

# The Influence of Perceived Ease of Use and Perceived Usefulness on Repurchase Intention Mediated by E-Satisfaction Among Generation Z Customers of E-Commerce Lazada in Cimahi City

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### ABSTRACT

E-commerce rivalry necessitates that businesses comprehend the elements that affect repeat purchase intention. This investigation aims to analyze the effects of Perceived Ease of Use and Perceived Usefulness on Repurchase Intention mediated by E-Satisfaction among Gen Z users of the Lazada e-commerce platform in Cimahi. The study used a quantitative approach, was gathered by disseminating a questionnaire to 200 respondents who fulfilled the requirements. Data analysis was executed utilizing SPSS version 23 through validity tests, reliability tests, descriptive analysis, classical assumption tests, multiple linear regression analysis, Sobel tests, and hypothesis test. The results of the study indicate that Perceived Usefulness has a positive and significant effect on E-Satisfaction and Repurchase Intention, Perceived Ease of Use has no effect on E-Satisfaction or Repurchase Intention. Furthermore, E-Satisfaction has no effect on Repurchase Intention and does not mediate the effects of Perceived Ease of Use or Perceived Usefulness on Repurchase Intention. These outcomes reveal that Gen Z's intention to repurchase in Cimahi City is more influenced by the perceived usefulness of using the Lazada app than by ease of use or E-Satisfaction. This study contributes to the TAM model in digital marketing. From a managerial perspective, although Lazada's perceived value is rated very highly, the company is advised to focus on improving its lowest scoring indicator the product rating system by enhancing the quality of reviews to make them more informative and trustworthy, and by including original media from buyers. Meanwhile, the image search feature and payment options should be maintained to enhance the platform's competitiveness.

### ABSTRAK

Persaingan *E-Commerce* mengharuskan korporasi menelaah faktor-faktor yang memengaruhi niat pembelian ulang. Penelitian bertujuan menganalisis pengaruh *Perceived Ease of Use* dan *Perceived Usefulness* terhadap *Repurchase Intention* yang dimediasi oleh *E-Satisfaction* pelanggan *E-Commerce* Lazada pada Gen Z di Kota Cimahi. Studi mempergunakan pendekatan kuantitatif, data dihimpun lewat distribusi kuesioner pada 200 responden yang memenuhi kriteria. Analisis data mempergunakan SPSS versi 23 lewat uji validitas, reliabilitas, analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda, uji Sobel dan uji hipotesis. Temuan studi mengindikasikan, *Perceived Usefulness* memengaruhi positif dan signifikan pada *E-Satisfaction* dan *Repurchase Intention*, *Perceived Ease of Use* tidak memengaruhi *E-Satisfaction* maupun *Repurchase Intention*. Selain itu, *E-Satisfaction* tidak memengaruhi *Repurchase Intention* serta tidak berkemampuan memediasi pengaruh *Perceived Ease of Use* maupun *Perceived Usefulness* terhadap *Repurchase Intention*. Temuan studi mengindikasikan, niat membeli ulang pada Gen Z di Kota Cimahi lebih kerap berasal dari pengaruh dari manfaat yang dirasakan dari pemakaian aplikasi Lazada daripada kemudahan penggunaan atau kepuasan elektronik. Penelitian memberikan kontribusi pada model TAM dalam pemasaran digital. Secara manajerial, meskipun persepsi kemanfaatan Lazada dinilai sangat baik, perusahaan disarankan fokus memperbaiki indikator terendah, yaitu sistem penilaian produk, dengan meningkatkan kualitas ulasan agar lebih informatif, terpercaya, serta menyertakan media asli dari pembeli. Sementara itu, fitur pencarian gambar dan opsi pembayaran dipertahankan demi meningkatkan daya saing platform.

## 1. Introduction

### 1.1. Research Background

Advances in information and communication accelerates, telecommunications and various technology have transformed the lifestyles and applications have become the primary means of

consumption patterns of modern society, with technology and the internet becoming key components of daily social and economic activities. As globalization

connection for society [1]. In addition, as internet access expands and digital technology advances, there has been a shift in consumer behavior, with transaction patterns moving from conventional systems to digital-based ones [2]. Internet penetration rates in Indonesia also showed a consistent upward trend from 2023 to 2025, indicating broader public access to digital services and supporting the growth of online transactions.



Figure 1. Internet Penetration Growth in Indonesia, 2023-2025 [3]

These days, e-commerce represents one of the key pillars of the national digital economy. E-commerce is one of the key sectors driving Indonesia's largest digital economic transactions, with its value projected to reach Rp. 471 trillion in 2025, 0.5% increase from the previous year [4]. Shopee is the most-visited e-commerce platform among Indonesians, with a share of 53,22%. TikTok Shop ranks second with 27,37% followed by Tokopedia at 9,57%, and finally Lazada at 9,09% [5]. The data shows increasing competition among e-commerce platforms in Indonesia. Amid growing public interest in e-commerce, Lazada has actually experienced a decline, as can be seen from the following data from the 2021-2025 Top Brand Index in the Online Shopping subcategory on Table 1.

