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The Effects of E-Service Quality, Digital Trust, Perceived Value, and Customer Engagement on Repurchase Intention

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Abstract

The rapid growth of e-commerce has intensified competition among digital platforms, making e-service quality, digital trust, perceived value, and customer engagement important factors in encouraging repurchase intention. This study aims to examine the effects of e-service quality, digital trust, perceived value, and customer engagement on repurchase intention among Shopee users. A quantitative survey was conducted among Shopee users aged 20–35 years who had used the platform, with questionnaire data analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS. The findings show that e-service quality, digital trust, and perceived value have positive and significant effects on customer engagement, while customer engagement has a positive and significant effect on repurchase intention. In contrast, e-service quality, digital trust, and perceived value do not have significant direct effects on repurchase intention. These findings indicate that although service quality, trust, and perceived value contribute to customer engagement, they do not directly determine consumers' intention to repurchase. Customer engagement is directly associated with repurchase intention, highlighting the importance of strengthening consumers' active involvement with the platform. The study concludes that improving digital interactions and fostering meaningful customer engagement are important for supporting repurchase intention among Shopee users.

Keywords

Customer Engagement, Digital Trust, E-service Quality, Perceived Value, Repurchase Intention.

1. Introduction

Understanding consumers' decision-making processes to predict future intentions and behaviors has become a central focus in psychology, marketing, and consumer behavior research (Han & Ryu, 2012). In the highly competitive e-commerce industry, such understanding is essential because customer loyalty, as reflected in repurchase intention, is critical to business sustainability. The widespread availability of online shopping platforms enables consumers to switch easily between providers, requiring firms to deliver superior experiences consistently. Repurchase intention reflects consumers' commitment to continue using a platform based on their previous experiences. This intention is strengthened when consumers develop positive perceptions of the services they receive, ultimately contributing to long-term business success through enhanced customer loyalty (Gull et al., 2020; Laparojkit & Suttipun, 2022).

Shopee, one of the leading e-commerce platforms, has experienced rapid growth since its launch in Singapore in 2015 and its entry into Indonesia on December 1, 2015. As part of Sea Group, Shopee has established Indonesia as its largest market, with approximately 103 million users in 2023. The platform dominates the Indonesian e-commerce market, recording an average of 241.6 million visits in the fourth quarter of 2024, surpassing competitors such as Tokopedia, Lazada, Blibli, and Bukalapak (Databoks, 2025). However, despite its high user traffic, Shopee has experienced a decline in transaction performance. Gross orders decreased by 3.8% to 2.5 billion in the second quarter of 2024, while Gross Merchandise Value (GMV) declined by 1.3% to US\$23.3 billion (BigSeller, 2024). This situation indicates that a large user base does not necessarily translate into sustained transactions, highlighting the challenge of maintaining consumers' repurchase intention.

This issue is further reinforced by local data. The 2024 National Socio-Economic Survey (*Survei Sosial Ekonomi Nasional/Susenas*) shows that only 24.58% of internet users in Semarang engaged in online purchasing, despite internet penetration reaching 73.42% (BPS, 2024). This gap suggests substantial untapped market potential and underscores the need to improve digital service quality to strengthen consumer trust and perceived value. E-service quality, encompassing ease of use, reliability, speed, and responsiveness, has been shown to significantly influence customer engagement (Aliifa & Rofiaty, 2023; Oktaviyani, 2024). Digital trust also plays an important role in fostering consumers' confidence in transactions and data security, thereby affecting customer engagement and loyalty (Alfian & Sulihyantoro, 2021). Meanwhile, perceived value has been found to influence repurchase intention significantly (Jauwena, 2023).

