

# A STRATEGIC PERSPECTIVE ON DETERMINANTS OF E-REPURCHASE INTENTION IN ONLINE SHOPPING

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## Abstract

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Advancements in internet technologies have enabled businesses to reach customers through online platforms. Furthermore, digitalization has reshaped commerce by increasing convenience and altering consumer shopping behaviors, while simultaneously minimizing time, distance, and cost barriers in business processes. Nevertheless, attracting attention, sustaining engagement, and driving e-repurchase remain major challenges. This study investigates a strategic perspective on determinants of e-repurchase intention in online shopping. Specifically, this research examines how e-service quality and system quality influence e-trust, perceived value, and e-repurchase intention. Moreover, this study also examines the effect of e-trust and perceived value on e-repurchase intention. This research is grounded in the cognitive-affective-conative (CAC) model. Using data from 232 respondents collected by a purposive sampling method via Google Forms in April 2025, the proposed model was tested through partial least squares analysis. The findings indicated that both e-service quality and system quality have a significant positive effect on e-trust, perceived value, and repurchase intention, underscoring their pivotal roles in shaping consumers' e-repurchase intentions. Furthermore, consumers' e-repurchase intention is directly and positively influenced by their level of e-trust and perceived value. The study offers theoretical contributions, managerial implications, and avenues for future research.

**Keywords:** Repurchase Intention, E-Service Quality, System Quality, E-Trust, Perceived Value

**Authors' individual contribution:** The Author is responsible for all the contributions to the paper according to CRediT (Contributor Roles Taxonomy) standards.

**Declaration of conflicting interests:** The Author declares that there is no conflict of interest.

## 1. INTRODUCTION

Technology has become an essential element of contemporary society, serving as a vital tool for communication. The increased mobility of digital gadgets allows users to engage actively in the online sphere. Consequently, firms are increasingly seeing this digital involvement as an opportunity to promote their goods, service offerings, and brands through various marketing tactics. Rapid technological progress has recently reshaped how

people communicate, conduct business, and purchase. Digitalization has revolutionized commerce, offering convenience and shifting consumer shopping patterns. These advances have helped remove barriers related to time, distance, and costs in business operations. As a result, many companies benefit from creating online stores that enable faster and more efficient transactions while supporting marketing activities across various locations (Oktaviani, 2024). Besides, e-commerce, better known as online shopping, allows people to buy

goods and services online. Though familiar to consumers before the pandemic, it has become the leading and most popular shopping method. The greatest advantage lies in its speed and convenience: transactions can be finalized within minutes with just a few clicks. Rather than traveling to physical stores, customers can easily browse online catalogues, analyze prices, check reviews, and place orders with the help of internet-enabled devices (Muhammad et al., 2024). Similarly, the rapid advancement of internet technologies has driven the expansion of e-commerce, highlighting its potential benefits, particularly the ability to conduct transactions at any time and from anywhere. Likewise, e-commerce encompasses all commercial goods, services, and information transactions conducted over electronic networks. Business-to-consumer platforms, for example, allow sellers to market directly to potential online buyers. The growth of e-commerce has enhanced consumer empowerment by offering the option of online purchasing alongside conventional in-store shopping (Hult et al., 2019). The development of internet technologies has enabled firms to use their websites to approach potential customers. Nonetheless, the main challenge remains how businesses engage with their consumers. To attract and retain buyers, companies must improve the quality of their products and services targeted at specific audiences (Wu et al., 2014). Thus, having an online presence alone is not enough; organizations must also develop strategies to connect with their customers effectively (Zeqiri et al., 2023). Besides, many consumers initially resisted online shopping because of privacy concerns and uncertainty about product delivery. However, due to the widespread perception of online shopping as efficient and economical, customer trust has significantly improved recently (Miao et al., 2022). However, Ashiq and Hussain (2024) pointed out that customer trust continues to be a significant obstacle even with the fast development of e-commerce sites. The main reasons are inadequate trust mechanisms and ongoing privacy and security issues that discourage consumers from fully engaging in online transactions. Alternatively, perceived value is an important indicator of successful enterprises since it fosters satisfaction, loyalty, and long-term profits (Kumar & Reinartz, 2016). Despite its acknowledged role in driving repurchase intention in past literature (Chakraborty, 2019; Xu et al., 2022; Zeithaml, 1988), few studies have explored this association in the setting of online shopping (Zeqiri et al., 2023). Therefore, examining the impact of e-trust and perceived value on consumers' repurchase intention online remains essential.

