



The Influence of the Tam Dimension on Intention to Reuse the Bukalapak Application: Customer Satisfaction as a Mediating Variable

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Abstract

The purpose of this study is to examine how customer satisfaction mediates the relationship between perceived convenience and usefulness and reuse intention. The investigation was conducted in Bali's Denpasar City. The population of Denpasar City Bukalapak users under investigation is indeterminate, meaning that its exact number cannot be determined. The purposive sampling method, or the process of choosing the sample while taking specific factors into account, is the approach utilized in sample selection. The inferential statistics employed in this study are partial least square (PLS)-based structural equation modeling (SEM) analysis. Perceived convenience and usefulness have a positive and significant influence on customer satisfaction, which in turn has a positive and significant effect on customer satisfaction, which in turn has a positive and significant effect on intention to reuse, and which partially mediates the influence of perceived usefulness, according to the research findings. and purpose to reuse perceived simplicity of use. Based on the research findings, it can be said that intentions to reuse are higher when perceived utility and convenience are higher. Therefore, client satisfaction increases with perceived utility and convenience. Increased customer satisfaction correlates with higher intention to reuse. Customer happiness rises with perceived usefulness and convenience, which in turn leads to an increase in the desire to reuse. Bukalapak's suggestions include enhancing customer service abilities, offering distinct phases of use till the transaction is completed, and including features that are utilized for its consumers' transaction demands.

Introduction

The use of information technology indirectly facilitates and helps all community activities. The development of information technology has had an impact on human life, where people can easily access all the information they need via the internet (Lyna & Prasetyo, 2021).

Data from databoks.katadata.co.id is cited. In 2018, 50% of Indonesians were online. As of January 2022, there are 204.7 million internet users in Indonesia. This is a 54.25 percent increase in national internet users from 2018. In the meanwhile, early in 2022, 73.7 percent of Indonesians will have access to the internet. This indicates that there has been a notable growth in the rate of internet penetration in the country in recent years. The internet may be a great resource for people in this digital age to obtain information for business, education, and leisure.

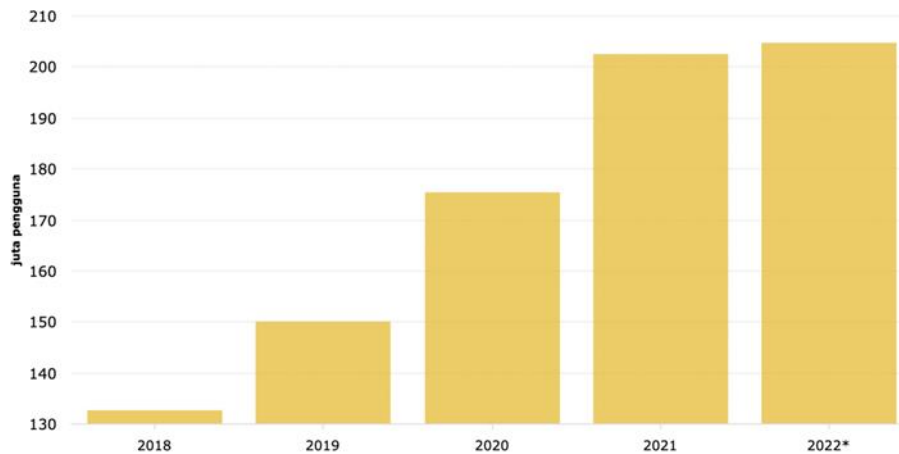


Figure 1. Growth of Internet Users in Indonesia

Source: databoks.katadata.co.id

Internet technology encourages people to get goods without having to go to the shop, with e-commerce people can easily get the goods they want. Research by Lita and Auliya (2019), using e-commerce, sellers and buyers do not need to meet face to face when making transactions, because all orders and payments are accessed online. The increasing number of internet users in Indonesia makes it a very good market for e-commerce industry players (Darmono and Yulistia, 2020). Alwendi (2020) stated that e-commerce is the process of buying and selling transactions using electronic devices, such as telephones and the internet. Increasingly tight business competition encourages companies to think about marketing their products efficiently and effectively by using technology to achieve company goals. In Indonesia, the development of e-commerce is increasingly rapid, with the emergence of companies such as Tokopedia, Shopee, Bukalapak, Lazada, Blibli and others.

Bali is an area with quite high mobility. The rapid rate of population growth has resulted in an increase in people's consumption patterns, which has an impact on the flow of service distribution and provides great opportunities for the development of service companies operating in the service sector. The development of internet users in Bali is also increasingly rapid, based on the percentage of people in Bali Province who access information and communication technology (ICT), the largest users who access information and communication technology (ICT) are 83.51 percent of cell phone users and 70 internet users. .59 percent as in attachment 2.

Denpasar as the capital of Bali Province is a center for trade, culture and education. Apart from that, it is also a major tourist destination in Indonesia. The development of internet users in Denpasar is greater than in other districts in Bali. Cell phone users are 91.32 percent and internet users are 84.51 percent (BPS Bali Province, 2022). This data supports the entry and development of the digital economy in the form of information and communication (ICT), e-commerce activities, as well as digital distribution of goods and services which provide great convenience to the public. One of the developments in e-commerce that has entered the market in Bali, especially Denpasar City, is Bukalapak, which has an impact on improving the local economy through developing partnerships with local business actors and preserving the environment.

