

Repurchase Intention of Gen Z on Shopee Marketplace: A Technology Acceptance Model Approach

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ARTICLE INFO

Date of entry:

5 Agustus 2025

Revision Date:

15 Agustus 2025

Date Received:

8 September 2025

ABSTRACT

E-commerce has reshaped shopping behavior, especially among Generation Z, who prioritize convenience and speed. While Shopee continues to improve the user experience, it faces challenges in maintaining satisfaction and loyalty among this selective and promotion-sensitive group. This study investigates how perceived usefulness (PU), perceived ease of use (PEOU), and satisfaction influence repurchase intention within the Technology Acceptance Model (TAM) framework. A total of 182 Gen Z respondents from Lumajang, who had used Shopee in the past six months, were selected using purposive sampling. Data were analyzed using Structural Equation Modeling with the Partial Least Squares (PLS-SEM) approach. The data testing procedure included convergent validity, discriminant validity, and reliability testing to ensure the accuracy and consistency of measurement instruments. This was followed by structural model evaluation using R^2 and Q^2 values, as well as hypothesis testing through path coefficient analysis to assess the significance of the relationships among variables. The results revealed that most respondents were female (69.8%) and aged 20–21 years, with the majority having used Shopee more than five times. PU and PEOU significantly affect satisfaction and repurchase intention, while satisfaction mediates the relationship between PU, PEOU, and repurchase intention. These findings highlight the essential role of user experience in fostering repurchase behavior among Gen Z Shopee users.

Keywords: Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Satisfaction and Repurchase Intention.



Cite this as: Rahmawati, A. F. D., Sudaryanto, S., & Paramu, H. (2025). Repurchase Intention of Gen Z on Shopee Marketplace: A Technology Acceptance Model Approach *Wiga: Jurnal Penelitian Ilmu Ekonomi*, 15(2), 114–126. <https://doi.org/10.30741/wiga.v15i2.1564>

INTRODUCTION

The growth of the digital economy has transformed consumer behavior toward a more practical and fast-paced lifestyle, with time and cost efficiency as top priorities, particularly in shopping activities. Currently, one of the most popular e-commerce platforms in Indonesia is Shopee, which was established in 2015 (Sudaryanto, Subagio, et al., 2021). According to data from Similarweb,

Shopee recorded 237 million visitors in mid-2023, a 38% increase from the beginning of the year (Ahdiat, 2023).

Despite successfully attracting many new users, Shopee still faces challenges related to customer satisfaction. User complaints on social media and relatively low ratings on the App Store and Play Store indicate that service quality remains a major concern. To maintain loyalty and increase repurchase intention, Shopee continues to innovate in improving its user interface and customer service, particularly by adapting to Generation Z preferences.

According to a survey by Katadata Insight Center (KIC), 35% of Generation Z (born between 1997–2012) shop online more frequently than previous generations (Annur, 2023). This generation is known for being tech-savvy, critical, and selective regarding digital experiences. Therefore, understanding the factors influencing their shopping behavior, particularly in the context of repurchase intention, is crucial.

Lumajang Regency is one of the regions with growth potential in the e-commerce market. Although internet penetration and infrastructure are still developing, interest in online shopping among Generation Z is increasing. However, infrastructure limitations and high logistics costs remain challenges that may affect customer satisfaction and loyalty.

From an information systems perspective, the success of a digital platform is not only measured by the number of new users but also by repurchase intention (Wen et al., 2011; Wilson, Keni, et al., 2021). Repurchase intention reflects consumer loyalty based on previous positive experiences. TAM (Technology Acceptance Model) framework, introduced by Davis, (1989), is a widely used approach to observe user tendencies in adopting digital platforms. This model states that two key variables—perceived ease of use and perceived usefulness—affect user acceptance of a technology, especially in shaping shopping experiences (Damayanti, 2021).