In addition, many scholars have investigated e-repurchase intention (Gün & Söyük, 2025; Kakkar et al., 2025; Miao et al., 2022; Sudirman et al., 2022; Wantara & Suryanto, 2023). Yet, few studies have addressed the impact of e-service quality and system quality on e-trust, perceived value, and e-repurchase intention in online shopping.

Furthermore, grounded theory has been utilized to interpret consumers' repurchase intentions in online shopping. Earlier research has primarily relied on frameworks such as stimulus-organism-response theory, technology acceptance model theory, theory of reasoned action, theory of

planned behavior, and the unified theory of acceptance and use of technology (Kakkar et al., 2025; Sudirman et al., 2022; Miao et al., 2022). However, few studies have applied cognitive-affective-conative (CAC) theory to explain repurchase intention in online shopping.

To address this research gap, the present study examines the influence of e-service quality and system quality on e-trust, perceived value, and e-repurchase intention in the context of online shopping. Moreover, this study also examines the effect of e-trust and perceived value on e-repurchase intention. This study draws upon the CAC framework.

This paper is organized as follows. Section 2 reviews the relevant literature. Section 3 describes the research methodology. Section 4 presents the results. Section 5 discusses the main findings. Section 6 provides the conclusion.

## 2. LITERATURE REVIEW

### 2.1. Cognitive-affective-conative theory

The CAC theory offers a psychological foundation for explaining how consumers make decisions, emphasizing that cognitive, affective, and conative are the three key components guiding human behavior (Manqing & Jin, 2023). Cognitive refers to how individuals perceive and interpret objects, leading to the formation of beliefs about them. In its simplest form, affective is the personal experience of liking or disliking something, shaped by intuition and emotions. In other words, affective reflects positive or negative evaluations toward an object and serves as an immediate judgment central to attitudes (Kim & Park, 2013). Conation, meanwhile, represents the tendency to act, influenced by both perception and emotional response (Zeng et al., 2023). Regarding the use of CAC theory to clarify e-repurchase intention through online buying, only a few studies have been conducted. As a result, the study covers three stages: the cognitive stage, represented by e-service quality and system quality; the affective stage, reflected through e-trust and perceived value; and the conative stage, expressed as e-repurchase intention.

### 2.2. E-repurchase intention

Consumer e-repurchase intention pertains to the customer's intention to repurchase items or services from the same online platform or store (Saoula et al., 2023). E-repurchase intention describes consumers' intention to repeat online purchases of products or services they have already bought (Akmal & Thamrin, 2025). E-repurchase intention describes consumers' inclination, shaped by favorable perceptions and trust in a company, that motivates them to repurchase online in the future (Wantara & Suryanto, 2023). E-repurchase intention indicates how likely consumers are to continue purchasing from an online platform over time (Chiu et al., 2009). Highlighting the factors that enhance customer loyalty through repeated purchases is important, as they are fundamental to e-commerce performance (Zhang et al., 2011). E-repurchase intention plays a vital role in helping businesses build enduring customer relationships. It reveals

valuable information about consumer choices and behavior, allowing firms to adjust their products and services in line with shifting demands. By focusing on key drivers of repurchasing, such as innovation, high-quality service, and tailored experiences, companies can strengthen customer loyalty, ensuring steady revenue and a competitive edge (Huang, 2021).