Customer engagement is also an important factor in understanding consumers' behavioral responses in e-commerce. It reflects consumers' emotional involvement and active participation in their interactions with a firm, thereby strengthening consumer–firm relationships and encouraging repeat purchases (Winell et al., 2023). From the perspective of service-dominant logic, customer engagement represents an important process through which consumers and service providers participate in value co-creation. Previous studies by Anggita and Trenggana (2020), Putri et al. (2023), and Kesuma et al. (2024) have examined relationships among relevant consumer behavior variables; however, existing studies have not consistently integrated e-service quality, digital trust, perceived value, customer engagement, and repurchase intention within a single research framework. In addition, inconsistent findings regarding the relationships among these variables in recent studies by Fan et al. (2022), Nafisah and Istanti (2025), Tullaili and Susanto (2025), and Sahgira et al. (2025) further indicate the existence of a research gap. The novelty of this study lies in integrating e-service quality, digital trust, and perceived value with customer engagement and repurchase intention within a single framework,

with customer engagement positioned as a mechanism among Shopee users in Semarang.

Therefore, this study aims to analyze the effects of e-service quality, digital trust, and perceived value on customer engagement and repurchase intention, as well as the effect of customer engagement on repurchase intention among Shopee users in Semarang. This research contributes theoretically by proposing an integrative model of digital consumer behavior that incorporates e-service quality, digital trust, perceived value, customer engagement, and repurchase intention. Practically, the findings are expected to provide strategic insights for improving service quality, strengthening consumer trust, enhancing perceived value, and fostering customer engagement to support customer retention.

2. Literature Review and Hypothesis Development

2.1. E-Service Quality, Digital Trust, and Perceived Value

Service-Dominant Logic (SDL) provides a theoretical foundation for explaining customer engagement by emphasizing service, interaction, and value co-creation among firms and customers (Vargo et al., 2020). Unlike the Goods-Dominant Logic, which views value as embedded in products, SDL emphasizes the role of interactions and intangible resources such as knowledge and experience in creating value (Adnan et al., 2024). In digital commerce, customers are therefore active participants rather than merely recipients of value. Vivek et al. (2012) and Winell et al. (2023) argue that customer engagement reflects this active involvement through consumers' emotional and behavioral participation in interactions with firms and digital platforms. The quality of digital services, consumers' trust in the platform, and the value they perceive from their experiences can influence their willingness to engage with an e-commerce platform.

E-service quality refers to the ability of digital services to provide effective, efficient, reliable, and responsive experiences (Tjiptono, 2019). High e-service quality can encourage consumers to interact more actively with digital platforms. Fan et al. (2022) found that e-service quality significantly influences customer engagement behavior in community e-commerce, while Aliifa and Rofiaty (2023) also identified a relationship between e-service quality and customer engagement. Digital trust is likewise important because confidence in the security and reliability of a platform encourages consumers to maintain interactions and relationships with firms (Morgan & Hunt, 1994; Martínez & del Bosque, 2013). In addition, perceived value, which reflects consumers' evaluation of benefits relative to costs, can strengthen their involvement with a platform (Zeithaml, 1988; Amir et al., 2021).

H1: E-service quality has a significant effect on customer engagement.

H2: Digital trust has a significant effect on customer engagement.

H3: Perceived value has a significant effect on customer engagement.

2.2. Customer Engagement, E-Service Quality, and Repurchase Intention

Repurchase intention refers to consumers' willingness to purchase products or services from the same provider based on their previous experiences and evaluations (Han & Ryu, 2012). In e-commerce, positive experiences and continuous interactions can encourage consumers to maintain relationships with a platform and make subsequent purchases. Customer engagement represents consumers' active involvement in interactions with a brand or service provider and may be reflected through participation, feedback, reviews, and other behavioral activities (Vivek et al., 2012; Winell et al., 2023). Such involvement can strengthen consumer-platform relationships and encourage favorable behavioral intentions. Previous studies by Hikmah and Riptiono (2020) and Anggita and Trenggana (2020) have demonstrated

a relationship between customer engagement and repurchase intention in online marketplaces. Thus, greater customer engagement is expected to increase consumers' intention to repurchase through the same platform.

E-service quality is also an important determinant of repurchase intention because it shapes consumers' evaluations of their online service experiences. It includes aspects such as efficiency, reliability, fulfillment, and privacy that determine the quality of services delivered through digital platforms (Tjiptono, 2019). When an e-commerce platform provides reliable and satisfactory services, consumers are more likely to develop positive experiences and continue using the platform. Ningtias and Sugiyanto (2023) found that e-service quality positively affects repurchase intention among marketplace users. Similarly, Anggita and Trenggana (2020) identified a relationship between e-service quality and repurchase intention, while Gull et al. (2020) highlighted its relevance to e-loyalty in e-commerce.