However, positive perceptions of ease of use and usefulness do not always directly lead to increased repurchase intention. Customer satisfaction is a crucial mediating variable in bridging this relationship. Consumers tend to be satisfied when their expectations are met by the product or service. If a product provides added value, customers are choose to feel satisfied and repeat purchases in the long term (Kotler & Keller, 2021). Conversely, if expectations are not met, loyalty toward platforms like Shopee may decline, particularly among Generation Z, who are selective in choosing brands, actively monitor promotions, and view loyalty as non-permanent (Redaksi, 2023).

TAM identifies two primary factors: perceived usefulness and perceived ease of use, which influence individuals' attitudes towards using technology. Perceived usefulness is defined as the belief that using a particular technology will result in improved performance or productivity (Venkatesh & Davis, 2000). PU reflects the benefits of technology for users in their daily lives, both in increasing value, productivity, effectiveness, and system usability (Faizah & Sanaji, 2022; Saraswati & Rahyuda, 2021). The level of a person's belief in using technology can be done easily and without much effort is explained in Perceived ease of use (Davis, 1989). The simpler the use of a technology, the greater the chance that the technology will be accepted by users and used repeatedly (Wahyuningtyas & Widiastuti, 2015). PEOU indicators include ease of learning, ease of access, ease of understanding, flexibility, and ease of use.

Repurchase intention represents consumer expectations to make repeat purchases of certain products or services in the future (Chen & Chen, 2017; Kotler & Keller, 2016). Transactional interest, referential interest, preferential interest, and exploratory interest are included in the indicators of repurchase intention (Hasan, 2018). This intention reflects the consumer's experience, satisfaction, and evaluation of the quality of the product or service that has been used previously.

Customer satisfaction is a comparison between consumer expectations and their perceptions of product or service performance (Kotler & Keller, 2021; Tjiptono & Diana, 2020). Satisfaction is an important factor in building customer loyalty and repurchase intention. Expectation conformity,

return visit interest, and willingness to recommend are included in the satisfaction measurement indicators (Indrasari, 2019).

Several previous studies support the relationship between PU, PEOU, satisfaction, and repurchase intentions. Cuong (2023); Wafiyah & Kusumadewi (2021), and Zhang & Nuangjamnong (2022) found that perceived usefulness and ease of use generates a constructive effect on satisfaction and repurchase intentions. However, some studies also show inconsistent results. Ashfaq et al. (2019), Hidajat & Setiawan (2022), and Nuralam et al. (2024) found that the relationship between ease of use, satisfaction, and repurchase intentions is not always directly significant.

This study enhances the Technology Acceptance Model (TAM) by integrating customer satisfaction as a mediating construct to better capture the dynamics of repurchase intention among Generation Z users in the rural e-commerce setting of Lumajang Regency. Building upon prior research, the study explores the influence of perceived usefulness (PU) and perceived ease of use (PEOU) on customer satisfaction and how these variables collectively shape repurchase behavior. By embedding satisfaction within the TAM framework, this research offers a broader perspective on how digital experience and perceived value drive loyalty and continued usage among Gen Z consumers in developing regional markets.

Hypothesis

H1 : Repurchase intention is influenced by perceived usefulness (PU).

H2 : Repurchase intention is influenced by Perceived Ease of Use (PEOU).

H3 : Repurchase intention is influenced by satisfaction.

H4 : Satisfaction mediates perceived usefulness (PU) on repurchase intention.

H5 : Satisfaction mediates perceived ease of use (PEOU) on repurchase intention.

METHODS

This research applies an explanatory research framework with a quantitative perspective, aiming to examine the correlation between perceived ease of use, perceived usefulness, satisfaction, and repurchase intention among Shopee users in Lumajang. The research was conducted from November 2024 to April 2025, involving a sample of 182 respondents aged 17–27 years, who had been active Shopee users within the last 6 months.

The inclusion criteria for participants were as follows:

- (1) aged between 17-27 years (Gen Z),
- (2) had used Shopee actively within the past 6 months, and
- (3) had made multiple purchases on the platform.