### 2.3. E-service quality

E-service quality refers to the efficiency with which an online platform delivers a user-friendly and enjoyable experience that meets customer expectations (Akmal & Thamrin, 2025). E-service quality represents improvements in e-commerce platforms that aim to optimize shopping, transaction, and delivery activities for higher efficiency (Wantara & Suryanto, 2023). The e-commerce context includes website usability, transaction convenience, and delivery efficiency, which shape the consumer experience (Zeithaml et al., 1996). Moreover, in online businesses, where face-to-face interaction is absent, it becomes crucial for shopping websites to deliver quality services that guarantee users during their search for information, the placement of orders, and the waiting period until delivery (Ahn et al., 2004). E-service quality is vital in enhancing customers' e-trust in online shopping (Rita et al., 2019). It is also a key factor influencing perceived value (Kakkar et al., 2025). The quality of e-service is a critical determinant affecting consumers' decisions to repurchase in e-commerce (Efawati et al., 2024). Similarly, prior studies have confirmed that e-service quality is a significant driver of e-repurchase intention (Akmal & Thamrin, 2025). However, Aditya et al. (2023) found that e-service quality did not influence e-repurchase intention. It is, therefore, important to further examine the relationship between e-service quality and e-repurchase intention. Based on these findings, the following hypotheses are proposed.

*H1: E-service quality has a positive effect on e-trust.*

*H2: E-service quality has a positive effect on perceived value.*

*H3: E-service quality has a positive effect on e-repurchase intention.*

### 2.4. System quality

System quality refers to the attributes of the information inside the system, determined by the efficacy of the software, hardware, and management standards in generating the necessary information (Mahendra et al., 2021). System quality reflects the degree to which a platform is technically sound and functionally effective in offering information and services (Zhang & Kim, 2021). It is typically evaluated through reliability, ease of navigation, prompt responsiveness, and strong security measures (Ntorukiri et al., 2022). Consumers rely heavily on website information and visuals to evaluate products when purchasing online. As a result, system attributes like usability, navigational convenience, responsiveness, and download speed become more critical. If the shopping platform arranges categories logically, maintains a clean layout, and offers a wide range of options,

it helps reduce the time and effort required for customers to make a purchase (Putri & Pujani, 2019). For interactivity to be effective, a system or website needs to incorporate vital elements such as up-to-date stock information, order-tracking functions, keyword search tools, personalized interfaces with sharp images, and a design that supports easy use and quick access. Besides, improving organizational systems is essential for raising perceived value (Kakkar et al., 2025). According to Kakkar et al. (2025), the quality of a system directly influences and precedes perceived value. Moreover, the findings of Masri et al. (2020) demonstrated that within e-tourism, system quality functions as an antecedent to e-trust, perceived value, and users' continuance intention. Drawing on this perspective, the current study develops and tests related hypotheses in the e-commerce setting.

*H4: System quality has a positive effect on e-trust.*

*H5: System quality has a positive effect on perceived value.*

*H6: System quality has a positive effect on e-repurchase intention.*

### 2.5. E-trust

Trust can be characterized as an individual's willingness to accept risk in the pursuit of a need, even in the absence of prior experience or reliable information. E-trust is crucial, since it fosters confidence in online buying platforms and services, hence instilling consumer trust, sometimes referred to as e-trust (Pratama et al., 2024). According to Corritore et al. (2003), e-trust involves the belief that one's potential weaknesses during online shopping will not be taken advantage of. Similarly, authors define e-trust as consumers' readiness to engage in online exchanges despite the risks involved. E-trust can also be defined as customers' confidence in the security mechanisms that organizations set up in online transactions (Wantara & Suryanto, 2023). Regarding online purchasing, e-trust refers to the trust consumers place in online merchants (Kedaton et al., 2024). Moreover, trust plays a fundamental role for customers, especially when they first interact with a vendor. Over time, as the relationship is maintained and the customer accumulates more experiences, trust will gradually be strengthened and developed (Al-Adwan & Al-Horani, 2019). Annaraud and Berezina (2020) noted that trust is vital in digital marketing due to the lack of personal interaction between buyers and sellers. Since online purchases require users to disclose sensitive data, customers tend to be more careful when engaging with e-retailers (Miao et al., 2022). In e-commerce, e-trust is an essential driver of success, mitigating worries and doubts related to transaction risks (Kim & Park, 2013). Insufficient trust can harm established relationships by causing dissatisfaction and lowering customers' willingness to buy again, which may result in losses in sales, profit, and competitive advantage (Bozic, 2017). On the other hand, when customers trust an online shopping platform, they tend to make repeat purchases (Meilatinova, 2021). In line with this view, Wantara and Suryanto (2023) found that trust significantly affects repurchase behavior. However, findings from Akmal and Thamrin (2025) debated

that e-trust did not affect e-repurchase intention. Thus, it is essential to further research the relationship between e-trust and e-repurchase intention. Therefore, the following hypothesis is suggested:

