0.885	0.361	Valid
X2.3	0.915	0.361	Valid
X2.4	0.951	0.361	Valid
X3.1	0.909	0.361	Valid
X3.2	0.843]	0.361	Valid
X3.3	0.873	0.361	Valid
X3.4	0.746	0.361	Valid
X4.1	0.876	0.361	Valid
X4.2	0.922	0.361	Valid
X4.3	0.837	0.361	Valid
X4.4	0.828	0.361	Valid
X5.1	0.923	0.361	Valid
X5.2	0.883	0.361	Valid
X5.3	0.882	0.361	Valid
X5.4	0.907	0.361	Valid
X6.1	0.951	0.361	Valid
X6.2	0.944	0.361	Valid
X6.3	0.962	0.361	Valid
M1	0.916	0.361	Valid
M2	0.880	0.361	Valid
M3	0.936	0.361	Valid
M4	0.894	0.361	Valid
M5	0.899	0.361	Valid
Y1	0.791	0.361	Valid
Y2	0.843	0.361	Valid
Y3	0.838	0.361	Valid
Y4	0.769	0.361	Valid

The results of the Cronbach's Alpha reliability test (r count) can be seen in the Cronbach's Alpha column. From this value, it can be concluded that Cronbach's Alpha > 0.7 so that the data is reliable or can be trusted and is consistent. Therefore, it can be said that the Cronbach's Alpha results for 30 data items or 34 questions, namely:

Table 3. Results of Reability Test

Variables	Cronbach's Alpha	N of Items
Information	0,910	6
Quality		



Variables	Cronbach's Alpha	N of Items
System Quality	0,938	4
Service Quality	0,861	4
Promotion Perception	0,885	4
Interactivity	0,917	4
Entertainment	0,947	3
Satisfaction	0,943	5
Reuse Intention	0,822	4

In the data analysis technique using SmartPLS 3, there are criteria used to assess the outer model, namely convergent validity which can be seen from the loading factor and AVE values, discriminant validity can be seen from the cross-loading between the indicators and their constructs, for reliability testing it can be seen from the composite reliability and Cronbach's alpha values.

The idea that a construct's measures, or manifest variables, ought to have a strong correlation with one another is associated with convergent validity. Testing for convergent validity involves first comparing the loading factor values to the general rule (> 0.70) and then comparing the average variance extracted (AVE) value to the general rule (> 0.50). In terms of discriminant validity, a latent construct is said to predict the measures in its block more accurately than other block measures if the correlation between the construct and its indicators is higher than that of other construct measures. The purpose of reliability testing is to demonstrate the instrument's precision, accuracy, and consistency in measuring the construct. Comparing the composite reliability value and Cronbach's alpha value with the general rule (> 0.70) is how reliability testing is done [14].

Table 4. Loading Factor, AVE, Cronbach's Alpha, and Composite Reliability

Variable	Indicator	Loading Factor	Cronbach's alpha	Composite reliability	AVE
Satisfaction	M1	0.879	0.924	0.925	0.766
	M2	0.866			
	M3	0.868			
	M4	0.865			
	M5	0.899			
Information Quality	X1.1	0.819	0.854	0.857	0.579
	X1.2	0.707			
	X1.3	0.742			
	X1.4	0.801			
	X1.5	0.767			
	X1.6	0.724			
System Quality	X2.1	0.832	0.826	0.829	0.657
	X2.2	0.798			
	X2.3	0.764			
	X2.4	0.847			
Service Quality	X3.1	0.785	0.823	0.834	0.652



Variable	Indicator	Loading Factor	Cronbach's alpha	Composite reliability	AVE
Perceived Promotion	X3.2	0.789	0.845	0.848	0.896
	X3.3	0.830			
	X3.4	0.826			
	X4.1	0.804			
	X4.2	0.866			
	X4.3	0.843			
	X4.4	0.791			
Interactivity	X5.1	0.895	0.896	0.898	0.762
	X5.2	0.861			
	X5.3	0.876			
	X5.4	0.860			
Entertainment	X6.1	0.922	0.904	0.904	0.839
	X6.2	0.929			
	X6.3	0.897			
Reuse Intention	Y1	0.815	0.873	0.875	0.724
	Y2	0.872			
	Y3	0.841			
	Y4	0.874			

The loading factor values for each test variable and indicator are higher than the general rule (> 0.70), as shown in Table 4. Each variable's average variance extracted (AVE) value is higher than the general norm (> 0.50). The results of the reliability test for Cronbach's alpha and composite reliability were able to yield values higher than the general norm (> 0.70) [12].