Respondents were selected using a purposive sampling technique, where participants were chosen for their potential to provide meaningful information, as suggested by Ferdinand (2014). The sample size was determined following the guidelines by (J. Hair et al., 2019), where the minimum required sample size was calculated based on the number of observed variables, resulting in a minimum sample of 160 respondents for 16 observed items. This research included a total of 182 respondents, ensuring that the sample size was sufficient for robust data analysis. The research excluded respondents who did not complete the questionnaire fully, those who used Shopee only once or for non-purchasing purposes, individuals outside the Lumajang district, and those who did not meet the Gen Z age criteria.

Data collection was conducted using a structured questionnaire, which was distributed through both online and offline channels. The online version was shared via Google Forms, while the offline version was distributed at various locations commonly frequented by Generation Z users in Lumajang. This dual approach ensured a broad and representative sample of Gen Z respondents

who are active Shopee users in Lumajang. The questionnaire included socio-demographic questions and used a scale 7 point to measure respondents' perceptions of perceived usefulness, ease of use, satisfaction, and repurchase intention.

Before the main data collection, instrument testing was carried out in several stages to ensure the quality of the measurement model. First, a pilot test with 30 respondents was conducted to assess the validity and reliability of the questionnaire. Validity was tested by comparing the calculated r-value with the r-table value, where an indicator was considered valid if the r-value exceeded the r-table and the significance level was below 0.05. Reliability was evaluated using Cronbach's alpha, with coefficients greater than 0.70 indicating good reliability (Ghozali, 2016).

Subsequently, data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach in SmartPLS 3.0 software. The analysis followed a systematic testing procedure: (1) evaluation of the outer model to test convergent validity (loading factor ≥ 0.5), discriminant validity (based on cross-loading and AVE > 0.5), and composite reliability (≥ 0.7); (2) assessment of the inner model through R-square values to determine explanatory power and Q-square ($Q^2 > 0$) to evaluate predictive relevance; and (3) hypothesis testing using bootstrapping to examine the significance of path coefficients, where t-values greater than 1.96 at the 5% significance level were considered statistically significant.

This systematic procedure ensured that both the measurement and structural models met reliability and validity standards, enabling a comprehensive analysis of the factors influencing repurchase intention among Shopee users in Lumajang, particularly from the Generation Z demographic.

RESULTS AND DISCUSSION

After 5 months of distributing questionnaires and getting the results of 182 respondents who are Shopee users from Generation Z in Lumajang, presented in the following table:

Table 1 Characteristics of Respondents

Characteristics	Amount	Percentage
Gender		
Man	55	30,2
Woman	127	69,8
Total	182	100,0
Age		
17,00	3	1,6
18,00	12	6,6
19,00	16	8,8
20,00	34	18,7
21,00	36	19,8
22,00	28	15,4
23,00	22	12,1
24,00	15	8,2
25,00	4	2,2
26,00	2	1,1
27,00	10	5,5
Total	182	100,0
Income		
<Rp. 1000.000	92	50,5
Rp 1.000.000 - Rp 2.000.000	64	35,2
>Rp. 2000.000	26	14,3
Total	182	100,0

Number of Shopee Usage		
<5 Time	36	19,8
>5 Time	138	75,8
1 Time	8	4,4
Total	182	100,0

Source: Data processed, 2025

Based on Table 1, the majority of respondents were female (69.8%), indicating a dominance of women in online shopping activities via Shopee. This aligns with the findings of (Kim & Kim, 2022), who stated that women tend to be more active in e-commerce.

In terms of age, most respondents were 20–21 years old, reflecting the dominance of young users from Generation Z, who are known as active digital platform users (Utamanyu & Darmastuti, 2022). A total of 50.5% of respondents reported a monthly income of less than IDR 1,000,000, indicating that Shopee successfully reaches consumers from the lower-middle economic segment. Furthermore, most respondents (75.8%) used Shopee more than five times, reflecting strong potential for repurchase intention.