Table 1. Top Brand Index Data [6]

| Brand Name    | 2021  | 2022  | 2023  | 2024  | 2025  |
|---------------|-------|-------|-------|-------|-------|
| Blibli.com    | 8,10  | 10,10 | 10,60 | 6,60  | 6,80  |
| Lazada.co.id  | 15,20 | 14,70 | 15,10 | 13,30 | 12,60 |
| Shopee.co.id  | 41,80 | 43,70 | 45,80 | 50,50 | 54,00 |
| Tokopedia.com | 16,70 | 14,90 | 11,30 | 10,40 | 10,20 |
| Bukalapak     | 9,50  | 8,10  | 4,70  | 7,60  | 6,90  |

According to report from the Top Brand Index for the Online Shopping subcategory for the 2021-2025 period, Lazada's brand performance showed a fluctuating pattern with a downward trend toward the end of the observation period. In 2021, Lazada's Top Brand Index stood at 15.20%, then declined to 14.70% in 2022. Subsequently, there was an increase in 2023 to 15.10%, and fell again in 2024 to 13.30% subsequently, in 2025 Lazada's brand index dropped to 12.60%. Overall, Lazada lost 2.60% market share during the 2021–2025 period, indicating a decline in repeat purchase interest

and increased competition in Indonesia's e-commerce industry.

In this study, the issue identified in the Top Brand Index data relates to future intention, which reflects a decline in repurchase intention that is, consumers' desire to use Lazada again in the future. This phenomenon may indicate a decline in repurchase intention among Lazada users, which will be the focus of this study. When customers find technology easy to use and beneficial, they will have a positive user experience, which increases their satisfaction with the service; this satisfaction then encourages customers to interact again and fosters long-term loyalty [7]. Based on these findings, the author identified perceived ease of use and perceived usefulness as independent variables, and e-satisfaction as the mediating variable in this study.

Previous research on this topic has been highly relevant, as it focused on e-commerce in Indonesia as a whole [7]. Therefore, this investigation distinguishes itself from previous research by focusing specifically on the e-commerce platform Lazada, with a focus on the city of Cimahi, and by selecting Generation Z as the research subject. Generation Z's consumption patterns differ from those of previous generations because they are digital natives who prefer a fast-shopping experience, flexible and digital-platform-based, so the frequency of online shopping via e-commerce is higher than that of in-person shopping at physical stores; therefore, e-commerce has become the primary alternative for meeting daily needs [8].

TAM provides a suitable framework for explaining the extent to which users accept and utilise digital platforms for shopping. Previous research has extensively examined TAM as the best approach for developing predictive models to analyse consumer behaviour regarding the use of information technology [8]. The two TAM components, perceived ease of use and perceived usefulness form the basis for the emergence of e-satisfaction [9]. The TAM theory states that two main factors perceived ease of use and perceived usefulness shape the way users evaluate a technology; when a system is considered easy to use and useful, users will form a positive evaluation, which, in the context of e-commerce, is reflected as e-satisfaction or user satisfaction with the platform [10]. An effective evaluation, based on perceived ease of use and perceived usefulness, forms the basis for the emergence of behavioural intention; in e-commerce practice, behavioural intention can be interpreted as repurchase intention [9]. Overall, the relationship between these three concepts suggests that the TAM explains the psychological processes that shape user satisfaction, and that this satisfaction is the primary driver of repurchase intention. In other words, the easier and more useful a platform is for users, the higher their level of satisfaction, and the greater the likelihood that they will make a repeat purchase.

In a previous study conducted is highly relevant to research on e-commerce in Indonesia as a whole [7]. Therefore, this study distinguishes itself from previous research by focusing specifically on Lazada's e-commerce platform in Cimahi City and by selecting Gen Z as the research subject, Generation Z's consumption patterns differ from previous generations because they are digital natives who prefer fast, flexible, and digital-platform shopping experiences. The study also showed that online shopping through e-commerce is more frequent than in-person shopping in brick-and-mortar stores, making e-commerce a primary alternative for meeting daily needs [11]. Given these circumstances, this study was conducted to examine the influence of perceived ease of use and perceived usefulness on repurchase intention, mediated by e-satisfaction among Lazada e-commerce customers in Generation Z in Cimahi City.

However, this study has limitations because it focuses only on four primary variables perceived ease of use, perceived usefulness, e-satisfaction, and repurchase intention. Thus, there remains an opportunity for future researchers to expand on this study by using a similar conceptual model that can be applied to different contexts and variables. This investigation was executed to look into the impact of perceived ease of use and perceived usefulness on repurchase intention, mediated by e-satisfaction.

## 1.2. Framework

Numerous earlier investigations have demonstrated that usage of technology is impacted by perceived ease of use and perceived usefulness, as explained in the Technology Acceptance Model (TAM). TAM was developed by Fred D. Davis in 1986 as part of his dissertation at the MIT Sloan School of Management, this model is obtained from the Theory of Reasoned Action (TRA) created by Fishbein and Ajzen, but focuses on the implementation of information technology [9]. The TAM concept describes users' beliefs regarding the benefits and ease of use of technology [10].