*H7: E-trust has a positive effect on e-repurchase intention.*

**2.6. Perceived value**

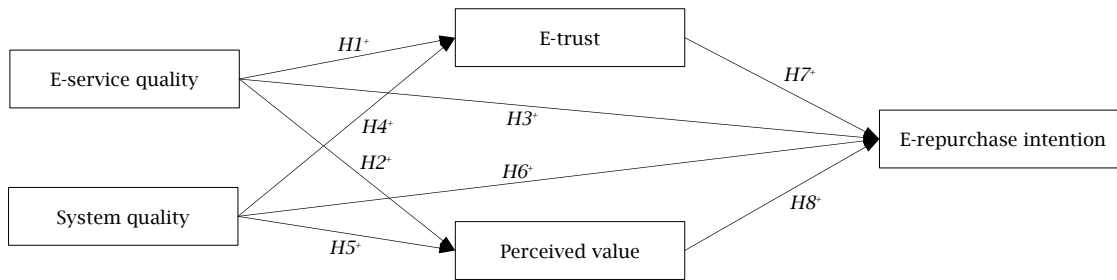
Perceived value measures how consumers assess the net gain from a purchase by comparing the resources they invest – such as money, time, and effort – with the benefits they receive (Oktaviani, 2024). Perceived value is a crucial factor in post-purchase consumer behavior, as loyal client intentions increase when the value obtained is substantial (Bustoni & Tjhin, 2023). It also represents the distinction between the benefits and costs of one offering and those of alternative options. The concept captures economic, functional, and emotional rewards relative to the perceived expenditures, including financial, time, and

psychological costs (Yarmen, 2017). Because it embodies the trade-off between what consumers give and what they obtain, perceived value is a factor in influencing repurchase decisions (Muhammad et al., 2024). For grocery shoppers, time efficiency is an essential factor. Online platforms that minimize the time needed for purchases can strengthen consumers’ value perceptions and support lasting engagement (Gligor & Bozkurt, 2020). Besides, perceived value directly affects post-purchase behaviors, such as the intention to repurchase and the likelihood of sharing experiences with others (Oktaviani, 2024). According to prior research, customers with greater perceived value are more likely to repurchase (Miao et al., 2022; Zeqiri et al., 2023). Hence, the study puts forward the following hypothesis:

*H8: Perceived value has a positive effect on e-repurchase intention.*

From the stated hypotheses, the research framework is designed and presented in Figure 1.

**Figure 1.** Research framework



**3. RESEARCH METHODOLOGY**

**3.1. Sampling**

This study employed purposive sampling, as surveying the entire population was not feasible within the available timeframe and resources (Memon et al., 2025). Although the chosen methodology aligns with the study’s objectives, alternative research approaches may also be suitable for investigating e-repurchase intentions. For instance, regarding data collection, face-to-face interviews or mixed-mode surveys (integrating both online and offline approaches) may yield more comprehensive insights and mitigate self-selection bias. However, they entail higher costs and increased logistical complexity. Despite these

alternatives, purposive sampling, combined with an online survey, was deemed the most practical and suitable method for the current study, given the study’s objectives, the research context, and the need to effectively reach active e-commerce consumers. The sample consisted of customers from Ho Chi Minh, Vietnam, who purchased products in April 2025. Structured questionnaires were distributed via social media platforms, Zalo, and Google Forms to gather data. The online survey method was selected for its convenience, affordability, and increasing use as an effective data collection approach (Van Quaquebeke et al., 2022). Out of 250 total responses, 232 were valid, while 18 were excluded. The demographic details of respondents are shown in Table 1.