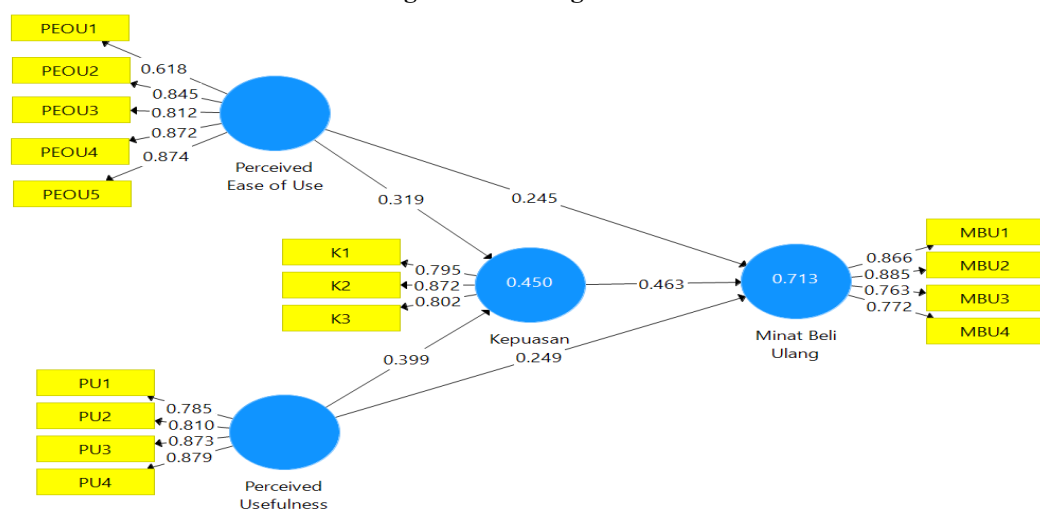
From the questionnaire results, most respondents stated that Shopee is easy to use. The Perceived Ease of Use (PEOU) indicators were dominated by high scores (scale 6 and 7), showing that users find Shopee's interface and features very helpful in searching for and purchasing products. Respondents also responded positively regarding Shopee's benefits. The Perceived Usefulness (PU) indicators showed that most users felt Shopee provides convenience and efficiency in the shopping process, with the majority scoring 6 and 7.

Repurchase Intention also showed very strong results. Most respondents indicated their willingness to use Shopee again for future purchases, with the highest scores dominated by scale 6 and 7, indicating high user loyalty potential. Customer satisfaction with Shopee was also high, showing that users were satisfied with their shopping experience. This satisfaction is considered to play a mediating role in the influence of perceived ease of use and perceived usefulness on repurchase intention.

Outer Model Analysis

The results of the Inner Model Test are displayed in the following figure:

