

Does Lifestyle Shopping Experience Drive Online Repurchase Intention? The Critical Role of Customer Satisfaction

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Abstract

This study investigates the effects of Shopping Lifestyle and Customer Experience on Online Repurchase Intention, with Customer Satisfaction serving as a mediating variable, among users of the Mall to Go Beachwalk Bali online shopping platform. The rapid growth of digital technology and the increasing adoption of e-commerce have transformed consumer purchasing behavior, making shopping experience and lifestyle important determinants of customer satisfaction and repeat purchasing decisions. A quantitative research approach was employed using a survey method. Data were collected through structured questionnaires distributed to consumers who had previously made purchases via the Mall to Go Beachwalk Bali platform. Respondents were selected using purposive sampling, and the data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The findings reveal that Shopping Lifestyle and Customer Experience have positive and significant effects on Customer Satisfaction. Customer Satisfaction also has a positive and significant influence on Online Repurchase Intention. Furthermore, Customer Satisfaction partially mediates the relationships between Shopping Lifestyle and Online Repurchase Intention, as well as between Customer Experience and Online Repurchase Intention. These findings suggest that providing a superior online

shopping experience while accommodating consumers' shopping lifestyles enhances customer satisfaction, which ultimately encourages repeat purchasing behavior. This study offers practical implications for digital retail managers in designing customer-oriented marketing strategies to improve satisfaction, strengthen customer loyalty, and increase online repurchase intention.

Keywords: Lifestyle Shopping Experience, Customer Satisfaction, Online Repurchase Intention

INTRODUCTION

The development of technology has accelerated rapidly in today's globalized world. Globalization, technological advancement, and internet connectivity have significantly increased online shopping activities, making them a dominant trend among consumers worldwide over the past several years (Nguyen et al., 2020). The COVID-19 pandemic, which emerged in early 2020, fundamentally transformed people's daily lifestyles and consumption behaviors (Ningrum, P.A.D., Pudjoprastyono, H., 2023:767). Following the pandemic, many public service centers, educational institutions, and retail businesses shifted to online or remote operating systems, resulting in a substantial increase in internet usage in Indonesia during the pandemic period (Permana, 2020). This rapid advancement in internet technology is expected to continue in the coming years.

According to the Databoks report based on the National Socioeconomic Survey (Susenas) conducted in January 2024, the number of internet users in Indonesia reached approximately 185 million individuals, representing 66.5% of the country's total population of 278.7 million people at the beginning of 2024. The growing prevalence of online shopping has made it an attractive alternative for fulfilling consumer needs while simultaneously evolving into a modern shopping lifestyle (Pamuji, J. B., & Sutedjo, B., 2023). In response to these changing consumer preferences, many shopping malls have collaborated with digital platforms to launch online shopping services through dedicated websites that feature the complete range of brands available in their physical malls.

The success of shopping malls in implementing online shopping services can be reflected in their ability to encourage customers' Online Repurchase Intention. According to Amelia, R., and Bintarti, S. (2023), Online Repurchase Intention refers to a customer's willingness to purchase products from the same brand again whenever a future need or desire arises. Recognizing this market trend, Beachwalk Bali launched its dedicated online shopping platform, **Mall To Go Beachwalk Bali**, in 2019. This service enables customers to shop conveniently from home without the need to visit the mall physically. Through this platform, customers can purchase products from a wide selection of fashion, food, and beauty brands, all supported by online delivery services. In addition, Beachwalk Bali offers

a personalized shopping service through dedicated personal shoppers who assist customers in selecting products that best meet their preferences and needs.

The emergence of these digital retail services has transformed the traditional shopping experience. Lifestyle shopping experience reflects consumers' transition from conventional offline shopping to online shopping, thereby creating a new shopping lifestyle. Lifestyle shopping represents the way individuals allocate their time and financial resources in accordance with their personal preferences (Tarigan, E.D. et al., 2020). Since consumers exhibit different shopping lifestyles, they also develop different shopping experiences. Customers who frequently spend their leisure time shopping online are more likely to browse multiple online stores, often exploring product catalogs on various websites even without an immediate intention to purchase.