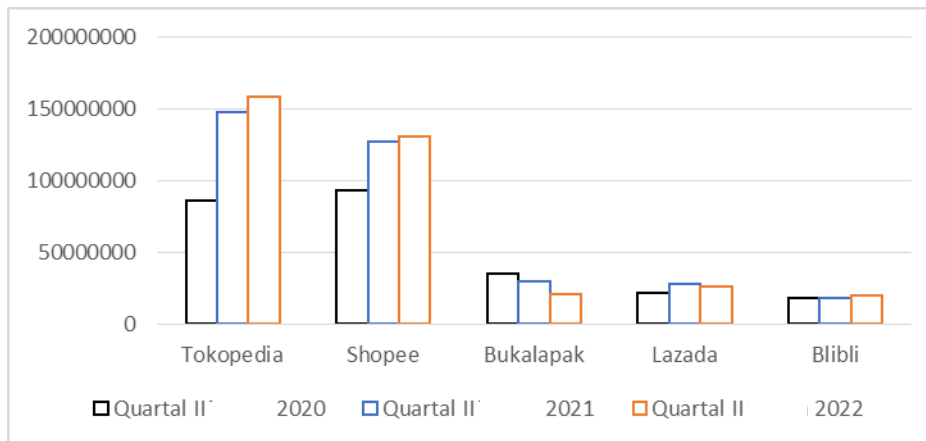


Figure 2. Growth of E-commerce Visitors in Indonesia

Source: iprice.co.id 2022

It is found in (<https://iprice.co.id>) that the e-commerce site with the highest number of visitors in the second quarter of 2020 was occupied by Shopee with 93.4 million visitors, followed by Tokopedia with 86.1 million visitors, third place was occupied by Bukalapak had 35.3 million visitors, followed by Lazada with 22 million and fifth place was Blibli with 18.3 million visitors.

In the second quarter of 2021, Tokopedia had the most visitors with 147.8 million visitors, followed by Shopee with 127 million visitors, then Bukalapak with 29.5 million visitors, Lazada was in fourth place with 27.7 million visitors. million visitors and Blibli with 18.4 million visitors.

In the second quarter of 2022, Tokopedia had the most visitors with 158.3 million visitors, second place was occupied by Shopee with 131.3 million visitors, then Lazada had 26.6 million visitors, Bukalapak was in fourth position with 21.3 million visitors and fifth place by Blibli with 19.7 million visitors. In the second quarter from 2020 to 2022, Bukalapak experienced a decline in visitors from 35.3 million visitors in the second quarter of 2020 to 21.3 million visitors in the second quarter of 2022.

The decline in visitors in the second quarter of 2022 caused Bukalapak's position to become fourth, previously ahead of Lazada in that position. Bukalapak experienced a decrease in visitors at a time when other marketplaces experienced an increase in visitors, thus Bukalapak had reuse problems at Bukalapak. Reusing a product or service indicates that the product or service can meet customer expectations so that there is an intention to reuse it. The intention to reuse is very important to pay attention to when shopping online because the economic benefits generated are more efficient so that it can save marketing costs (Rahmania & Wahyono, 2022). Companies must utilize technological advances to increase Bukalapak visits.

The Technology Acceptance Model (TAM) is a theory of action that is based on the assumption that a person's reactions and perceptions of something will determine that person's attitudes and behavior in accepting technology. There are two factors that influence the TAM (Technology Acceptance Model) model, namely, perceived usefulness and perceived convenience. Perceived usefulness is a measure where the use of a technology is believed to bring benefits to the people who use it through indicators such as increased work productivity, increased speed in completing work and perceived benefits of using technology directly (Davis, 1993). Bukalapak is required to provide many benefits to its users. When users feel that a service has provided benefits to their lives, customers will use the service positively.

Perception of ease can be defined as a person's level of confidence in the use of a particular system that can facilitate a person's efforts in doing something (Davis, 1989). Perception of ease of use is the perception of the process that leads to the final result of the purchase transaction and the convenience of how easy it is to use the internet as a means of transaction. The convenience of the Bukalapak application provides services that are easy to use in shopping so that users can make transactions easily.

Based on the research results of Prasetya and Sukaatmadja (2021), it is known that perceptions of convenience, promotion and trust influence the intention to reuse e-commerce. In line with research by Ningsih et al. (2021) said that the perceived convenience variable had a significant positive effect on the decision variable to use QRIS-based electronic money among UPI YAI Jakarta students. Lie and Sadjiarto (2013) stated that the perceived usefulness factor influences taxpayers' interest in using e-filing facilities, which are online facilities provided by the Director General of Taxes. In line with research by Mulyani and Kurniadi (2015), perceived usefulness influences the intention to use Student Information Terminal technology. In contrast to the results of previous research, research conducted by Rakhmawati and Isharijadi (2013) indicated that the results were that perceived usefulness had no influence on the intention to use the internet banking system. Uska's research results (2017) stated that the perceived usability variable had no effect on the intention to use the digital library implemented at Hamzanwadi University.