Figure 2. Loading Factor



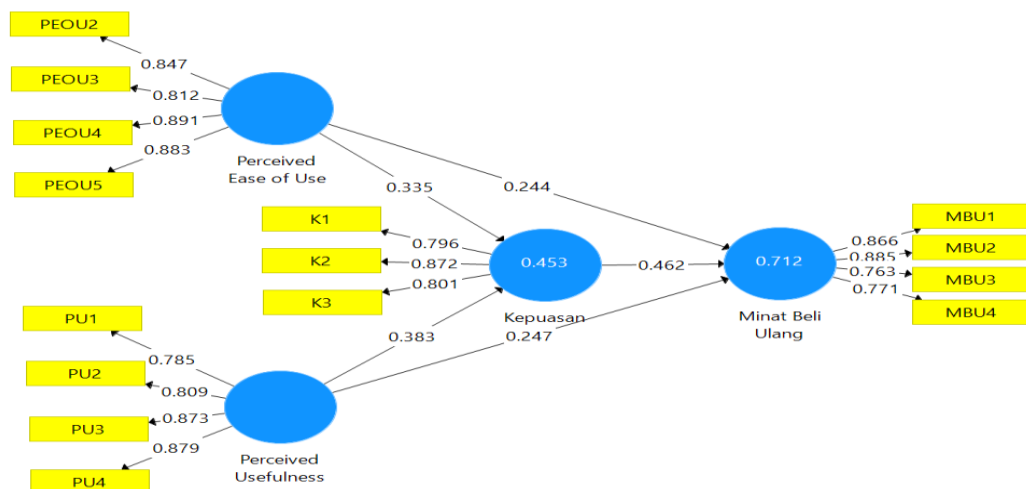
Source: Processed data using Smart PLS

Indicators are considered to meet convergent validity if the outer loading value is greater than 0.7 (Ghozali, 2016). Convergent validity is essential because it ensures that the indicators for a particular construct are highly correlated with each other, reflecting a strong measurement of the intended concept. In this research, based on Figure 2, one indicator, *PEOUI*, had an outer loading value of 0.618, which is below the required threshold of 0.7. This indicates that the indicator is not sufficiently reliable for measuring the construct, leading to its exclusion from the analysis.

This approach follows the recommendation by (J. F. Hair et al., 2017), who emphasized that removing invalid indicators can improve the accuracy of the model by reducing measurement error. By eliminating this problematic indicator, the model is better able to reflect the true relationships between the latent variables, enhancing the overall quality and reliability of the results. After the elimination, as shown in Figure 3, the remaining indicators for the variables Satisfaction, Repurchase Intention, PEOU, and PU all have outer loading values greater than 0.7, ensuring the validity of these constructs in the model.

Furthermore, this step helps maintain the robustness of the model by ensuring that only indicators that contribute meaningfully to the explanation of each latent variable are retained. Eliminating indicators that fail to meet the criteria enhances the model's predictive accuracy and its ability to provide reliable insights into the relationships between the constructs in the study.

Figure 3. Loading Factor after Eliminating One Indicator



Source: Processed data using Smart PLS

After the elimination, Figure 3 shows the Loading Factor after removal, where the outer loading values for all indicators are greater than 0.7, thus making the indicators for the variables Satisfaction, Repurchase Intention, PEOU, and PU valid. Discriminant validity is evaluated through cross-loading and the Average Variance Extracted (AVE) values. Indicators are considered valid if they have the highest loading on their respective constructs.

Table 2. Discriminant Validity through AVE and Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Satisfaction	0.766	0.792	0.864	0.679
Repurchase Intention	0.840	0.849	0.893	0.678
Perceived Ease of Use	0.881	0.889	0.918	0.737
Perceived Usefulness	0.857	0.862	0.904	0.702

Source: Processed data using Smart PLS 3, 2025

Table 2 shows that all indicators have an AVE value greater than 0.5, as well as Cronbach's Alpha and Composite Reliability greater than 0.7, which means the evaluation meets the testing criteria. Therefore, all indicators in this model are valid and reliable.

Inner Model Analysis

The Inner Model Analysis aims to evaluate the influence of one latent variable on another, assessing how well the model explains the relationships among the constructs. This analysis is crucial in understanding how changes in one variable affect others within the model. The results of the inner model test are presented in the following table and bootstrapping figure, which provide insights into the predictive power and structural integrity of the model.

Table 3. R-Square Values

	R Square	R Square Adjusted
Satisfaction	0.453	0.447
Repurchase Intention	0.712	0.707

Source: Processed data, 2025

Based on Table 3, the R-Square value for the Satisfaction variable is 0.453, meaning that 45.3% of the variance in Satisfaction can be explained by the variables PU and PEOU. This indicates that the model has a moderate predictive ability for Satisfaction.