**Table 1.** Summary of sample profile (Part 1)

Characteristic		Frequency	Percentage (%)
Gender	Male	81	34.9
	Female	151	65.1
Age	< 20 years old	21	9.1
	20–30 years old	133	57.3
	30–40 years old	40	17.2
	≥ 40 years old	38	16.4
Income (million VND/month)	< 6	54	23.3
	6–10	25	10.8
	10–15	40	17.2
	≥ 15	113	48.7
Frequency (times/month)	< 2	24	10.3
	2–5	72	31.1
	≥ 5	136	58.6

**Table 1.** Summary of sample profile (Part 2)

<i>Characteristic</i>		<i>Frequency</i>	<i>Percentage (%)</i>
Platforms	Shopee	55	23.7
	TikTok Shop	129	55.6
	Tiki	10	4.3
	Lazada	18	7.8
	Sendo	6	2.6
	Other	14	6.0
Experience	< 6 months	10	4.3
	6 months-1 year	24	10.4
	1-2 years	23	9.9
	> 2 years	175	75.4

According to Table 1, out of the total participants, 81 were male (34.9%), and 151 were female (65.1%). In terms of age distribution, 9.1% were under 20 years old, 57.3% were 20 years old and less than 30 years old, 17.2% were 30 years old and less than 40 years old, and 16.4% were 40 years old or older. Monthly income, measured in millions of VND, was reported across four groups: below 6 (23.3%), 6 to under 10 (10.8%), 10 to under 15 (17.2%), and above 15 (48.7%). The frequency of purchases per month was categorized as below two times (10.3%), two to under five times (31.1%), and five or more times (58.6%). Regarding e-commerce platforms, 23.7% preferred Shopee, 55.6% used TikTok Shop, 4.3% used Tiki, 7.8% used Lazada, and 6.0% chose other platforms. Considering their shopping experience, 4.3% of respondents were relatively new (less than six months), 10.4% had shopped online for six months to one year,

9.9% for one to two years, and the majority (75.4%) had been shopping for over two years.

### 3.2. Measurement

The measurement scales have been modified to align with the specific conditions of the study, utilizing scales from previous research as a reference. Measurement items: as Wantara and Suryanto (2023) described, e-service quality was assessed using five items. System quality was evaluated using four items proposed by Kakkar et al. (2025). The construct of e-trust was measured through four items adapted from Meilatinova (2021), while perceived value was assessed with four items developed by Kakkar et al. (2025). Likewise, e-repurchase intention was examined using four items derived from Meilatinova (2021). All indicators were rated on a five-point Likert scale, as summarized in Table 2.

**Table 2.** Measurement

<i>Variable</i>	<i>Indicators</i>
E-service quality ( <i>ESQ</i> )	1. I feel safe transacting online shopping.
	2. I feel that the online service is as I expected.
	3. I easily understand the content displayed by online shopping.
	4. I got what I needed from online shopping.
	5. I don't have any difficulties when making online payments.
System quality ( <i>SYSQ</i> )	1. The system provides loads quickly during online shopping.
	2. The platform offers diverse features that enhance user convenience.
	3. The e-commerce system provides reliable and secure buying experiences.
	4. The site is intuitive, making learning easy for new users.
E-trust ( <i>ETRU</i> )	1. The e-commerce platform can be trusted.
	2. The e-commerce platform fulfills its commitments.
	3. I have faith in the accuracy and reliability of the information presented on this platform.
	4. This e-commerce platform aims to be recognized as a reliable and promise-keeping company.
Perceived value ( <i>PVAL</i> )	1. Given the price I spend on products, shopping on this e-commerce website is cost-effective.
	2. Considering the effort required, buying from this platform is rewarding.
	3. This platform offers a valuable service in light of the risks associated with online shopping.
	4. In general, I find online shopping here to be a valuable experience.
E-repurchase intention ( <i>ERI</i> )	1. I am willing to shop on this e-commerce website again.
	2. I anticipate using this website for upcoming online shopping activities.
	3. I am motivated to repurchase goods or services offered on this platform.
	4. I foresee myself using this e-commerce platform again when possible.

### 3.3. Analytical method

The researchers applied partial least squares structural equation modeling (PLS-SEM) using SmartPLS for data analysis. Consistent with Hair et al. (2022), this approach is most appropriate for studies with exploratory or predictive goals. The analysis was conducted in two stages: evaluation of the measurement model and hypothesis testing through the structural model.