Based on the research gap on the variables of perceived usefulness and perceived convenience on reuse intentions, customer satisfaction was added as a mediating variable to find out more about the role of customer satisfaction in mediating the influence of perceived usefulness and perceived convenience on reuse intentions of e-commerce users. Intention to use returning is an action post use caused by the satisfaction felt by consumers with the products they have consumed previously. Satisfaction is an attitude that is decided based on the experience gained which is needed in research to prove whether or not previous expectations exist. Customer satisfaction is a factor in business continuity in meeting the same needs that arise in the future because customers feel happy with the goods and services obtained and then choose to buy again and use these services. Intention to reuse will arise if consumers feel satisfaction with the product or service received (Asri et al ., 2022). When e-commerce is able to build consumer satisfaction, the possibility for consumers to reuse the site will be greater.

Table 1. Pre-Survey Results of Bukalapak Customers in Denpasar City

Statement	Respondent's Answer		Total
	Agree	Disagree	
I feel the benefits of transacting on Bukalapak <i>e-commerce</i>	10	20	30
Bukalapak is an easy-to-use <i>e-commerce</i> site	8	22	30
I feel satisfied after making transactions on Bukalapak <i>e-commerce</i> .	9	21	30
I want to reuse Bukalapak <i>e-commerce</i> in transactions .	7	23	30

Source: Processed data, 2023

Knowing the decline in the use of Bukalapak e-commerce , researchers conducted a pre-survey involving 30 respondents in Denpasar City . As for pre-survey questionnaire answered by

respondents. The role of customer satisfaction mediates perceived usefulness and perceived ease of reuse intention among Bukalapak customers in Denpasar City , Bali, proven by the results of Pre The survey was conducted by distributing questionnaires to 30 respondents who were Bukalapak users in Denpasar City , Bali . Based on the Pre Survey results, it can be seen in table 1. Based on the results of the pre-survey table above, it shows that the majority of Bukalapak customers in Denpasar City do not feel the benefits of making transactions at Bukalapak and as many as 22 out of 30 people do not agree that Bukalapak is an easy-to-use e-commerce site. As many as 21 out of 30 people were not satisfied with transactions at Bukalapak, indicating that the majority of Bukalapak customers in Denpasar City were dissatisfied. Most Bukalapak customers in Denpasar City do not want to reuse Bukalapak. The results of the pre-survey of Bukalapak customers in Denpasar City tend to give disagreeing answers, so the variables of perceived usefulness, perceived convenience, customer satisfaction and intention to reuse have problems within the Bukalapak company so the pre-survey supports the need for research. Based on the background, it is important to conduct research on the role of customer satisfaction in mediating the influence of perception and perceived convenience on the intention to reuse Bukalapak e-commerce users . This research aims to explain the influence of perceived usefulness on reuse intentions among Bukalapak customers.

Methods

The research conducted in this study is a form of causal associative research that utilizes quantitative approaches. According to Sugiyono (2016), causal associative research is a type of research that seeks to establish the connection between two or more variables. This research can be utilized to construct a hypothesis that serves the purpose of elucidating, forecasting, and manipulating a phenomenon. A causal relationship refers to a cause-and-effect connection between variables, where one variable (Independent) directly affects another variable (Dependent), and mediation indirectly effects it (Mediation). Associative research employs quantitative or statistical analysis methodologies. This study examines how customer satisfaction mediates the relationship between perceived usefulness and perceived ease of reuse intentions among Bukalapak consumers in Denpasar City.

Results and Discussion

Results of evaluation of backfill model (Outer Model)

The validity of the indicators and the composite reliability of the indicators are used to evaluate the outer model measurement model. Figure 3 displays the outcome of assessing the measurement model employed in this study. The convergent validity of the measuring model is evaluated by examining the loading factor of the reflecting indicators that assess the construct. Indicators are deemed valid on an individual basis if their correlation value exceeds 0.70. Nevertheless, in the field of scale development study, the loading ranged from 0.50 to 0.60, which is considered appropriate according to Ghazali and Latan (2014).

Table 2. Convergent Validity Test Results

	Perceived Usefulness (X1)	Perception of Ease (X2)	Customer Satisfaction (M)	Intention to Reuse (Y)
X1.1	0.789			
X1.2	0.810			
X1.3	0.810			
X1.4	0.808			
X1.5	0.890			
X2.1		0.768		

X2.2		0.898		
X2.3		0.820		
X2.4		0.797		
X2.5		0.908		
M1			0.822	
M2			0.756	
M3			0.887	
M4			0.753	
M5			0.824	
Y1				0.855
Y2				0.881
Y3				0.941
Y4				0.925