Based on the TAM theory, it can be assumed that disruptions or obstacles related to an application's features can influence an individual's perception. TAM is a theoretical framework used to explain and analyze various factors that influence the level of acceptance and utilizing information technology [11]. Within the framework of marketplace usage, TAM serves as an appropriate framework for explaining the extent to which users accept and utilize digital platforms for shopping [12].

Previous research has extensively examined TAM as the best approach for developing predictive models to analyze consumer behavior regarding the use of information technology [13]. The two components of TAM perceived ease of use and perceived usefulness

form the foundation for e-satisfaction [9]. The TAM theory states that two main factors perceived ease of use and perceived usefulness shape how users evaluate a technology; when a system is considered easy to use and useful, users will form a positive evaluation, which, in the context of e-commerce, is reflected as e-satisfaction, or user satisfaction with the platform [14]. An effective evaluation considering perceived ease of use and perceived usefulness forms the basis for behavioral intention in e-commerce practice, behavioral intention can be interpreted as repurchase intention [9]. Overall, the relationship among these three concepts reflects that TAM explains the psychological processes that shape user satisfaction, and that satisfaction is the primary driver of repurchase intention. In other words, the easier and more useful a platform is for users, the higher their level of satisfaction, and the more likely they are to make repeat purchases.

Perceived ease of use is the idea that a certain piece of a system is simple to utilize [15]. Perceived ease of use is a belief regarding the decision-making process, whereby individuals tend to adopt information systems they believe are easy to utilize, but avoid them if they encounter difficulties or feel that the systems are not easy to use [16]. Perceived ease of use also reflects the simplicity and ease of access in using a particular technology or product [17]. The indicators used to measure perceived ease of use include several aspects, namely: simple to learn, comprehensible, adaptable, and simple to master [15].

Perceived usefulness can be defined as an individual's perception that the use of information technology can provide benefits that contribute to improved performance [15]. Perceived usefulness describes how significantly users consider utilizing a system can improve their effectiveness and performance [18]. Perceived usefulness can be understood as the degree to which users believe that the technology they use provides added value and makes a tangible contribution to improving their performance [19]. There are a number of indicators that reflect perceived usefulness, including: improved job performance, faster task completion, and the usefulness of technology [15].

Customer satisfaction is the emotion that results from contrasting a product's perceived effectiveness to the consumer's aspirations. [20]. Based on this concept, e-satisfaction can be understood as the degree of satisfaction or disappointment that arises after comparing service performance and the online shopping experience with the buyer's expectations. E-satisfaction is the level of customer satisfaction that results from the experience of interacting online whether through the browsing or purchasing process on an e-commerce platform [21]. E-Satisfaction refers to customer satisfaction in the framework of e-commerce that arises as a result of a purchasing experience or transaction conducted through an online site [22].

There are three e-satisfaction indicators, including: Confirmation of expectation, overall satisfaction, comparison to ideal [23]. Based on previous research, the variable perceived ease of use has a positive and significant consequences on e-satisfaction [24]. The ease-of-use variable has a positive and significant effect on e-satisfaction [25]. Perceived ease of use has a positive and significant effect on customer satisfaction, implying that greater the degree of ease of use, the greater the satisfaction felt by customers [26]. According to investigation reports revealing that perceived ease of use has a positive and significant effect on e-satisfaction [27].

Perceived usefulness has a positive and significant consequences on e-satisfaction [28], [29]. Perceived usefulness has a significant effect on user satisfaction [30]. This statement served is the foundation for developing the subsequent first and second hypotheses:

H1: Perceived ease of use has a positive and significant effect on e-satisfaction.

H2: Perceived usefulness has a positive and significant effect on e-satisfaction.

Repurchase intention pertains to the propensity of customers to conduct multiple orders of the same item or brand in the future [31]. Repurchase intention is a customer's tendency or desire to purchase a product again, which arises from personal motivation and previous usage experiences [32]. Repurchase intention can be defined as the actions consumers take after making a purchase that reflect their level of satisfaction or dissatisfaction with a product, which in turn will influence their future behavior [33]. The variable of repurchase intention can be measured using four indicators, including: consumers' desire to make a repeat purchase; making the product or brand a top priority in purchasing decisions; the tendency to recommend it to others and the willingness to share positive information about the product or brand with the public [33].

Perceived ease of use has a positive and significant consequences on repurchase intention [34], [35]. Perceived ease of use has a positive and significant effect on repurchase intention [29]. This reflects that the more elevated the degree of convenience customers perceive when creating transactions, the probability that they will be making additional purchases on the same platform. Perceived usefulness has a positive and significant consequences on the intention to repurchase [36]. Accordingly, perceived usefulness has a positive and significant consequences on repurchase intention [37], [38]. This statement was the foundation for developing the subsequent third and fourth hypotheses:

H3: Perceived ease of use has a positive and significant effect on repurchase intention.