Table 5. Cross Loading Value

Indicator	Entertainment	Interactivity	Satisfaction	Information Quality	Service Quality	System Quality	Reuse Intention	Perceived Promotion
M1	0.654	0.609	0.879	0.676	0.574	0.669	0.714	0.624
M2	0.638	0.564	0.866	0.538	0.535	0.553	0.657	0.605
M3	0.583	0.587	0.868	0.598	0.505	0.493	0.633	0.602
M4	0.607	0.650	0.865	0.585	0.601	0.611	0.645	0.646
M5	0.644	0.623	0.899	0.677	0.583	0.576	0.658	0.679
X1.1	0.492	0.566	0.607	0.819	0.532	0.626	0.553	0.531
X1.2	0.417	0.491	0.469	0.707	0.528	0.449	0.502	0.412
X1.3	0.510	0.471	0.518	0.742	0.481	0.606	0.564	0.554
X1.4	0.423	0.512	0.557	0.801	0.514	0.522	0.504	0.514
X1.5	0.512	0.556	0.570	0.767	0.539	0.552	0.509	0.533
X1.6	0.424	0.549	0.483	0.724	0.547	0.501	0.506	0.537
X2.1	0.495	0.475	0.514	0.578	0.481	0.832	0.449	0.506
X2.2	0.473	0.420	0.536	0.544	0.474	0.798	0.453	0.451
X2.3	0.435	0.531	0.534	0.579	0.515	0.764	0.500	0.408
X2.4	0.552	0.532	0.569	0.617	0.532	0.847	0.564	0.582
X3.1	0.505	0.578	0.506	0.573	0.785	0.447	0.473	0.504



Indicator	Entertainment	Interactivity	Satisfaction	Information Quality	Service Quality	System Quality	Reuse Intention	Perceived Promotion
X3.2	0.476	0.532	0.396	0.426	0.789	0.398	0.433	0.471
X3.3	0.587	0.661	0.588	0.572	0.830	0.573	0.592	0.607
X3.4	0.472	0.567	0.548	0.621	0.826	0.551	0.535	0.511
X4.1	0.576	0.549	0.564	0.559	0.508	0.480	0.547	0.804
X4.2	0.644	0.500	0.553	0.511	0.471	0.418	0.575	0.866
X4.3	0.705	0.627	0.667	0.614	0.604	0.570	0.610	0.843
X4.4	0.589	0.573	0.592	0.544	0.567	0.516	0.560	0.791
X5.1	0.513	0.895	0.633	0.589	0.654	0.506	0.594	0.608
X5.2	0.573	0.861	0.555	0.623	0.646	0.553	0.606	0.626
X5.3	0.563	0.876	0.580	0.616	0.644	0.529	0.571	0.559
X5.4	0.638	0.860	0.646	0.580	0.603	0.529	0.646	0.592
X6.1	0.922	0.590	0.650	0.560	0.572	0.586	0.627	0.696
X6.2	0.929	0.624	0.680	0.596	0.622	0.611	0.644	0.737
X6.3	0.897	0.589	0.634	0.519	0.550	0.463	0.648	0.663
Y1	0.548	0.560	0.599	0.516	0.485	0.535	0.815	0.501
Y2	0.609	0.598	0.670	0.629	0.546	0.602	0.872	0.652
Y3	0.644	0.577	0.650	0.559	0.553	0.408	0.841	0.624
Y4	0.573	0.624	0.652	0.631	0.581	0.530	0.874	0.578

The correlation values between the indicators (instruments) and their constructs (variables) > indicators (instruments) on other constructs (variables) are demonstrated by the cross-loading values for the following variables: entertainment, interaction, satisfaction, information quality, service quality, system quality, reuse intention, and promotion perception. All indicators have been deemed valid based on the results of the convergent validity and discriminant validity tests, which display consistent numbers. This suggests that the employed model fits well and can successfully distinguish between various constructions. Therefore, it can be said that the measurement device employed in this research is reliable [15].

The following standards are used by SEM-PLS to evaluate the structural model (inner model): R-square for the dependent construct is used to assess the inner model, and a bootstrapping process is used to find the significant value (significance level = 5%). Figure 1 and Table 6 give the findings of the assessment of the structural model (inner model) using the bootstrapping technique to test the hypotheses put forward in this study.