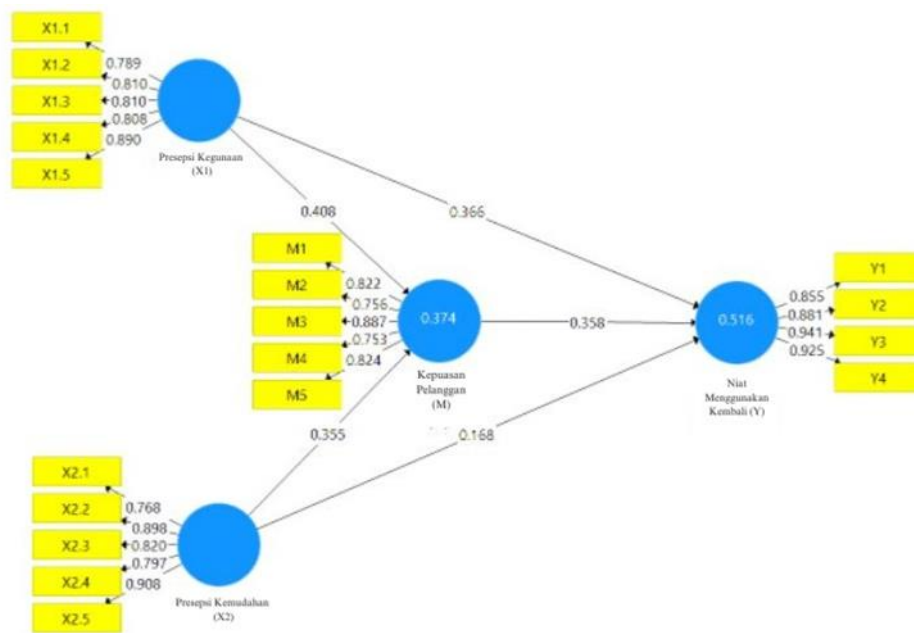


Figure 3. Measurement Model

Based on the table above, in this research there are 4 constructs with the number of indicators per variable being 4 to 5 in each indicator, using a Likert scale calculation of 1 to 5. And from the results of the model testing carried out it can be explained as follows: (1) The construct of perceived usefulness is measured using X1.1-X1.5. All indicators have loading factors above 0.7; (2) The construct of perceived ease is measured using X2.1-X2.5. All indicators have loading factors above 0.7; (3) customer satisfaction construct is measured using M1-M5. All indicators have loading factors above 0.7; (4) The construct of reuse intention measured using Y1-Y4. All indicators have loading factors above 0.7. Based on the results of the loading factors above, it can be concluded that the construct has good convergent validity.

Table 3. Convergent validity test results using average variance extracted (AVE)

	Average Variance Extracted (AVE)
Perceived Usefulness (X1)	0.676
Perception of Ease (X2)	0.705
Customer Satisfaction (M)	0.656
Intention to Reuse (Y)	0.812

Convergent validity testing is conducted by examining the average variance extracted (AVE) value of each latent variable. A latent variable is considered to have strong convergent validity if its average variance extracted (AVE) exceeds 0.5. This study suggests that the AVE value should exceed 0.50. Table 3 displays the outcomes of the convergent validity assessment utilizing AVE.

Discriminant Validity

The Fornell-Larcker criterion examines the measurement's cross loading with the construct or value to determine discriminant validity. Generally speaking, an indicator is considered legitimate if and only if its cross loading and Fornell-Larcker criterion values are higher than those of other variables. Table 4. 10 below displays the discriminant validity test findings.

Table 4. Discriminant Validity Test using Cross-Loading

	Perceived Usefulness (X1)	Perception of Ease (X2)	Customer Satisfaction (M)	Intention to Reuse (Y)
X1.1	0.789	0.136	0.441	0.501
X1.2	0.810	0.127	0.387	0.430
X1.3	0.810	0.305	0.395	0.460
X1.4	0.808	0.324	0.411	0.535
X1.5	0.890	0.268	0.450	0.513
X2.1	0.198	0.768	0.356	0.353
X2.2	0.240	0.898	0.428	0.344
X2.3	0.306	0.820	0.439	0.458
X2.4	0.184	0.797	0.307	0.307
X2.5	0.242	0.908	0.420	0.364
M1	0.348	0.334	0.822	0.448
M2	0.415	0.301	0.756	0.464
M3	0.473	0.415	0.887	0.591
M4	0.420	0.471	0.753	0.483
M5	0.389	0.365	0.824	0.519
Y1	0.577	0.362	0.559	0.855
Y2	0.516	0.399	0.573	0.881
Y3	0.532	0.423	0.573	0.941
Y4	0.520	0.405	0.539	0.925

Table 5. Validity test using the Cornell Larcker Validity Test

	Perception of Usefulness (X1)	Perception of Ease (X2)	Customer Satisfaction (M)	Intention to Reuse (Y)
Perceived Usefulness (X1)	0.822			
Perception of Ease (X2)	0.285	0.840		
Customer Satisfaction (M)	0.509	0.471	0.810	
Intention to Reuse (Y)	0.596	0.441	0.623	0.901

If the discriminant validity value exceeds 0.50, it indicates that the latent variable can be considered a reliable benchmark for the model. According to the information presented in Table 4 and Table 5, it is evident that there is a high level of discriminant validity. It is evident that the cross loading and Cornell-Larcker criterion values for each indicator of the variables

in question surpass those of other variables, specifically exceeding 0.50. Therefore, it can be concluded that the discriminant validity data obtained through cross loading and the Cornell-Larcker criterion in this study are deemed valid. The discriminant validity in this study can be observed through the root square of the average variance extracted (RSAVE) value for each construct, as well as the correlation between one construct and other constructs. It is evident from the bold print of the square root value of AVE that it surpasses the correlation between constructs.

Composite Reliability

For this study, the reliability test employs the Cronbach Alpha and composite reliability parameters. The reliability test results indicate that the values of all constructs surpass the minimum threshold for both Cronbach alpha (0.70) and composite reliability (0.70 or higher). Through the utilization of reliability tests such as Cronbach Alpha and composite reliability, it has been determined that the parameter values of all constructs surpass the threshold of 0.7. Hence, the reliability test utilizing Cronbach alpha and composite reliability of all constructs demonstrates strong internal consistency for testing this model.