H4: Perceived usefulness has a positive and significant effect on repurchase intention.

E-Satisfaction has a positive and significant consequences on repurchase intention [39], [40]. Accordingly, e-satisfaction has a positive and significant effect on repurchase intention [41]. This statement served as the basis for formulating the fifth hypothesis in this manner:

H5: E-Satisfaction has a positive and significant effect on repurchase intention.

E-Satisfaction positively mediates the connection between perceived ease of use and repurchase intention [24], [42]. In addition, perceived ease of use has a positive consequence on customer satisfaction and directly increases repurchase intention [43]. Customer satisfaction can mediate the effect of perceived usefulness on repurchase intention this implies that the bigger the degree of customer satisfaction, the more significant consequence of perceived usefulness on repurchase intention [44]. E-Satisfaction acts as a mediating variable that bridges the relationship between perceived usefulness and repurchase intention [45]. This statement is supported by research indicating that perceived usefulness has a positive and significant consequences on repurchase intention, mediated by e-satisfaction [46]. This statement provided the foundation for developing the subsequent sixth and seventh hypotheses:

H6: E-Satisfaction mediates the effect of perceived ease of use on repurchase intention.

H7: E-Satisfaction mediates the effect of perceived usefulness on repurchase intention.

Considering the justification of the impact of perceived ease of use and perceived usefulness on repurchase intention, mediated by e-satisfaction, the conceptual model of this study can be seen on Figure 2.

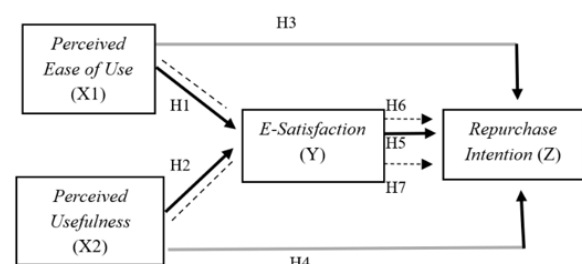


Figure 2. Conceptual model

## 2. Research Method

The goal of this investigation is to identify and evaluate the impact of perceived ease of use and perceived usefulness on repurchase intention, mediated by e-satisfaction among Lazada e-commerce customers in the Gen Z demographic in Cimahi City. In its implementation, this investigation utilized a quantitative

approach grounded in the philosophy of positivism, which is used to test both the population and a specific sample through the data collection process by utilizing research instruments [47].

This study used convenience sampling, a form of non-probability sampling. The data for this investigation were gathered from respondents who matched the population characteristics through a questionnaire created using Google Forms and distributed via various social media platforms. The questionnaire was subjected to validity and reliability testing.

Data analysis in this study was conducted using SPSS version 23, including validity tests (Pearson correlation), reliability tests (Cronbach's alpha coefficient), descriptive analysis, and tests of classical assumptions (normality test, multicollinearity test, and heteroscedasticity test). Next, we tested the hypothesis concerning the impact of perceived ease of use and perceived usefulness on repurchase intention, mediated by e-satisfaction, using multiple regression analysis to examine partial effects and the Sobel test to measure the significance level of the indirect effects between variables.

### 3. Result and Discussion

#### 3.1. Respondent Profile

Table 2 shows a summary of the respondent profiles obtained from data collected via Google Forms, based on the criteria of Gen Z residents of Cimahi who have used the Lazada e-commerce app for at least the past three months. The respondents in this study were members of Generation Z residing in Cimahi City who had used the Lazada e-commerce app a minimum of once previously three months. Data was collected by distributing a questionnaire via Google Forms to respondents who fulfilled the investigation's requirements.

Considering the data gathered, a total of 200 respondents were included in the study. The gender breakdown consisted of 89 men (44.5%) and 111 women (55.5%). The respondents in this study were predominantly in the 23–29 age group, totaling 101 people (50.5%).

According to occupation, students made up the majority of responders, reaching 89 people (41.0%), and based on income level, the largest group had an income in the range of Rp 1,500.00–Rp 5,000,000, totaling 104 people (52.0%). This overview of the respondents' profiles shows that the answers provided by the respondents in this study reflect characteristics that align with the study's criteria in terms of demographics, geography, and behavior namely, Generation Z individuals residing in Cimahi City who have used the Lazada e-commerce app within the past three months. Thus, the data collected is expected to provide a relevant picture of the respondents' behavior in using the Lazada app.