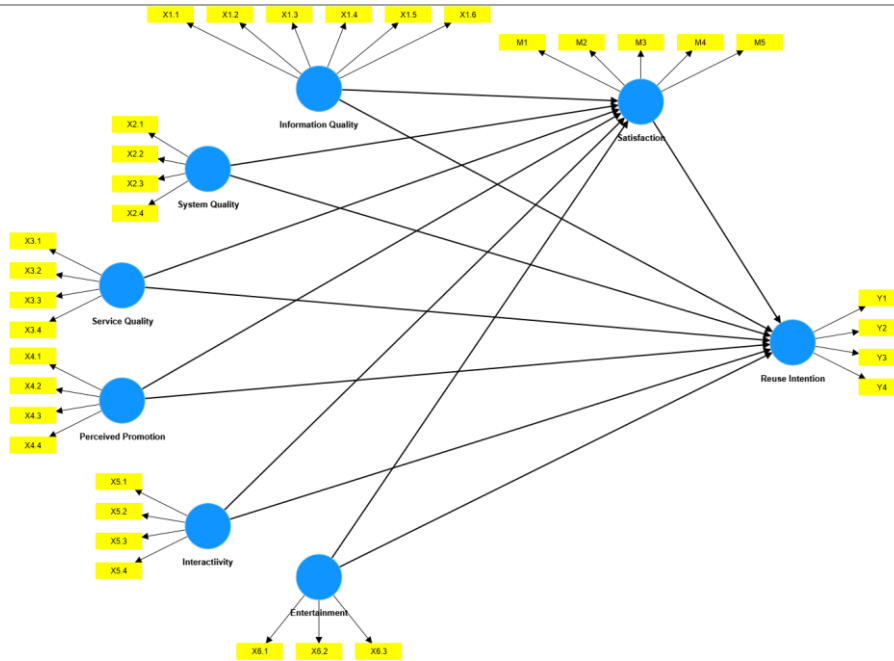


Figure 2. Measurement of inner model for testing

Tabel 6. R Square Value

Variable	R-square	R-square adjusted
Satisfaction	0.674	0.661
Reuse Intention	0.671	0.656

By examining the R Square value for the dependent latent construct, which represents the percentage of explained variance, the structural model, also known as the inner model, is assessed. R Square values are generally classified as follows: 0.75 indicates strong, 0.50 indicates moderate, and 0.25 indicates weak [16]. According to the test analysis results (Table 6), each construct had a R Square value of 0.671. This means that the variables of information quality, system quality, service quality, promotion perception, interactivity, entertainment, and satisfaction in the model account for 67.1% of the variability in reuse intention, placing it in the moderate model category.

Hypothesis testing is carried out by observing the path coefficient values from the test results with Partial Least Square (PLS) with bootstrapping calculations [12].

Tabel 7. Hipotesis, Path Coefficients (Direct Effect), T Statistik, dan P Values

Path Coefficient	Original sample (O)	T statistics (O/STDEV)	P values	Information
Entertainment -> Satisfaction	0.237	3.104	0.001	Supported
Entertainment -> Reuse Intention	0.177	1.975	0.024	Supported
Interactivity -> Satisfaction	0.171	1.822	0.034	Supported
Interactivity -> Reuse Intention	0.157	1.439	0.075	Not Supported
Satisfaction -> Reuse Intention	0.319	3.753	0.000	Supported



Path	Coefficient		Original sample (O)	T statistics (O/STDEV)	P values	Information
Information Satisfaction	Quality	->	0.191	1.971	0.024	Supported
Information Intention	Quality	-> Reuse	0.158	1.652	0.049	Supported
Service Intention	Quality	-> Satisfaction	0.010	0.125	0.450	Not Supported
Service Intention	Quality	-> Reuse	0.036	0.451	0.326	Not Supported
System Intention	Quality	-> Satisfaction	0.159	2.093	0.018	Supported
System Intention	Quality	-> Reuse	0.007	0.089	0.464	Not Supported
Perceived Satisfaction	Promotion	->	0.192	2.009	0.022	Supported
Perceived Intention	Promotion	-> Reuse	0.088	1.098	0.136	Not Supported