Table 6. Construct Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Perceived Usefulness (X1)	0.880	0.912
Perception of Ease (X2)	0.895	0.923
Customer Satisfaction (M)	0.868	0.905
Intention to Reuse (Y)	0.922	0.945

A construct is considered reliable when its composite reliability value exceeds 0.70 and Cronbach's alpha is higher than 0.60. Based on the SmartPLS output results provided, it can be observed that all constructs exhibit composite reliability values exceeding 0.70, along with Cronbach's alpha values surpassing 0.60. Therefore, it can be inferred that the construct exhibits a high level of reliability.

Results of Model Measurement Evaluation (Inner Model)

Inner model testing involves evaluating the R-square value, which indicates the level of fit for the model. The coefficient of determination (R^2) is utilized to evaluate the extent to which the impact of endogenous constructs is influenced by exogenous constructs. The strength of the model can be determined by the R-square value. A value of 0.75 indicates a strong model, 0.50 indicates a moderate model, and 0.25 indicates a weak model (Sarstedt et al, 2017). The R-square value is utilized to determine the extent to which the exogenous variable influences the endogenous variable, expressed as a percentage. The range of R-square values spans from 0 to 1. When the R-square value is near 0, it indicates a weaker influence of the exogenous variable on the endogenous variable. Conversely, if the R-square value is close to 1, it suggests a stronger influence of the exogenous variables on the endogenous variables.

Table 7. R-Square Test Results

	R Square	R Square Adjusted
Customer Satisfaction (M)	0.374	0.366
Intention to Reuse (Y)	0.516	0.506

The data presented in Table 7 indicates that the R-square value for variable M (customer satisfaction) is 0.374. This suggests that the research model demonstrates a moderate level of customer satisfaction, accounting for 37.4 percent. Based on the perceived usefulness and perceived convenience, it can be observed that the remaining 62.6 percent is influenced by

additional factors that were not considered in the model. The R-square value for variable Y (intention to reuse) is 0.516, indicating that the research model has a moderate influence. Approximately 51.6 percent of the intention to reuse is influenced by perceived usefulness, perceived convenience, and customer satisfaction. The remaining 48.4 percent is attributed to other factors not considered in the model. Inner model testing is conducted by examining the Q-square value, which serves as a measure of the model's goodness of fit. When the Q-square value is greater than zero, it indicates that the model possesses a significant predictive relevance. Conversely, if the Q-square value is less than zero, it suggests that the model lacks predictive relevance. If the calculation results indicate a Q-square value greater than zero, it can be concluded that the model possesses significant predictive value.

The value of Q2 falls within the range of 0 to 1, with a higher value indicating a more favorable model. According to the calculations, the obtained Q2 value is 0.677, indicating that the model demonstrates strong predictive relevance. Therefore, it can be deduced that 67.7 percent of the variable regarding intention to reuse is impacted by factors such as perceived usefulness, perceived convenience, and satisfaction among customers. The remaining 32.3 percent is influenced by additional factors that were not considered in the model.

Hypothesis Testing Results

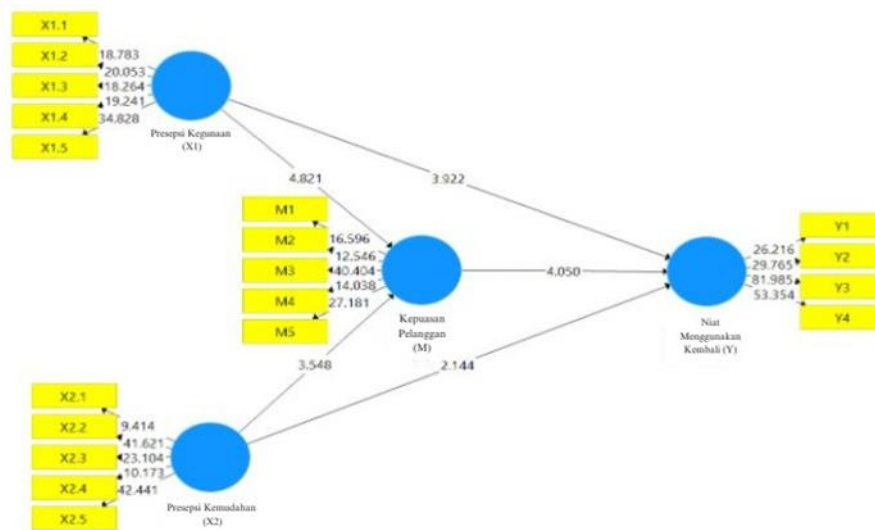


Figure 4. Structural Model

The following section describes in a structured manner the results of direct influence testing, indirect influence testing (mediation variables) and total effect.

Direct Influence Test Results

By employing Partial Least Square (PLS) analysis, the direct influence hypothesis can be tested, resulting in the identification of five hypotheses. The objective of hypothesis testing is to determine the extent to which exogenous variables impact endogenous variables. The bootstrapping technique developed by Geisser and Stone allows for the calculation of significance values. The t test is employed as the statistical test for hypothesis testing. The alternative hypothesis is considered statistically significant if the p-value is less than the predetermined significance level of 5%. Table 7 presents the direct effect obtained through bootstrapping in the SEMPLS analysis.