## 4. RESULTS

### 4.1. Common method bias

Since self-reports can cause common method bias (CMB), the study used two methods to check bias. Harman's test revealed 30.240% variance for the first factor, less than 50%. All variance inflation factor (VIF) values are below 3.3, confirming no serious CMB in Table 3 (Podsakoff et al., 2003; Kock, 2015).

**Table 3.** Variance inflation factor

Variable	ERI	ESQ	ETRU	PVAL	SYSQ
ERI					
ESQ	1.296		1.136	1.136	
ETRU	1.228				
PVAL	1.225				
SYSQ	1.195		1.136	1.136	

## 4.2. Measurement model

Reliability was confirmed as Cronbach's alpha ( $\alpha$ ) (0.768–0.826), and composite reliability (CR) (0.852–0.878) exceeded 0.7, confirming good reliability. Convergent validity was also supported with average variance extracted (AVE) (0.590–0.643) and loadings (0.744–0.847) above the accepted levels, thus demonstrating strong convergent validity (Hair et al., 2022; Chin, 1998).

**Table 4.** Results of measurement scales

Construct	Variable	Loading	$\alpha$	CR	AVE
E-service quality (ESQ)	ESQ1	0.804	0.826	0.877	0.589
	ESQ2	0.745			
	ESQ3	0.753			
	ESQ4	0.785			
	ESQ5	0.748			
System quality (SYSQ)	SYSQ1	0.762	0.768	0.852	0.590
	SYSQ2	0.774			
	SYSQ3	0.773			
	SYSQ4	0.764			
E-trust (ETRU)	ETRU1	0.852	0.814	0.878	0.643
	ETRU2	0.744			
	ETRU3	0.759			
	ETRU4	0.847			
Perceived value (PVAL)	PVAL1	0.795	0.794	0.866	0.619
	PVAL2	0.779			
	PVAL3	0.755			
	PVAL4	0.816			
E-repurchase intention (ERI)	ERI1	0.760	0.811	0.876	0.638
	ERI2	0.798			
	ERI3	0.805			
	ERI4	0.831			

Furthermore, to ensure discriminant validity, cross-loadings were considered. As shown in Table 5, the loadings of items on their respective

constructs were stronger than on other constructs, validating discriminant validity (Hair et al., 2022).

**Table 5.** Cross loadings

Variable	ERI	ESQ	ETRU	PVAL	SYSQ
ERI1	0.760	0.463	0.472	0.365	0.372
ERI2	0.798	0.484	0.446	0.437	0.483
ERI3	0.805	0.489	0.460	0.389	0.430
ERI4	0.831	0.576	0.419	0.419	0.473
ESQ1	0.541	0.804	0.262	0.296	0.263
ESQ2	0.487	0.745	0.270	0.201	0.259
ESQ3	0.433	0.753	0.242	0.199	0.299
ESQ4	0.491	0.785	0.324	0.329	0.287
ESQ5	0.461	0.748	0.258	0.259	0.222
ETRU1	0.523	0.296	0.852	0.286	0.217
ETRU2	0.423	0.288	0.744	0.269	0.177
ETRU3	0.406	0.222	0.759	0.262	0.204
ETRU4	0.437	0.326	0.847	0.228	0.244
PVAL1	0.374	0.308	0.190	0.795	0.233
PVAL2	0.399	0.220	0.234	0.779	0.239
PVAL3	0.403	0.261	0.317	0.755	0.144
PVAL4	0.412	0.276	0.284	0.816	0.273
SYSQ1	0.443	0.287	0.229	0.191	0.762
SYSQ2	0.412	0.240	0.191	0.268	0.774
SYSQ3	0.409	0.260	0.149	0.199	0.773
SYSQ4	0.429	0.274	0.232	0.213	0.764