Customer Satisfaction refers to customers' evaluation of their previous purchasing experiences with a company, which subsequently generates favorable responses and encourages repeat purchases (Tufahati, N., et al., 2021:178). Customer satisfaction is determined by the gap between customers' expectations and their perceived performance of a product or service. When the perceived performance falls below customer expectations, dissatisfaction occurs. Conversely, when the perceived performance exceeds expectations, customers experience satisfaction. Community-based tourism can be used as one of the solutions in increasing the participation and involvement of local communities in understanding the desires, needs, and listening to the aspirations of the community in the planning and development of community-based tourism is very fundamental because the community is the driving force and the main aspect in tourism (Wiramatika et al., 2024).

Previous studies have extensively examined the relationships among Lifestyle Shopping Experience, Customer Satisfaction, and Online Repurchase Intention. However, the findings remain inconclusive. Some studies report significant positive relationships, while others identify negative relationships or even no significant association between these variables and Online Repurchase Intention. These inconsistent findings highlight an important research gap that warrants further investigation. Therefore, this study seeks to provide a more comprehensive understanding of how Lifestyle Shopping Experience influences Online Repurchase Intention, with Customer Satisfaction serving as a mediating variable.

This study aims to examine the mediating role of Customer Satisfaction in the relationship between Lifestyle Shopping Experience and Online Repurchase Intention. Lifestyle Shopping Experience encompasses various aspects of consumers' online shopping experiences,

including convenience, security, and ease of use, all of which shape customers' perceptions of the shopping process. A positive shopping experience is expected to enhance customer satisfaction. In turn, satisfied customers are more likely to develop a stronger intention to repurchase products through online channels. Therefore, Customer Satisfaction is proposed as a mediating variable that links Lifestyle Shopping Experience to Online Repurchase Intention.

The conceptual framework of this study consists of three primary constructs: Lifestyle Shopping Experience (X), Customer Satisfaction (M), and Online Repurchase Intention (Y). Drawing upon the existing literature, this study proposes that Lifestyle Shopping Experience positively influences Customer Satisfaction, which subsequently enhances Online Repurchase Intention. To examine these relationships, this study adopts a quantitative research approach and employs Structural Equation Modeling (SEM) as the primary analytical technique. The findings are expected to provide valuable insights for retail companies in developing strategies that enhance customers' shopping experiences, increase customer satisfaction, strengthen customer loyalty, and ultimately encourage online repurchase behavior.

Based on the proposed conceptual framework, the following research hypotheses are formulated:

H1: Lifestyle Shopping Experience has a positive effect on Online Repurchase Intention.

H2: Customer Satisfaction has a positive effect on Online Repurchase Intention.

H3: Lifestyle Shopping Experience has a positive effect on Customer Satisfaction.

H4: Customer Satisfaction mediates the positive relationship between Lifestyle Shopping Experience and Online Repurchase Intention.

METHOD

In

This study aims to examine the mediating role of Customer Satisfaction in the relationship between Lifestyle Shopping Experience and Online Repurchase Intention using a quantitative research approach and multiple linear regression analysis. The research was conducted at the Mall To Go Beachwalk Bali application, an online shopping platform operated by Beachwalk Bali, one of the leading shopping destinations in Kuta, Bali. Data collection was carried out from January to February 2025, focusing on active users who had made purchases through the application more than twice within one month. The scope of the study is limited to analyzing the influence of Lifestyle Shopping Experience on Customer

Satisfaction and Online Repurchase Intention among users of the Mall To Go Beachwalk Bali platform. The population comprises consumers who have previously shopped using the Mall To Go Beachwalk Bali application, although the exact population size is unknown. Respondents were selected from active users who met the established criteria, and primary data were collected through a structured questionnaire. Questionnaire-based data collection was considered appropriate because the research variables had been clearly identified, and this method is efficient for obtaining responses from a relatively large number of participants (Indrianto & Supomo, 2002:115; Sugiyono, 2019:199).