Table 8. Direct Effect Test Results

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Perceived Usefulness (X1) -> Reuse Intention (Y)	0.366	0.367	0.093	3,922	0,000
Perceived Ease (X2) -> Intention to Reuse (Y)	0.168	0.171	0.079	2,144	0.033
Perceived Usefulness (X1) -> Customer Satisfaction (M)	0.408	0.406	0.085	4,821	0,000
Perceived Ease (X2) -> Customer Satisfaction (M)	0.355	0.356	0.100	3,548	0,000
Customer Satisfaction (M) -> Reuse Intention (Y)	0.358	0.351	0.088	4,050	0,000

Based on Table 8 , the direct influence between variables can be explained as follows: (1) The influence of perceived usefulness on intention to reuse with an original sample value of 0.366 (positive), a t-statistics value of 3.922 and a p-value of 0.000 shows that perceived usefulness has a positive and significant influence on intention to reuse , so that H 1 in this study was accepted; (2) The influence of perceived ease of use on intention to reuse with an original sample value of 0.168 (positive), a t-statistics value of 2.144 and a p-value of 0.0 33 shows that perceived ease of use has a positive and significant influence on intention to reuse , so H 2 in this study accepted; (3) The influence of perceived usefulness on customer satisfaction with an original sample value of 0.408 (positive), a t-statistics value of 4.821 and a p-value of 0.000 shows that perceived usefulness has a positive and significant influence on customer satisfaction , so H 3 in this study accepted; (4) The influence of perceived convenience on customer satisfaction with an original sample value of 0.355 (positive), a t-statistics value of 3.548 and a p-value of 0.000 shows that perceived convenience has a positive and significant influence on customer satisfaction , so H 3 in this research accepted; (5) The influence of customer satisfaction on intention to reuse with an original sample value of 0.358 (positive), a t-statistics value of 4.050 and a p-value of 0.00 0 shows that customer satisfaction has a positive and significant influence on intention to reuse , so H 5 in this study was accepted.

Indirect Influence Test Results

An analysis of mediating variables in this study will investigate the role of customer satisfaction variables in mediating the indirect impact of perceived usefulness and perceived convenience on the intention to reuse. The examination of indirect effects in this research is evident in the explanation of the analysis results presented in Table 9.

Table 9. Indirect Effect Test Results

	Original Sample	Sample Mean	Standard Deviation	T Statistics (O/STDEV)	P Values
Perceived Usefulness (X1) -> Customer Satisfaction (M) -> Intention to Reuse (Y)	0.146	0.143	0.049	2,964	0.003
Perceived Convenience (X2) -> Customer Satisfaction (M) -> Intention to Reuse (Y)	0.127	0.124	0.045	2,826	0.005

Table 9 shows the p-value for each variable which can be explained as follows: (a) p-value is to test the role customer satisfaction in mediating perceptions of usefulness towards intention to reuse is 0.003 which is a value smaller than 0.05. The t-statistic value shows 2.964 which is greater than 1.96. This data shows that customer satisfaction able to mediate perceived usefulness on intention to reuse; (b) p-value is to test the role customer satisfaction in mediating perceptions of ease towards intention to reuse is 0.005, which is a value smaller than 0.05. The t-statistic value shows 2.826 which is greater than 1.96. This data shows that customer satisfaction able to mediate perceived ease of use towards intention to reuse.

A mediation model test is conducted to determine the indirect influence that exists between variables through mediation testing. The purpose of this measurement is to assess and intervene with the mediating variable, determining whether it serves as a full mediator, partial mediator, or does not function as a mediator at all. The mediating variable testing method employed in this study aligns with the criteria outlined by Hair et al. (2014). Based on the findings of the data analysis, the results can be characterized as follows: (1) The value of a is obtained by looking at the level of significance of the influence of exogenous variables on endogenous variables. In this research, the exogenous variable is perceived usefulness and perceived convenience whose significance values are 0.000 and 0.033. This shows that the values of a1 and a2 are significant; (2) The b value is obtained by looking at the level of significance of the influence of exogenous variables on the mediating variable. In this research, the mediating variable used is customer satisfaction, the significance level value of which is perceived usefulness to customer satisfaction is 0.000, and perceived convenience to customer satisfaction is 0.000. This shows that the b value is significant; (3) The c value is obtained by looking at the level of significance of the influence of the mediating variable on the endogenous variable. The significance level of customer satisfaction on intention to reuse is 0.000. This means that the c value is significant.

Results of Examining Mediating Variables

In their study, Hair et al. (2014) outlined four specific criteria that should be considered when testing mediation variables: If a, b, and c are statistically significant, but the coefficient value of c is lower than that of b, it is referred to as partial mediation. On the other hand, if a and b are statistically significant, but c is not, it is known as perfect mediation or full mediation. Once these criteria have been fulfilled, the subsequent procedure involves computing the Variance Accounted For (VAF) using the formula for indirect influence divided by total influence (direct influence plus indirect influence). The VAF is a metric that quantifies the extent to which the mediating variable can absorb the previously significant direct influence from the model, thereby acting as a mediator. There are three mediation assessments utilizing this approach, specifically: (1) If the VAF value is greater than 80 percent, it is said to be full mediation; (2) If the VAF value is in the range of 20 percent to 80 percent, it is said to be partial mediation; (3) If the VAF value is smaller than 20 percent, it is said that there is no mediation effect.