## 4.3. Structural model

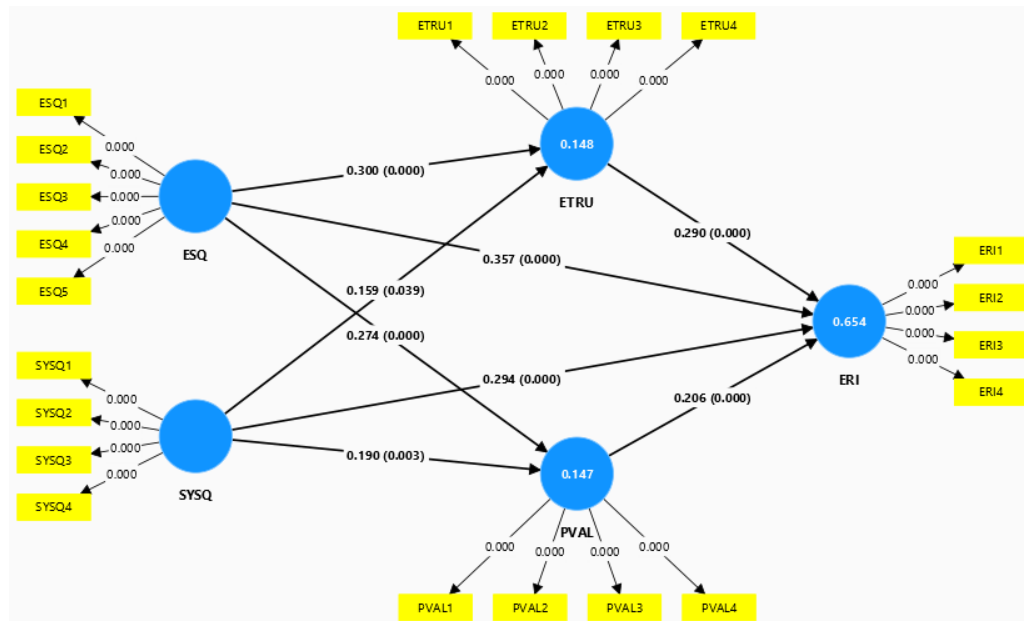
As shown in Table 6 and Figure 2, the PLS results indicated that ESQ exerted significant positive effects on ETRU ( $\beta = 0.300$ ,  $t = 4.043$ ), PVAL ( $\beta = 0.274$ ,  $t = 4.318$ ), and ERI ( $\beta = 0.357$ ,  $t = 7.916$ ), which confirmed hypotheses H1, H2, and H3. The analysis

also demonstrated that SYSQ positively influenced ETRU ( $\beta = 0.159$ ,  $t = 2.062$ ), PVAL ( $\beta = 0.190$ ,  $t = 3.008$ ), and ERI ( $\beta = 0.294$ ,  $t = 5.831$ ), which supported H4, H5, and H6. Additionally, ETRU significantly impacted ERI ( $\beta = 0.290$ ,  $t = 5.647$ ), while PVAL positively affected ERI ( $\beta = 0.206$ ,  $t = 4.660$ ), thereby validating H7 and H8.

Table 6. Hypotheses testing

Hypothesis	Path coefficient	t-value	p-value
H1	ESQ → ETRU	4.043	0.000
H2	ESQ → PVAL	4.318	0.000
H3	ESQ → ERI	7.916	0.000
H4	SYSQ → ETRU	2.062	0.039
H5	SYSQ → PVAL	3.008	0.003
H6	SYSQ → ERI	5.831	0.000
H7	ETRU → ERI	5.647	0.000
H8	PVAL → ERI	4.660	0.000

Figure 2. PLS-SEM model



## 5. DISCUSSION

The findings disclosed that e-service quality significantly and positively impacted e-trust, perceived value, and e-repurchase intention. Among these relationships, the strongest effect was observed on e-repurchase intention, followed by e-trust and perceived value. This implies that when e-commerce platforms provide efficient, responsive, and user-friendly services throughout the shopping, transaction, and delivery processes, customers are more likely to develop confidence in the platform and perceive greater value in their online purchases. Enhanced e-service quality, such as prompt customer support, accurate order fulfillment, and reliable logistics, strengthens consumers' emotional attachment and cognitive evaluation of the platform, ultimately driving their intention to repurchase. Likewise, the findings showed that the higher the e-service quality, the greater consumers' e-trust in online shopping. The finding is supported by Handoyo and Fikriah (2024). These results agree with prior studies by Rita et al. (2019) and Kakkar et al. (2025), which emphasized the central role of e-service quality in shaping online behavioral intentions. Additionally, the improved convenience and accessibility accompanying high e-service quality reinforce customers' willingness to make repeat purchases significantly, supporting the findings of Akmal and Thamrin (2025). However, Aditya et al. (2023) found that e-service quality did not affect intention to repurchase. Differences in study

context could explain this variation: the research by Aditya et al. (2023) was conducted in Indonesia, whereas this study was conducted in Vietnam.