Meanwhile, the R-Square value for Repurchase Intention is 0.712, meaning that 71.2% of its variance can be explained by PU, PEOU, and Satisfaction. Based on the interpretation of R-Square, this shows that the model has a strong influence on Repurchase Intention. Overall, these results indicate that the model has a good structural quality in explaining the relationships between constructs in this research.

Predictive Relevance (Q^2) is used to assess the model's predictive ability regarding the dependent variables. The Q^2 value is calculated as follows:

$$Q^2 = 1 - [(1 - R^2_{\text{Satisfaction}}) \times (1 - R^2_{\text{Repurchase_Intention}})]$$

$$Q^2 = 1 - [(1 - 0.453) \times (1 - 0.712)]$$

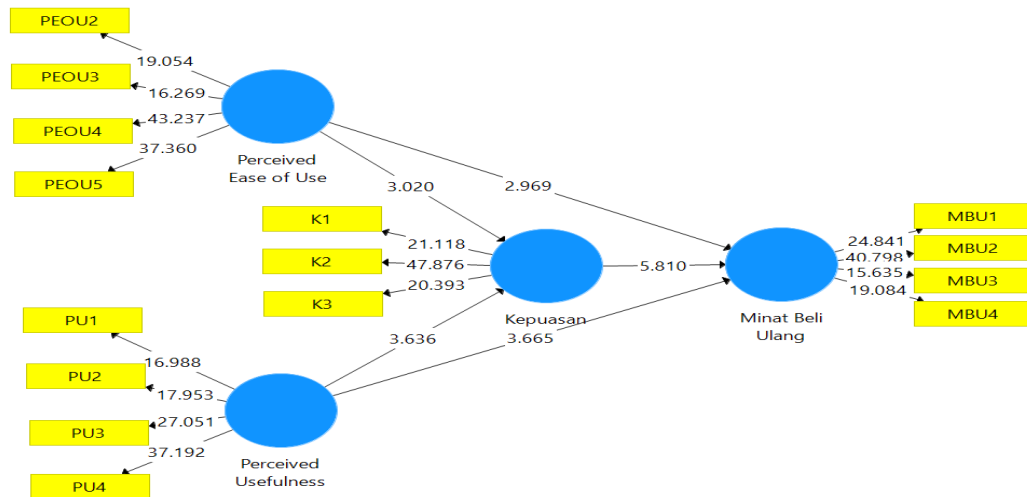
$$Q^2 = 1 - (0.547 \times 0.288)$$

$$Q^2 = 0.843$$

Therefore, the model has a predictive relevance of 84.3%, indicating a very good predictive ability for the variables Satisfaction and Repurchase Intention.

Based on the results of hypothesis testing, all causal paths between variables in this research model show positive and significant relationships, indicating that the proposed model has strong theoretical and empirical relevance in explaining the factors influencing repurchase intention among Shopee users from Generation Z in Lumajang.

Figure 3: Bootstrapping Results



Source: Data processed with SmartPLS 3, 2025

Based on Figure 3, the analysis results show that all proposed hypotheses are supported, demonstrating that the model effectively explains the repurchase intention of Generation Z users on Shopee. Below is the summary of each hypothesis with its interpretation:

H1 : Repurchase intention is influenced by perceived usefulness (PU)

The analysis reveals a path coefficient of 0.247 ($t = 3.665$, $p = 0.000$), indicating that Perceived Usefulness has a constructive impact on Repurchase Intention among Shopee users. This finding supports the first hypothesis (H1) and aligns with the Technology Acceptance Model (TAM) proposed by Davis, (1989), which posits that perceived usefulness significantly shapes user behavior. Users who view Shopee as beneficial—due to features that offer time-saving transactions, efficient product searches, and practical shopping conveniences—are more inclined to make repeat purchases.