The calculations reveal that the VAF value for the model examining the influence of perceived usefulness on intention to reuse, mediated by customer satisfaction, is 28.52 percent. Similarly, the VAF value for the model exploring the influence of perceived ease of use on intention to reuse, mediated by customer satisfaction, is 43.05 percent. Based on the VAF values falling within the range of 20 percent to 80 percent, it can be inferred that these two models exhibit partial mediation.

The Influence of Perceived Usefulness on Reuse Intention

The test results indicate a strong and statistically significant impact of the perception of usefulness variable on the intention to reuse. According to the analysis findings, it is evident

that there is a positive correlation between the intention to reuse and factors such as service quality, consumer reviews, and availability of information. These factors play a significant role in motivating consumers to reuse e-commerce platforms. Additionally, the perception of usability, quick transactions, fulfilling expectations, convenience, and the perceived benefits of shopping at Bukalapak also contribute to consumers' intention to reuse. It is evident that when consumers perceive Bukalapak as more useful, their intention to reuse the platform for transactions in Denpasar City increases.

The findings of Silaen and Prabawani's (2019) research indicate a positive correlation between perceived usefulness and repurchase intention. According to a study conducted by Fazriansyah et al. (2022), it was found that perceived usefulness has a positive impact on the intention to use digital payment applications. According to a study conducted by Brahanta and Wardhani (2021), it has been found that there is a positive and significant relationship between perceived usefulness and intention to reuse.

The Influence of Perceived Convenience on Intention to Reuse

According to the test results, it is evident that the perceived convenience variable has a strong and meaningful impact on the intention to reuse. The analysis results indicate that there is a positive correlation between the intention to reuse and factors such as service quality, consumer reviews, and ease of use. Consumers are motivated to reuse e-commerce platforms like Bukalapak when they perceive it as easy to learn and use, when they can track their deliveries, and when transactions require minimal effort. It is evident that when consumers perceive the convenience of Bukalapak to be superior, their intention to reuse Bukalapak users in Denpasar City increases.

The findings of a study conducted by Prasetya and Sukaatmadja (2021) indicate that the perception of convenience plays a significant role in shaping individuals' inclination to reuse e-commerce platforms. According to a study conducted by Purba et al. (2020), the perception of ease of use plays a significant role in influencing the intention of OVO application users to reuse it. According to a study conducted by Silaen and Prabawani (2019), it was found that the perception of convenience has a notable and favorable impact on the inclination to repurchase OVO e-wallet balances.

The Influence of Perceived Usefulness on Customer Satisfaction

According to the test results, it is evident that the perceived usability variable has a strong and positive impact on customer satisfaction. The findings of the analysis indicate that there is a positive correlation between consumer satisfaction in various aspects of using Bukalapak, such as delivery as promised, handling obstacles, transaction security, attractive page design, and enjoyment of transactions. This correlation is influenced by the perception of usability in very fast transactions, increased transaction activity, and fulfilled expectations. When engaging in transactions, individuals have the opportunity to shop at various locations and experience the advantages of conducting transactions through Bukalapak. It is evident that a positive perception of Bukalapak's usability directly correlates with higher customer satisfaction among residents of Denpasar City.

The findings of this study align with the research conducted by Purba et al. (2020), which suggests that the perceived usefulness of the OVO application has a significant impact on customer satisfaction. A study conducted by Rahman et al. (2023) suggests that the perceived usefulness of a bank's mobile banking application has a significant impact on customer satisfaction. According to the research conducted by Prasetya and Suwitho (2022), it has been found that the perceived usefulness of the Shopee application has a significant and positive impact on customer satisfaction.

The Influence of Perceived Convenience on Customer Satisfaction

According to the test results, it is evident that the perceived convenience variable has a strong and positive impact on customer satisfaction. The analysis findings indicate that customer satisfaction in delivery as promised, handling obstacles, transaction security, attractive page design, and enjoyment of transactions using Bukalapak are influenced by factors such as the ease of learning to use Bukalapak, tracking goods delivery, understanding the use of Bukalapak, no need for extra effort in transactions, and the ease of using Bukalapak for transactions. It is evident that an enhanced perception of convenience towards Bukalapak leads to increased customer satisfaction in Denpasar City.

This study provides support for the findings of Charisma and Suprpti (2020), which suggest that the perception of convenience has a favorable impact on customer satisfaction with OVO. According to a study conducted by Amin et al. (2014), it was found that the perception of ease of use has a strong and positive impact on consumer satisfaction. Similar findings were also discovered in a study conducted by Hidayat and Winarno (2014), indicating that consumer satisfaction was positively and significantly impacted by the ease of use. In a study conducted by Tandon et al. (2016), it was discovered that the results were similar, indicating that the perceived ease of use had a positive impact on customer satisfaction.

The Influence of Customer Satisfaction on Intention to Reuse

According to the test results, it is evident that there is a strong and statistically significant impact of customer satisfaction on the intention to reuse.