Table 2. Respondent Profile

| Description            | Amount | Presentation (%) |
|------------------------|--------|------------------|
| Gender                 |        |                  |
| Male                   | 89     | 44,5             |
| Female                 | 111    | 55,5             |
| Age                    |        |                  |
| 17-22 Years            | 99     | 49,5             |
| 23-29 Years            | 101    | 50,5             |
| Region                 |        |                  |
| Cimahi                 | 200    | 100,0            |
| Occupation             |        |                  |
| School                 | 10     | 5,0              |
| University students    | 82     | 41,0             |
| Self-employed          | 32     | 16,0             |
| Employees              | 61     | 30,5             |
| Civil servants         | 12     | 6,0              |
| Other                  | 3      | 1,5              |
| Income                 |        |                  |
| <Rp 1.500.000          | 57     | 28,5             |
| Rp 1.500.000-5.000.000 | 104    | 52,0             |
| >Rp 5.000.000          | 39     | 19,5             |
| Total                  | 200    | 100,0            |

#### 3.2. Validity and Reliability Testing of Instruments

Based on the results of the validity test outcomes on Table 3, all items in the questionnaire were deemed valid because the calculated t-values for each item exceeded the critical r-table (0.361). This proves that the research instrument had the capacity to precisely gauge the variables under study. Meanwhile, the reliability test showed that the Cronbach's Alpha score was in excess of the cutoff of 0.60. These results indicate that the data collection instrument exhibits a certain level of consistency when used at different times [48].

Table 3. Uji Validity and Reliability Test

| No                         | Statement                                                                                                              | Validity Test Results<br>(Pearson Correlation) | Reliability Test Results<br>Cronbach's alpha |
|----------------------------|------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|----------------------------------------------|
| Perceived Ease of Use (X1) |                                                                                                                        |                                                |                                              |
| 1                          | The Lazada app is easy to use.                                                                                         | 0.855                                          | 0.785                                        |
| 2                          | The menu layout of the Lazada app is clear.                                                                            | 0.733                                          |                                              |
| 3                          | The Lazada app is easily accessible whenever I need it.                                                                | 0.722                                          |                                              |
| 4                          | I have become proficient in using the Lazada app over time.                                                            | 0.802                                          |                                              |
| Perceived Usefulness (X2)  |                                                                                                                        |                                                |                                              |
| 1                          | The range of payment methods offered by the Lazada app helps me choose my preferred payment method.                    | 0.789                                          | 0.787                                        |
| 2                          | The image-based product search technology provided by the Lazada app helps me find the items I want more quickly.      | 0.845                                          |                                              |
| 3                          | The product reviews provided by the Lazada app help me make purchasing decisions.                                      | 0.876                                          |                                              |
| E-Satisfaction (Y)         |                                                                                                                        |                                                |                                              |
| 1                          | I am pleased that my online shopping experience on the Lazada app has lived up to my expectations.                     | 0.811                                          | 0.781                                        |
| 2                          | I am pleased with my shopping experience, thanks to the combination of features available on the Lazada app.           | 0.750                                          |                                              |
| 3                          | I am pleased with my shopping experience, which has benefited from the very best quality of service on the Lazada app. | 0.933                                          |                                              |
| Repurchase Intention (Z)   |                                                                                                                        |                                                |                                              |
| 1                          | I am willing to make further purchases via the Lazada app in the future                                                | 0.812                                          | 0.869                                        |
| 2                          | I am willing to make the Lazada app my first choice for online shopping                                                | 0.839                                          |                                              |
| 3                          | I am willing to recommend the Lazada app to others                                                                     | 0.850                                          |                                              |
| 4                          | I am willing to share positive feedback about the Lazada app with others                                               | 0.896                                          |                                              |

### 3.3. Descriptive Analysis Test

Considering the outcomes of analysis on Table 4, the mean score for the Perceived Ease of Use variable ranged from 3.005-3.275, with an overall mean of 3.150. Based on the rating scale, this score falls into the “good” category, indicating that respondents’ perceptions of the ease of use of Lazada’s e-commerce platform are in the “good” category.

Table 4. Outcomes of the Descriptive Analysis of the Perceived Ease of Use Variable

| Statement | Mean Statistic | Total Mean Statistic | Category  |
|-----------|----------------|----------------------|-----------|
| X1.1      | 3,275          | 3,150<br>(Good)      | Very Good |
| X1.2      | 3,005          |                      | Good      |
| X1.3      | 3,080          |                      | Good      |
| X1.4      | 3,240          |                      | Very Good |

Considering the outcomes of analysis on Table 5, the mean score for the Perceived Usefulness variable ranged from 3.220-3.340, with an overall mean score of 3.282. According to the rating scale, this score falls into the “very good” category, indicating that respondents’ perceptions of the advantages of utilizing Lazada’s e-commerce platform are in the “very good” category.

Table 5. Descriptive Analysis of the Perceived Usefulness Variable

| Statement | Mean Statistic | Total Mean Statistic | Category  |
|-----------|----------------|----------------------|-----------|
| X2.1      | 3,285          | 3,282<br>(Very Good) | Very Good |
| X2.2      | 3,340          |                      | Very Good |
| X2.3      | 3,220          |                      | Good      |

Considering the outcomes of the descriptive analysis on Table 6, the mean score for the E-Satisfaction variable ranged from 3.295-3.400, with an overall mean of 3.347. According to the rating scale, this score falls into the “very satisfied” category, indicating that respondents’ level of satisfaction with their use of Lazada’s e-commerce platform is in the “very satisfied” category.