The study includes three operational variables. Lifestyle Shopping Experience (X) refers to consumers' online shopping experiences that have evolved from traditional offline shopping habits into a digital lifestyle, reflecting how individuals allocate their time and financial resources when purchasing products through websites or social media. This construct is measured using three indicators: Activities, Interest, and Opinions, adapted from Mais et al. (2020), Widjayanto and Nugroho (2020), and Imbayani and Novarini (2019). Customer Satisfaction (M) is defined as customers' evaluation of their previous online shopping experiences through the Mall To Go Beachwalk website, which leads to favorable responses, including repeat purchases. It is measured through four indicators: Convenience, Merchandising, Site Design, and Security of Financial Transactions, based on Kusmita et al. (2022). Finally, Online Repurchase Intention (Y) represents customers' intention to repurchase products through the Mall To Go Beachwalk website after experiencing satisfactory previous purchases. This variable is measured using four indicators: Transactional Intention, Referential Intention, Preferential Intention, and Repurchase Confidence, adapted from Putri and Yasa (2022) as well as Tataningtyas and Tjahjaningsih (2022).

Data were analyzed using descriptive statistics, inferential statistics, and Structural Equation Modeling–Partial Least Squares (SEM-PLS). Descriptive statistics were used to summarize respondents' characteristics and describe the collected data by calculating the mean scores of each variable. Inferential statistics were applied to test the proposed hypotheses and draw conclusions about the population based on the sample data. Furthermore, SEM-PLS was employed to examine the relationships among the latent variables and test the measurement and structural models. This method was selected because it does not require multivariate normality and is suitable for analyzing the relationships among Lifestyle Shopping Experience, Customer Satisfaction, and Online Repurchase Intention using questionnaire data.

FINDING AND DISCUSSION

Convergent Validity

Convergent validity is used to assess the extent to which the indicators employed in the study are strongly associated with the construct they are intended to measure. It is evaluated by examining the outer loading value of each indicator on its corresponding latent variable. In SEM-PLS analysis, an indicator is considered to have adequate convergent validity if its outer loading exceeds 0.70. However, for exploratory research, outer loading values between 0.50 and 0.60 are generally regarded as acceptable.

Table 1. Outer Loading

Variabel	Indicator	Outer Loading
Online Shopping Experience	OSE1	0,782
	OSE2	0,801
	OSE3	0,764
	OSE4	0,745
	OSE5	0,779
Customer Satisfaction	CS1	0,812
	CS2	0,835
	CS3	0,796

Based on the results presented in the table, all indicators have outer loading values above 0.70. This indicates that the indicators demonstrate good convergent validity and adequately represent their respective latent constructs. Therefore, all indicators meet the required validity criteria, are retained in the measurement model, and no indicator removal is necessary.

Table 2. Validity and Reliability Construct

Variabel	Composite Reliability	Cronbach's Alpha	AVE
Online Shopping Experience	0,882	0,834	0,601
Customer Satisfaction	0,889	0,842	0,667
Repurchase Intention	0,898	0,851	0,689

Based on the reliability and validity results presented in the table, all constructs meet the recommended criteria for measurement quality. The Composite Reliability values range from 0.882 to 0.898, exceeding the recommended threshold of 0.70, indicating that all constructs have high internal consistency. Similarly, the Cronbach's Alpha values range from 0.834 to 0.851, which are also above the acceptable threshold of 0.70, confirming that the indicators within each construct are reliable. Furthermore, the Average Variance Extracted (AVE) values range from 0.601 to 0.689, all exceeding the recommended minimum value of 0.50. This demonstrates that each construct explains more than 50% of the variance of its indicators, indicating satisfactory convergent validity. Overall, the results confirm that the constructs of Online Shopping Experience, Customer Satisfaction, and Repurchase Intention are both reliable and valid for further analysis in the structural model.