The indicator with the highest loading factor is “The system is useful,” suggesting that users find Shopee's features genuinely valuable. Interactive tools such as Shopee Video and live streaming further reinforce this perception by enhancing product visibility and buyer confidence. Respondents also acknowledged that the app facilitates faster and easier purchases, improving their overall shopping experience. Additionally, the availability of advanced search functions and customizable filters (e.g., by location or price) contributes to higher shopping efficiency, thereby strengthening users' intention to repurchase.

On the indicator “Increases productivity”, respondents also agreed that Shopee simplifies the shopping process, aided by well-structured product categorization and diverse payment methods (e.g., bank transfers, virtual accounts, digital wallets). These aspects of perceived usefulness—value, productivity, effectiveness, and system utility—significantly drive repurchase intentions. These findings are consistent with prior studies by Aparicio et al. (2021), Havidz et al. (2020), Yeo et al. (2021), and Zhang & Nuangjamnong (2022) which all emphasized that high levels of perceived usefulness positively influence repurchase intention in online shopping contexts.

H2: Repurchase intention is influenced by Perceived Ease of Use (PEOU)

The results of the second hypothesis (H2) show that Perceived Ease of Use has a significant and positive impact on Repurchase Intention, with a path coefficient of 0.244 ($t = 2.969$, $p = 0.003$).

This suggests that the easier it is for users to navigate Shopee—thanks to its intuitive interface, smooth navigation, and accessible features—the more likely they are to return and make repeat purchases. When users encounter fewer obstacles during their shopping experience, they are more inclined to continue using the platform due to increased comfort and efficiency.

Respondents confirmed that Shopee's user-friendly design contributes to their overall satisfaction. The highest-loading indicator, "easy to use," highlights that features like category-based searches, product filters, and multiple payment options foster convenience and customer loyalty. Additionally, respondents noted that the ease of use—reflected in features such as seamless registration, smooth navigation, and simplified transactions—plays a key role in enhancing their intention to repurchase on the platform. These findings emphasize that creating a platform that users find simple to use not only improves the shopping experience but also drives higher repurchase rates. This is in line with studies by Cuong (2023), Trivedi & Yadav (2020), Wafiyah & Kusumadewi (2021), and Wilson et al. (2021), which highlight ease of use as a key determinant of consumer behavior and purchasing repetition.

H3: Repurchase intention is influenced by satisfaction

The results of the third hypothesis (H3) show a strong and significant relationship between Satisfaction and Repurchase Intention, with a path coefficient of 0.462 ($t = 5.810$, $p = 0.000$). This indicates that higher levels of satisfaction are closely linked to an increased intention to repurchase. Satisfaction arises from several key factors such as service quality, delivery speed, product variety, and engaging features like promotions and flash sales. These elements work together to foster customer loyalty, which in turn drives repeat purchases.

Respondents confirmed that Shopee's features met or exceeded their expectations. Offers like free shipping, flash sales, and loyalty rewards were cited as major contributors to their satisfaction. Additionally, respondents expressed a willingness to return to Shopee and recommend it to others, reinforcing the strong connection between satisfaction and customer loyalty. These findings align with consumer behavior theory, which suggests that positive shopping experiences are crucial for cultivating repeat purchasing behavior.

These findings are supported by previous research (Fernandes & Barfknecht, 2020; Halim et al., 2022; Sudaryanto, Ari, et al., 2021), which found that satisfaction is a strong predictor of repurchase behavior, especially when combined with service quality and trust.

H4: Satisfaction mediates perceived usefulness on repurchase intention.

The results of the fourth hypothesis (H4) show that satisfaction significantly mediates the relationship between perceived benefits and repurchase intentions ($t = 2.964$, $p = 0.003$). As users perceive greater benefits from Shopee, their satisfaction increases, which in turn strengthens their intention to repurchase. This complementary partial mediation suggests that perceived usefulness influences repurchase behavior both directly and indirectly through satisfaction. In other words, the more users perceive the usefulness of the platform, the more satisfied they are, and the stronger their intention to repurchase. To maintain satisfaction and encourage repeat purchase behavior, Shopee must consistently meet user expectations and improve features that ensure a smooth shopping experience—such as accurate recommendations, clear product descriptions, and a secure payment system. This is in line with Kuswanadji et al. (2024), who found that satisfaction mediates the effect of perceived usefulness on reuse intentions, strengthening consumers' desire to repurchase.