Table 6. Descriptive Analysis of the E-Satisfaction Variable

| Statement | Mean Statistic | Total Mean Statistic      | Category       |
|-----------|----------------|---------------------------|----------------|
| Y.1       | 3,295          | 3,347<br>(Very Satisfied) | Satisfied      |
| Y.2       | 3,400          |                           | Very Satisfied |
| Y.3       | 3,345          |                           | Satisfied      |

Considering the outcomes of the descriptive analysis on Table 7, the mean score of the Repurchase Intention variable ranged from 3.005-3.275, with an overall mean of 3.243. According to the rating scale, this value falls into the “good” category, indicating that the respondents repurchase intention toward the Lazada e-commerce platform is in the “good” category.

Table 7. Descriptive Analysis of the Repurchase Intention Variable

| Statement | Mean Statistic | Total Mean Statistic | Category  |
|-----------|----------------|----------------------|-----------|
| Z.1       | 3,275          | 3,243<br>(Good)      | Very Good |
| Z.2       | 3,005          |                      | Good      |
| Z.3       | 3,080          |                      | Good      |
| Z.4       | 3,240          |                      | Good      |

### 3.4. Test of Classical Assumptions

Based on the results of the classical assumption tests on Table 8, the test yielded a significance value of 0.200 for the first equation and 0.200 for the second equation. Since both values are  $> 0,05$ , the data in both equations can be considered normally distributed. Furthermore, the results of the multicollinearity test reflect that all independent variables have tolerance values  $> 0,10$  and VIF values  $< 10$ , consequently, it might be argued that the regression model does not suffer from multicollinearity and that there are no strong relationships among the independent variables. Meanwhile, the results of the heteroscedasticity test reflect that each regression is free from

heteroscedasticity, and no independent variable exhibits positive absolute residuals.

Table 8. Test of Classical Assumptions

| No | Classical Assumption Test             | Criteria                               | Test Result                                                                                                                                                   | Interpretation                                          |
|----|---------------------------------------|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| 1  | Normality Test for Equation 1         | (Sig) $\geq 0.05$                      | 0.200                                                                                                                                                         | Normally Distributed Data                               |
|    | Normality Test for Equation 2         | (Sig) $\geq 0.05$                      | 0.200                                                                                                                                                         |                                                         |
| 2  | Multicollinearity test for Equation 1 | Tolerance value $> 0.1$ and VIF $< 10$ | (X1) Tolerance 0.986 $> 0.1$ dan VIF 1.014 $< 10$<br>(X2) Tolerance 0.986 $> 0.10$ dan VIF 1.014 $< 10$                                                       | There is no correlation among the independent variables |
|    | Multicollinearity test for Equation 2 | Tolerance value $> 0.1$ and VIF $< 10$ | (X1) Tolerance 0.983 $> 0.10$ dan VIF 1.018 $< 10$<br>(X2) Tolerance 0.963 $> 0.10$ dan VIF 1.038 $< 10$<br>(Y) Tolerance 0.972 $> 0.10$ dan VIF 1.029 $< 10$ |                                                         |
| 3  | Heteroscedasticity Test 1             | (Sig) $\geq 0.05$                      | (X1) Sig = 0.153<br>(X2) Sig = 0.826                                                                                                                          | Free from heteroscedasticity                            |
|    | Heteroscedasticity Test 2             | (Sig) $\geq 0.05$                      | (X1) Sig = 0.253<br>(X2) Sig = 0.237<br>(Y) Sig = 0.444                                                                                                       |                                                         |

### 3.5. Multiple Regression Analysis

Multiple linear regression analysis was utilized to test the consequences of independent variables on the dependent variable after the data were found to satisfy all the required classical assumption tests. This first multiple regression test will investigate the impact of the

variables perceived ease of use and perceived usefulness on the variable e-satisfaction. Based on the Table 9, multiple regression equation 1 can be seen on Equation (1).

$$Y = 8.509 + 0,033X_1 + 0,113X_2 \quad (1)$$

Table 9. Multiple Regression Analysis for Equation 1

| Coefficients <sup>a</sup> |                       | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|---------------------------|-----------------------|-----------------------------|------------|---------------------------|--------|-------|
| Model                     |                       | B                           | Std. Error | Beta                      |        |       |
| 1                         | (Constant)            | 8.509                       | 0.704      |                           | 12.094 | 0.000 |
|                           | Perceived ease of use | 0.033                       | 0.042      | 0.056                     | 0.788  | 0.432 |
|                           | Perceived usefulness  | 0.113                       | 0.053      | 0.151                     | 2.139  | 0.034 |

a. Dependent Variable: E-Satisfaction

Considering the outcomes of the multiple regression analysis on Table 9, it is evident that the constant score of 8.509 reflects that if the variables perceived ease of use and perceived usefulness were zero, then e-satisfaction would be 8.509. The variable perceived ease of use has a coefficient of 0.033, but it does not have a significant effect on e-satisfaction, due to the calculated t-value  $0.788 < t\text{-table } 0.1972$  and significant  $0.432 > 0.05$ . Meanwhile, the perceived usefulness variable has a coefficient of 0.113 and has a positive and significant effect on e-satisfaction, as the t-value of  $2.139 > 1.972$  and the significance degree of  $0.034 < 0.05$ . This

indicates that as perceived usefulness increases, customer e-satisfaction also increases.