According to the study, system quality positively influenced e-trust, perceived value, and e-repurchase intention, with the greatest impact observed on repurchase intention, then perceived value, and finally e-trust. This indicates that user-friendly systems featuring smooth navigation, responsive performance, organized interfaces, and multiple choices enhance customers' trust, perceived value, and likelihood of repeat purchase. This finding aligns with those of Kakkar et al. (2025) and Masri et al. (2020).

Furthermore, the study revealed that e-trust enhances customers' intentions to repurchase online. The findings suggest that the greater the level of e-trust customers have in a platform, the more likely they are to make repeat purchases, aligning with Meilatinova's (2021) conclusions. Conversely, the results from Akmal and Thamrin (2025) argued that e-trust did not influence e-repurchase intention. The difference in research context can explain this difference: Akmal and Thamrin's (2025) study was conducted in Indonesia, while this study was conducted in Vietnam. Similarly, perceived value was identified as an important determinant of e-repurchase intention. Customers who perceive products or services as valuable are more likely to make repeat purchases, consistent with the findings of Handoyo and Fikriah (2024) and Wantara and Suryanto (2023).

## 6. CONCLUSION

This study examines how e-service quality and system quality influence consumers' trust, perceived value, and repurchase intention within the online shopping environment. Grounded in the CAC framework, it provides meaningful managerial implications for e-commerce enterprises. The results revealed that both e-service quality and system quality significantly enhance e-trust, perceived value, and customers' willingness to repurchase. Additionally, e-trust and perceived value directly and positively affect consumers' repurchase intention. Consequently, this research enriches theoretical knowledge and offers practical guidance for managers in the e-commerce sector.

In terms of theoretical contribution, this study takes an early step in linking e-service quality and system quality to e-trust, perceived value, and e-repurchase intention. Integrating these dimensions provides a more complete conceptual framework for understanding the mechanisms that drive e-repurchase intention in e-commerce. Furthermore, the study verified that the scales measuring e-service quality and system quality, e-trust, perceived value, and e-repurchase intention are reliable and valid. Hence, scholars can adopt them in later research on e-commerce.

Regarding managerial contribution, the study highlights that the e-service quality significantly shapes customer e-trust, perceived value, and repeat purchasing behavior. To achieve this, e-commerce managers should refine each customer journey stage, from browsing and ordering to payment and delivery. Offering timely assistance, convenient transactions, and dependable delivery services enhances the shopping experience, making customers feel safe and confident while engaging in online purchases. Moreover, the study emphasizes

that system quality strongly affects building e-trust, increasing perceived value, and fostering repurchase behavior. Therefore, e-commerce managers should focus on system-related factors, including intuitive design with logical product groupings, so that customers can browse without confusion. Fast loading speeds and instant response times are essential to reduce frustration and avoid cart abandonment. Providing customers with various options, such as product filtering options, payment gateways, or shipping solutions, is also essential, as they help increase convenience and strengthen the perception of value. Similarly, the results indicate that e-trust significantly influences customers' intentions to repurchase online. Therefore, e-commerce managers should develop long-term strategies that strengthen e-trust by improving the shopping experience. Clearly stated and transparent transaction policies are crucial, as they help customers view the platform as dependable and committed. Consequently, higher e-trust increases customers' likelihood of making repeat purchases. In the same vein, the results confirmed that perceived value plays an important role in shaping customers' e-repurchase intentions. For this reason, e-commerce managers are encouraged to design long-term strategies that reinforce perceived value, making customers view their purchases as economical, rewarding, and valuable.

The present study has a few constraints. Its scope was limited to investigating the effects of e-service quality, system quality, e-trust, and perceived value on e-repurchase intention. Further research is recommended to examine additional predictors of e-repurchase intention. In addition, this study employed the CAC theory as the guiding framework; thus, exploring alternative theories could provide new insights into customers' e-repurchasing intention.

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