Table 3. Path Coefficient and Significance Test Results

Hipotesis	Hubungan Variabel	Path Coefficient	t-statistic	p-value	Keterangan
H1	Online Shopping Experience → Customer Satisfaction	0,642	8,213	0,000	Diterima
H2	Online Shopping Experience → Repurchase Intention	0,284	2,517	0,012	Diterima
H3	Customer Satisfaction → Repurchase Intention	0,517	6,104	0,000	Diterima
H4	Online Shopping Experience → Customer Satisfaction → Repurchase Intention	0,240	4,110	0,000	Diterima

The hypothesis testing results indicate that all proposed hypotheses are supported. H1 shows that Online Shopping Experience has a positive and significant effect on Customer Satisfaction ($\beta = 0.642$, $t = 8.213$, $p < 0.001$), indicating that a better shopping experience increases customer satisfaction. H2 demonstrates that Online Shopping Experience also has a positive and significant direct effect on Repurchase Intention ($\beta = 0.284$, $t = 2.517$, $p = 0.012$). Likewise, H3 confirms that Customer Satisfaction positively influences Repurchase Intention ($\beta = 0.517$, $t = 6.104$, $p < 0.001$). Finally, H4 reveals that Customer Satisfaction significantly mediates the relationship between Online Shopping Experience and Repurchase Intention ($\beta = 0.240$, $t = 4.110$, $p < 0.001$).

Overall, these findings suggest that a positive online shopping experience enhances repurchase intention both directly and indirectly through customer satisfaction.

Table.4 R-square

Variabel Endogen	R-Square
Customer Satisfaction	0,412
Repurchase Intention	0,538

Based on the table, the R-square value for Customer Satisfaction is 0.412, indicating that Online Shopping Experience explains 41.2% of the variance in Customer Satisfaction, while the remaining 58.8% is explained by other variables not included in the research model. Meanwhile, the R-square value for Repurchase Intention is 0.538, indicating that Online Shopping Experience and Customer Satisfaction jointly explain 53.8% of the variance in Repurchase Intention, whereas the remaining 46.2% is attributable to other factors outside the proposed model.

CONCLUSION

The findings indicate that Online Shopping Experience has a positive and significant effect on Customer Satisfaction ($\beta = 0.642$, $t = 8.213$, $p < 0.001$), suggesting that a better online shopping experience, characterized by convenience, ease of use, and system quality, enhances customer satisfaction. This result is consistent with consumer behavior theory and the findings of Dewi and Giantari (2022), which emphasize that a positive digital shopping experience leads to higher customer satisfaction. Furthermore, Online Shopping Experience

also has a positive and significant direct effect on Repurchase Intention ($\beta = 0.284$, $t = 2.517$, $p = 0.012$), indicating that consumers who experience a convenient, secure, and efficient shopping process are more likely to purchase again through the same platform. This finding supports the study by Putri et al. (2023), which reported that a positive online shopping experience strengthens customers' repurchase intention.

In addition, Customer Satisfaction has a positive and significant effect on Repurchase Intention ($\beta = 0.517$, $t = 6.104$, $p < 0.001$), demonstrating that satisfied customers are more likely to remain loyal and continue purchasing through the same online platform. This finding is in line with Herman et al. (2023), who identified customer satisfaction as a key determinant of repurchase intention in online shopping. The structural model further reveals that Customer Satisfaction significantly mediates the relationship between Online Shopping Experience and Repurchase Intention. A positive shopping experience enhances customer satisfaction, which subsequently increases consumers' intention to repurchase. These results suggest that improving the overall online shopping experience not only directly encourages repeat purchases but also indirectly strengthens long-term customer loyalty through increased customer satisfaction.

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