A multiple regression analysis of this second equation will test the effects of perceived ease of use, perceived usefulness, perceived usefulness and e-satisfaction on repurchase intention. Based on Table 6, multiple regression equation 2 is obtained as follows on Equation (2).

$$Z = 7.178 + 0,115X_1 + 0,270X_2 + 0,168Y \quad (2)$$

Table 10. Multiple Regression Analysis for Equation 2

| Coefficients <sup>a</sup> |                       | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|---------------------------|-----------------------|-----------------------------|------------|---------------------------|-------|-------|
| Model                     |                       | B                           | Std. Error | Beta                      |       |       |
| 1                         | (Constant)            | 7.178                       | 1.330      |                           | 5.397 | 0.000 |
|                           | Perceived ease of use | 0.115                       | 0.060      | 0.131                     | 1.923 | 0.056 |
|                           | Perceived usefulness  | 0.270                       | 0.077      | 0.242                     | 3.517 | 0.001 |
|                           | E-Satisfaction        | 0.168                       | 0.102      | 0.112                     | 1.642 | 0.102 |

a. Dependent Variable: Repurchase Intention

Considering the outcomes of the test on Table 10, it was found that the constant score of 7.178 reflects that if the variables perceived ease of use, perceived usefulness, and e-satisfaction were all zero, repurchase intention would be 7.178. The perceived ease of use variable has a coefficient of 0.115, but it does not have a significant

effect on repurchase intention, due to computed t-value of  $1.923 < t\text{-table } 1.972$  and is significant  $0.056 > 0.05$ . The perceived usefulness variable has a coefficient of 0.270 and has a positive and significant effect on repurchase intention, since the computed t-value of  $3.517 > t\text{-table } 1.972$  and a significance level of  $0.001 < 0.05$ .

0,05. Meanwhile, the e-satisfaction variable had a coefficient of 0.168 but did not have a significant effect on repurchase intention, as the computed t-value of  $1,642 < t\text{-table } 1,972$  and the significance level of  $0,102 > 0,05$ . This reflects that perceived usefulness is the most influential variable in increasing Lazada customers' repurchase intention.

### 3.6. Sobel Test

The Sobel test was utilized to examine and determine whether the e-satisfaction variable significantly acts as a mediator bridging the relationship between the

independent and dependent variables in this investigation. The outcomes of the Sobel test on Table 11 reflect that the calculated t-value for the path Perceived Ease of Use (X1) → E-Satisfaction (Y) → Repurchase Intention (Z) is 0,709, while the calculated t-value for the path Perceived Usefulness (X2) → E-Satisfaction (Y) → Repurchase Intention (Z) is 1,303. Both values are smaller than the t-table 1,65 and each has a p-value  $> 0,05$ , E-Satisfaction does not significantly mediate the effects of perceived ease of use or perceived usefulness on repurchase intention. Thus, H6 and H7 are rejected.

Table 11. Sobel Test

| Relationships Between Variables                                            | Coefficient a | SE a  | Coefficient b | SE b  | Sobel Test | Interpretation                      |
|----------------------------------------------------------------------------|---------------|-------|---------------|-------|------------|-------------------------------------|
| Perceived Ease of Use (X1) → E-satisfaction (Y) → Repurchase Intention (Z) | 0.033         | 0.042 | 0.168         | 0.102 | 0.709      | The E-Satisfaction does not mediate |
| Perceived Usefulness (X2) → E-satisfaction (Y) → Repurchase Intention (Z)  | 0.113         | 0.053 | 0.168         | 0.102 | 1.303      | The E-Satisfaction does not mediate |

### 3.7. Hypothesis Testing

Partial hypothesis testing was executed using t-test to look into the impact of the perceived ease of use variable

(X1) and the perceived usefulness variable (X2) on e-satisfaction (Y) and repurchase intention (Z). The result can be seen on Table 12.

Table 12. Hypothesis Testing

| Hypothesis | Relationships Between Variables                                            | The t-value | Sig      | Results     |
|------------|----------------------------------------------------------------------------|-------------|----------|-------------|
| H1         | Perceived Ease of Use (X1) → E-satisfaction (Y)                            | 0.788       | 0.432    | Ha Rejected |
| H2         | Perceived Usefulness (X2) → E-satisfaction (Y)                             | 2.139       | 0.034    | Ha Accepted |
| H3         | Perceived Ease of Use (X1) → Repurchase Intention (Z)                      | 1.923       | 0.056    | Ha Rejected |
| H4         | Perceived Usefulness (X2) → Repurchase Intention (Z)                       | 3.517       | 0.001    | Ha Accepted |
| H5         | E-satisfaction (Y) → Repurchase Intention (Z)                              | 1.642       | 0.102    | Ha Rejected |
| H6         | Perceived Ease of Use (X1) → E-satisfaction (Y) → Repurchase Intention (Z) | 0.709       | $>0.050$ | Ha Rejected |
| H7         | Perceived Usefulness (X2) → E-satisfaction (Y) → Repurchase Intention (Z)  | 1.303       | $>0.050$ | Ha Rejected |