H5: Satisfaction mediates Perceived Ease of Use on Repurchase Intention.

Satisfaction also mediates this link ($t = 2.739$, $p = 0.006$). A user-friendly interface increases satisfaction, which then enhances repurchase intention. Features like quick navigation, payment

convenience, and simple search tools contribute to a seamless experience that promotes continued use.

The results of the fifth hypothesis (H5) confirm that Satisfaction partially and positively mediates the relationship between Perceived Ease of Use and Repurchase Intention (Complementary Partial Mediation). A more user-friendly platform increases customer satisfaction, which subsequently enhances repurchase behavior.

Shopee's intuitive navigation, fast payments, and effective search functions all contribute to a seamless experience, which builds loyalty and frequent usage. These findings echo Fernandes & Barfknecht (2020), who emphasized that elements like ease of use and informational content shape user value, which in turn boosts satisfaction and repurchase intention.

Theoretical Implications

This study contributes to the development of the Technology Acceptance Model (TAM) by integrating customer satisfaction as a mediating variable that connects perceived usefulness (PU) and perceived ease of use (PEOU) with repurchase intention. Unlike traditional TAM studies that focus primarily on behavioral intention to use technology, this research extends the model into a post-adoption context, emphasizing consumer loyalty and repurchase behavior.

The findings empirically validate that satisfaction serves as a crucial psychological bridge between technological perceptions and behavioral responses, particularly within the e-commerce context of Generation Z users in Lumajang. This provides theoretical support for the adaptation of TAM beyond system adoption, highlighting its relevance in understanding ongoing user engagement in digital platforms.

Practical Implications

From a managerial standpoint, the results offer valuable insights for Shopee and other e-commerce platforms aiming to strengthen customer retention among Generation Z users. The findings suggest that improving both perceived usefulness through enhanced shopping efficiency, personalized recommendations, and faster transactions and perceived ease of use through intuitive navigation and simplified payment systems—can significantly increase customer satisfaction and repurchase intention.

Shopee can leverage these insights by prioritizing user experience design, optimizing mobile interface usability, and offering interactive features such as live shopping, rewards, and gamification to maintain engagement. For policymakers and local entrepreneurs, the findings highlight the growing importance of digital literacy and user-centered design in fostering sustainable e-commerce adoption among young consumers in rural regions.

CONCLUSION

The results revealed that all the paths of influence in the model showed promising results, demonstrating the effectiveness of the model in explaining the factors that influence Shopee users' repurchase intentions within Generation Z. Specifically, Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) were found to have a direct consequence on repurchase intention. This suggests that the more users find the platform useful and easy to use, the higher the likelihood that they will make a repurchase.

Furthermore, Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) were found to positively influence user satisfaction. Users who believe that Shopee offers great benefits and is easy to navigate report higher levels of satisfaction. This satisfaction, in turn, has a strong impact

on repurchase intentions, signaling that satisfied users are more likely to make repeat purchases on the platform.

In addition, satisfaction was shown to play an important mediating role in the relationship between perceived usefulness and perceived ease of use and repurchase intentions. Although PU and PEOU directly influence repurchase intentions, their effects are significantly amplified through increased user satisfaction. In other words, user satisfaction acts as an intermediary factor that amplifies the impact of PU and PEOU on repurchase intentions.

This research therefore provides compelling evidence that user satisfaction is a vital driver of repurchase behavior on Shopee, particularly for Generation Z users in Lumajang. It underscores the importance of enhancing user experience by focusing on improving the perceived usefulness and ease of use of the platform, as these factors, through satisfaction, significantly influence users' willingness to make repeat purchases.

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