With a significance value of $0.024 <$ from the alpha level of 5%, table 5.7's route coefficient data demonstrate that entertainment has a direct, positive, and substantial impact on the intention to reuse. Regarding the impact of entertainment on satisfaction, it has a direct, positive, and significant influence, as evidenced by a significance value of $0.001 <$ at the 5% alpha level. Regarding the relationship between interactivity and the intention to reuse, it has a direct positive but non-significant impact, with a significance value of $0.075 >$ from the 5% alpha level. The impact of interaction on satisfaction is direct, positive, and substantial, as evidenced by a significance value of $0.034 <$ at the 5% alpha level. When it comes to the relationship between information quality and reuse intention, the quality of the information has a direct, positive, and significant impact on the intention to reuse, as evidenced by a significance value of $0.049 <$ under the 5% alpha level. With a significance value of $0.018 <$ from the alpha level of 5%, entertainment has a direct, positive, and significant impact on contentment, according to the quality of information on satisfaction. In terms of the relationship between service quality and intention to reuse, it has a direct positive but negligible impact, with a significance value of $0.326 >$ at the 5% alpha level to be precise. There is a direct positive but negligible relationship between service quality and satisfaction, as indicated by the significance value of $0.450 >$ at the 5% alpha level. In terms of the relationship between system quality and intention to reuse, system quality directly positively but insignificantly influences intention to reuse, as evidenced by a significance value of $0.464 >$ from the 5% alpha level. The relationship between system quality and satisfaction is direct, positive, and significant, with a significance value of $0.024 <$ at the 5% alpha level. When it comes to the relationship between promotional perception and intention to reuse, it has a direct positive but non-significant effect, with a significance value of $0.136 >$ at the 5% alpha level. A significance value of $0.022 <$ from the alpha level of 5% indicates that there is a direct, positive, and significant relationship between promotional perception and satisfaction. With a significance value of $0.000 <$ the alpha level of 5%, contentment with the desire to reuse has a direct, positive, and substantial impact on the intention to reuse.



Table 8. Hipotesis, Path Coefficients Indirect, T Statistik, dan P Values

Path Coefficient	Original sample (O)	T statistics ((O/STDEV))	P values	Information
Entertainment -> Satisfaction -> Reuse Intention	0.075	2.235	0.013	Supported
Interactivity -> Satisfaction -> Reuse Intention	0.055	1.488	0.068	Not Supported
Information Quality -> Satisfaction -> Reuse Intention	0.061	1.823	0.034	Supported
Service Quality -> Satisfaction -> Reuse Intention	0.003	0.120	0.452	Not Supported
System Quality -> Satisfaction -> Reuse Intention	0.051	1.739	0.041	Supported
Perceived Promotion -> Satisfaction -> Reuse Intention	0.061	1.676	0.047	Supported

With a significance value of 0.013 < the 5% alpha level, amusement has a positive and significant indirect effect on the intention to reuse, mediated by satisfaction, as shown in table 8. With a significance value of 0.068 > the 5% alpha level, interaction has a positive but negligible indirect influence on the intention to reuse, which is mediated by satisfaction. With a significance value of 0.034 < the 5% alpha level, information quality has a positive and significant indirect effect on the intention to reuse, mediated by satisfaction. With a significance value of 0.452 > 5% alpha level, service quality has a positive but negligible indirect effect on reuse intention that is mediated by satisfaction. With a significance value of 0.041 < 5% alpha level, system quality has a positive and substantial indirect effect on reuse intention, mediated by satisfaction. With a significance value of 0.047 < 5% alpha level, promotion perception significantly and favorably influences reuse intention through satisfaction.

Table 9. Hipotesis, Path Coefficients (Direct, Indirect, and Total effect), T Statistic, dan P Values

Exogenous	Path Coefficient			P Values		Result	
	Direct	Indirect	Total	Direct	Indirect	Direct	Indirect
Satisfaction -> Reuse Intention	0.319		0.319	0.000		Supported	
Entertainment -> Satisfaction	0.237		0.237	0.001		Supported	
Entertainment -> Reuse Intention	0.177	0.075	0.252	0.024	0.013	Supported	Supported
Interactivity -> Satisfaction	0.171		0.171	0.034		Supported	
Interactivity -> Reuse Intention	0.157	0.055	0.211	0.075	0.068	Not Supported	Not Supported
Information Quality -> Satisfaction	0.191		0.191	0.024		Supported	
Information Quality -> Reuse Intention	0.158	0.061	0.219	0.049	0.034	Supported	Supported
Service Quality -> Satisfaction	0.010		0.010	0.450		Supported	
Service Quality -> Reuse Intention	0.036	0.003	0.040	0.326	0.452	Not Supported	Not Supported