The analysis findings indicate that there is a positive correlation between the intention to reuse in service quality and consumer motivation. Specifically, when consumers are provided with good reviews and incentives, such as attractive page design and enjoyable transactions, they are more likely to intend to reuse e-commerce platforms. Additionally, the study suggests that consumer motivation to always seek information plays a significant role in increasing customer satisfaction in areas such as delivery as promised, handling problems, and transaction security. These factors contribute to a positive consumer experience when using Bukalapak. It is evident that there is a positive correlation between customer satisfaction and the intention to reuse Bukalapak among users in Denpasar City.

The findings of this study are backed by the research conducted by Theresia and Wardana (2019), which indicates that consumer satisfaction has a noteworthy and positive impact on repurchase intentions. Additionally, a study conducted by Dharmayana and Rahanatha (2017) suggests that customer satisfaction plays a crucial role in influencing repurchase intentions. According to Adixio and Laila (2013), customer satisfaction has a positive and significant impact on repurchase intentions.

The Role of Customer Satisfaction Mediates the Influence of Perceived Usefulness on Intention to Reuse

According to the test results, it is evident that customer satisfaction plays a partial role in mediating the impact of perceived usefulness on the intention to reuse Bukalapak users. The findings of this study suggest that customer satisfaction has an indirect impact on the intention to reuse by influencing perceived usefulness. Therefore, Hypothesis 6 is supported. According to the analysis findings, it has been discovered that there is a direct correlation between the intention to reuse and factors such as service quality, positive reviews, and the availability of information. These factors play a significant role in motivating consumers to repeatedly engage with e-commerce platforms. Driven by the enhanced understanding of usability in swift transactions, heightened transactional engagement, the fulfillment of transactional

expectations, the convenience of shopping from anywhere, and the advantages of utilizing Bukalapak's services, customers are increasingly satisfied with the prompt delivery, effective problem-solving, transactional security, appealing webpage design, and user-friendly interface provided by Bukalapak. The factor that contributes to customer satisfaction plays a significant role in shaping the perception of usefulness and the intention to reuse Bukalapak.

The findings of this study further reinforce previous research that demonstrates the positive and significant relationship between satisfaction, perceived usefulness, and intention to reuse. Satisfaction plays a crucial role in influencing the intention to reuse through perceived usefulness, as highlighted in previous studies (Oroh et al., 2015; Lin et al., 2010; and Chen, 2012).

The Role of Customer Satisfaction Mediates the Influence of Perceived Convenience on Intention to Reuse

According to the test results, it is evident that customer satisfaction plays a partial role in mediating the impact of perceived ease of use on the intention of Bukalapak users to reuse the platform. The findings suggest that customer satisfaction has an indirect impact on the intention to reuse by influencing perceived convenience. Therefore, H7 is accepted. Based on the analysis results, it is evident that there is a correlation between the intention to reuse and various factors such as service quality, consumer reviews, and information-seeking behavior. These factors contribute to the ease of learning and using Bukalapak, as well as the overall satisfaction with the platform's delivery, transaction security, and user-friendly design. The factor of customer satisfaction plays a significant role in shaping the perception of ease and subsequently impacting the intention to reuse Bukalapak.

The findings of this study are backed by the research conducted by Sanaji (2018), which suggests that the perceived ease of use has a substantial impact on user satisfaction and subsequently influences the intention to reuse the services provided. Research conducted by Oktarini (2018) has shown that consumer satisfaction plays a crucial role in mediating perceptions of comfort, leading to a positive and significant intention to reuse. A study conducted by Susanto et al. (2016) found that the perceived ease of use indirectly affects the intention to reuse, with satisfaction acting as a mediating variable. Trivedi and Yadav (2018) further asserted that the perception of ease of use has the potential to impact the inclination to reuse, as it generates a sense of satisfaction with the product.

Conclusion

The perceived usefulness of a product or service has a strong and positive impact on the intention of individuals to reuse it. The level of perceived usefulness offered by Bukalapak directly influences the intention of users in Denpasar City to reuse the platform. The perceived convenience of a service has a notable and impactful influence on an individual's intention to reuse it. The level of convenience offered by Bukalapak directly influences the likelihood of users in Denpasar City choosing to reuse the platform. The perceived usefulness of a product or service has a strong and positive impact on the level of customer satisfaction. The level of satisfaction among Bukalapak users in Denpasar City is directly influenced by the perceived usefulness offered by the platform. The perception of convenience has a noteworthy impact on customer satisfaction. The level of satisfaction among users in Denpasar City is directly proportional to the perceived convenience offered by Bukalapak. The impact of customer satisfaction on the intention to reuse is both positive and significant. The correlation between customer satisfaction and the intention to reuse Bukalapak by users in Denpasar City is positive, indicating that as customer satisfaction increases, so does the likelihood of users reusing Bukalapak. The satisfaction of customers has the ability to indirectly mediate the

impact of perceived usefulness on the intention to reuse. The research findings indicate that customer satisfaction is partially mediated. According to the findings, it can be inferred that a higher perception of usefulness offered by Bukalapak leads to increased customer satisfaction, ultimately resulting in a greater intention to reuse the platform. The satisfaction of customers can indirectly mediate the impact of perceived convenience on their intention to reuse. The research findings indicate that customer satisfaction is partially mediated. According to the findings, it can be inferred that a positive perception of convenience offered by Bukalapak leads to higher customer satisfaction, which in turn increases the likelihood of customers choosing to use Bukalapak again in the future.

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