### 3.8. Discussion

The outcomes of the H1 test reveal that perceived ease of use does not have a significant effect on e-satisfaction, as indicated by a significant score of  $0,432 > 0,05$ . There are similarities with studies that indicate that perceived ease of use does not have a significant effect on customer satisfaction levels [30]. However, the outcomes of this investigation are inconsistent with research indicating that the variable perceived ease of use has a positive and significant effect on e-satisfaction [24], [25], [26]. These findings indicate that Gen Z consumers in Cimahi City's perception of the Lazada app's ease of use has not yet directly increased their e-commerce satisfaction. Thus, even though users find the Lazada app relatively easy to use, this does not automatically make them feel satisfied when shopping on the platform.

The outcomes of the H2 test reflected that perceived usefulness has a positive and significant effect on e-satisfaction, with a significance score of  $0,034 < 0,05$ . These outcomes match with earlier investigations reflecting that perceived usefulness has a positive and significant effect on e-satisfaction [28], [29], [30]. These findings reveal that the bigger the benefits users perceive from the Lazada app, the higher their level of e-commerce satisfaction. This means that if consumers

believe Lazada is able to support their shopping activities more effectively, their satisfaction with the Lazada platform will also increase.

Furthermore, H3 reflects that perceived ease of use does not have a significant effect on repurchase intention, as proved by a significance score of  $0,056 > 0,05$ . These outcomes contradict investigation results indicating that perceived ease of use has a positive and significant effect on repurchase intention [29], [34], [35]. These findings indicate that Lazada app users' perception of ease of use has not yet been able to directly drive consumers' intention to perform additional purchases. In other words, even though consumers find the Lazada app easy to use, this factor alone is not strong enough to trigger the inclination to buy something again.

In H4, the investigation outcomes reflect that perceived usefulness has a positive and significant effect on repurchase intention, with a significance score of  $0,001 < 0,05$ . These outcomes accord with investigations demonstrating that perceived usefulness has a positive and significant effect on repurchase intention [36], [37], [38], [43]. The outcomes of this investigation reveal that the greater the benefits consumers perceive from using Lazada, the stronger their want to perform additional purchases. Consumers who believe Lazada makes the

shopping process easier tend to have a strong desire to make future purchases.

Meanwhile, the H5 test showed that e-satisfaction does not have a significant effect on repurchase intention, as proved by a significance score of  $0,102 > 0,05$ . This inference is backed by investigations revealing that customer satisfaction does not have a positive and significant effect on repurchase intention [49]. However, the outcomes of this investigation are at contrast with those of other studies, which indicate that e-satisfaction has the ability to positively and significantly influence repurchase intention [39], [40], [41], [50]. These findings suggest that the level of satisfaction consumers experience after shopping on Lazada does not necessarily directly encourage them to perform more purchases.

Testing H6, which posits e-satisfaction as a mediating variable between perceived ease of use and repurchase intention, also yielded nonsignificant results. This is evident from the Sobel test value of 0.79, with a significance level  $> 0,05$ . These findings are consistent with research indicating that customer satisfaction does not mediate the relationship between perceived ease of use and repurchase intention [51]. However, the outcomes of this investigation are at contrast with those of other studies, which indicate that e-satisfaction positively mediates the relationship between perceived ease of use and repurchase intention [24], [42], [43]. These results indicate that e-satisfaction has not yet been able to serve as a mediator in the relationship between perceived ease of use and repurchase intention.

The same finding was observed for H7 based on a Sobel test result of 1.303 with a significance level of  $> 0,05$ , e-satisfaction was not found to mediate the effect of perceived usefulness on repurchase intention. The findings of this study are inconsistent with those of other studies, which indicate that customer satisfaction has been shown to mediate the effect of perceived usefulness on repurchase intention [44], [45], [46], [52]. These outcomes reflect that the perceived benefits of using Lazada do not indirectly influence consumers' intention to repurchase through e-satisfaction.

#### 4. Conclusion

Among Gen Z Lazada users in Cimahi, perceived usefulness positively and significantly drives both e-satisfaction and repurchase intention, whereas perceived ease of use and e-satisfaction show no effect on repurchase intention, with e-satisfaction failing to mediate these relationships. Scientifically, this study expands marketing management theory on the Technology Acceptance Model (TAM), though limited by its quantitative approach and focus on Cimahi prompting recommendations for future research to employ qualitative or mixed methods, explore broader areas, compare platforms like Shopee or Tokopedia, and incorporate variables such as trust or e-service quality.

Managerially, while Lazada's perceived usefulness indicators (image-based search, payment options, and reviews) scored very high overall, management should prioritize enhancing the review system by verifying real buyers and encouraging detailed photos/videos, while maintaining and refining image search and payment features to align with Gen Z preferences and sustain competitiveness.

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