Exogenous	Path Coefficient			P Values		Result	
	Direct	Indirect	Total	Direct	Indirect	Direct	Indirect
System Quality -> Satisfaction	0.159		0.159	0.018		Supported	
System Quality -> Reuse Intention	0.007	0.051	0.058	0.464	0.041	Supported	Supported
Perceived Promotion -> Satisfaction	0.192		0.192	0.022		Supported	
Perceived Promotion -> Reuse Intention	0.088	0.061	0.149	0.136	0.047	Not Supported	Supported

The association between perceived promotion and reuse intention can be fully mediated by the satisfaction variable, as shown in Table 9. This is due to the fact that while the indirect influence through satisfaction is validated, the direct influence of perceived promotion on reuse intention is not. The relationship between entertainment, information quality, and system quality on the desire to reuse can be partially mediated by satisfaction. This is due to the fact that the theory is supported by the direct and indirect effects of perceived entertainment, information quality, and system quality on reuse intention through satisfaction. The association between interactivity and service quality on the intention to reuse could not be mediated by satisfaction. This is because there was insufficient evidence to support the hypothesis regarding the direct and indirect effects of service quality and interaction on reuse intention through satisfaction.

Intention to reuse Tokopedia was directly, favorably, and significantly impacted by the link between information quality and intention to reuse Tokopedia. This result is consistent with studies conducted by Wang et al. (2019), Tang et al. (2023). Indicators such as the Tokopedia platform's useful information about clothing, its information about clothing that is easy to understand, its information about clothing that is interesting, its information about clothing that is dependable, its complete information about clothing, and its updated information about clothing all support the information quality variable. Intention to reuse Tokopedia was positively and significantly impacted by the link between system quality and intention to reuse Tokopedia. These findings are consistent with studies conducted by Wang et al. (2019), Rouibah & Al-Hasan (2022). The system quality variable is supported by indicators in the form of an easy-to-navigate application for shopping for clothes, the Tokopedia application makes it easy to find information on the clothing products you are looking for, the Tokopedia application is well structured, the Tokopedia application is easy to use in shopping for clothes. For the relationship between service quality and the intention to reuse Tokopedia, the results obtained were a positive but insignificant direct influence on the intention to reuse Tokopedia. This result is in line with research by Park & Park (2017). The service quality variable is supported by indicators such as the customer service team is always willing to help whenever they need support with the Tokopedia platform, the customer service team provides special attention when experiencing problems with the Tokopedia platform, the customer service team provides services related to the Tokopedia platform at the promised time, the customer service team has sufficient knowledge to answer questions related to shopping for clothes on Tokopedia.

The relationship between promotional perception and intention to reuse Tokopedia resulted in a positive but insignificant direct effect on intention to reuse Tokopedia. The promotional perception variable is supported by indicators such as online coupon offers for purchasing clothing products, price discount offers for purchasing clothing products,



promotional offers to meet clothing product needs, and online coupon offers and preferential schemes for purchasing clothing. The relationship between interactivity and intention to reuse Tokopedia resulted in a positive but insignificant direct effect on intention to reuse Tokopedia. This finding aligns with research by Tran & Kim (2023). The interactivity variable is supported by indicators in the form of the Tokopedia application offering interactive communication with users in clothing shopping transactions, the Tokopedia application, especially clothing, offers an interactive mechanism for value creation with users, the Tokopedia application, especially clothing products, has the ability to engage customers through mentions and replies with controlled message content, the Tokopedia application responds to questions very quickly for clothing product transactions. The relationship between entertainment and intention to reuse Tokopedia yielded a direct, positive, and significant effect on intention to reuse Tokopedia. This finding aligns with research by Yu et al. (2023) and Alalwan (2020). The entertainment variable is supported by indicators such as the Tokopedia app being enjoyable for purchasing clothing products, the Tokopedia app being enjoyable for purchasing clothing products, and the Tokopedia app being entertaining for purchasing clothing products. For the relationship between satisfaction and the intention to reuse Tokopedia, the results obtained are a direct positive and significant influence on the intention to reuse Tokopedia. This result is in line with research by Sarkar & Khare (2019), Wang et al. (2019). The satisfaction variable is supported by indicators in the form of feelings of satisfaction in buying clothes with the Tokopedia application, this Tokopedia application has met expectations in clothing transactions, feelings of pleasure with the Tokopedia application, especially clothing products, satisfaction with the way the Tokopedia application conducts clothing transactions, feelings of overall satisfaction with clothing products offered by the Tokopedia application service. For the relationship between information quality, system quality, promotional perception, interactivity, and entertainment with Tokopedia satisfaction, the results obtained were in the form of a positive and significant direct influence on Tokopedia satisfaction. Except for the relationship between service quality and Tokopedia satisfaction, the results obtained were in the form of a positive but insignificant direct influence on Tokopedia satisfaction.

For the indirect effect, the satisfaction variable is able to fully mediate the relationship between perceived promotion and reuse intention. This result is in line with the research of Wang et al. (2019). Satisfaction is able to partially mediate the relationship between entertainment, information quality, and system quality on reuse intention. This result is in line with the research by Tseng et al. (2022). Satisfaction is unable to mediate the relationship between interactivity and service quality on reuse intention. The results of indirect testing provide validation of the Uses and Gratifications theory with the Expectancy Values concept approach. A person is more likely to orient themselves to the world (such as media) based on beliefs and evaluations, especially on their satisfaction with the world or media [21]. The Uses and Gratifications (U&G) theory provides an in-depth explanation of customer motivations for using media-supported channels. This motivation includes emotional and utilitarian factors, namely online information, hedonic entertainment, online social interactions, and personal identity [3]. Loyal customer retention is a crucial factor in e-commerce success. This study demonstrates an indirect relationship between information quality, system quality, and perceived promotion and entertainment, mediated by customer satisfaction.

The theoretical implication of the results of this study is that it is able to validate the E-Commerce System Success (ESS) model from Wang et al. (2018) and Wang et al. (2019) states that the research model that describes the relationship between system quality, information quality, service quality, product quality, price perception, promotion perception, value



perception, user satisfaction, intention to reuse, and eWOM. Especially for the service quality variable has not been able to show a significant relationship, because the Tokopedia application is still not able to show maximum performance, especially for service matters. The development of the E-Commerce System Success (ESS) model in this study was based on the Uses and Gratifications theory, specifically examining the interactivity and entertainment variables on reuse intention through satisfaction. Interactivity did not demonstrate a significant relationship, while the entertainment variable demonstrated a positive and significant relationship with Tokopedia usage intention through satisfaction. The effect of satisfaction does not mediate the relationship between interactivity and reuse intention, possibly due to the presence of other mediators, such as trust, which reduces the role of satisfaction. Several previous studies have shown that trust mediates the effect of interactivity on continuance intention more consistently than satisfaction [22]. Liu & Zhang (2024) also stated that the effect of interactive elements is more often transmitted through trust than just satisfaction, so a more appropriate mediator may not be satisfaction. This also becomes a finding for future research that a person's motivation to use media, as stated in the Uses and Gratifications theory, develops from using satisfaction mediation towards the use of trust variables. For satisfaction to be able to mediate the relationship between entertainment and the intention to reuse e-commerce, this is reinforced by the results of previous research conducted by Yum & Kim (2024), Yang et al. (2024), and H. C. Ko & Ho (2024).

The study's managerial ramifications include the need for Tokopedia E-Commerce developers and producers/sellers' management to focus on the factors of information quality, system quality, promotional perception, entertainment, and user satisfaction in order to boost users' intentions to use Tokopedia again. The service quality and interaction variables are the most crucial ones to focus on in order for developers to further enhance Tokopedia's service and interactivity features, as they haven't produced the best outcomes. the requirement for cutting-edge innovation and technology to raise the standard of interactive value and service.

Conclusion

Partially, information quality, system quality, entertainment, and satisfaction have a positive and significant effect on reuse intention. However, service quality, perceived promotion, and interactivity have a positive but insignificant effect on reuse intention. Satisfaction is able to mediate the influence of information quality, system quality, perceived promotion, and entertainment on reuse intention. Satisfaction is unable to mediate the influence of service quality and interactivity on reuse intention.

In light of the findings of this study, it is hoped that future researchers will carry out additional research by reexamining additional factors that affect the intention to reuse especially for moderation variabel trust, applying alternative model theories, and broadening the sample size in order to support and generalize the findings of this study. Because they have achieved less than ideal results, Tokopedia E-Commerce developers and the management of producers or sellers who use Tokopedia must pay attention to the variables of service quality and interactivity. This will allow developers to further improve Tokopedia service and interactivity. In order for developers to further enhance Tokopedia service and interactivity—which have yielded much less than ideal results—a little bit of the newest technology and innovation is required.



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