H4: Customer engagement has a significant effect on repurchase intention.

H5: E-service quality has a significant effect on repurchase intention.

2.3. Digital Trust and Perceived Value

Digital trust reflects consumers' confidence in the security, reliability, and integrity of an online service provider. Trust is particularly important in e-commerce because digital transactions involve uncertainty regarding payment security, personal information, product fulfillment, and service reliability. The commitment-trust theory identifies trust as an important foundation for maintaining long-term relationships between consumers and firms (Morgan & Hunt, 1994). Trust can reduce perceived uncertainty and encourage consumers to maintain relationships with service providers (Martínez & del Bosque, 2013). In the context of e-commerce, consumers who trust a platform are more likely to feel confident in conducting subsequent transactions. Jahro (2024) found that digital trust positively affects repurchase intention among Shopee users, while Roisah et al. (2022) also emphasized the importance of trust in digital consumer relationships. Therefore, stronger digital trust is expected to encourage consumers to repurchase through the same platform. Sylvani and Djastuti (2024) found that trust is associated with repurchase intention in online shopping, indicating that consumer confidence can encourage repeated purchasing behavior.

Perceived value represents consumers' evaluation of the benefits obtained relative to the costs or sacrifices incurred (Zeithaml, 1988). In e-commerce, consumers evaluate value through various aspects, including price, convenience, service, benefits, and the overall shopping experience. When consumers perceive that the benefits obtained exceed the costs incurred, they are more likely to develop favorable behavioral intentions toward the platform. This is consistent with Han and Ryu (2012), who found that consumers' evaluations of previous experiences influence subsequent purchasing decisions. Empirical evidence by Effendi and Andriani (2023) indicates that perceived value positively influences repurchase intention in online marketplaces. Jauwena (2023) also found that perceived value affects repurchase intention. Thus, consumers who perceive greater value from their experiences with an e-commerce platform are more likely to repurchase.

H6: Digital trust has a significant effect on repurchase intention.

H7: Perceived value has a significant effect on repurchase intention.

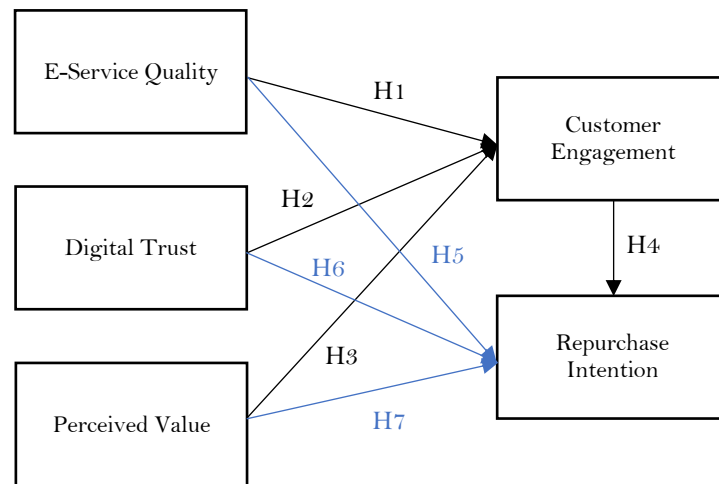


Figure 1. Research Framework

Figure 1 presents the proposed relationships among e-service quality, digital trust, perceived value, customer engagement, and repurchase intention. E-service quality, digital trust, and perceived value are proposed to influence customer engagement. These three variables are also proposed to influence repurchase intention directly. Customer engagement is further proposed to influence repurchase intention. The framework illustrates the direct relationships among the variables in explaining repurchase intention.

3. Methods

This study employed a quantitative research design based on the positivism paradigm, which emphasizes numerical data and statistical analysis to examine predetermined hypotheses. The research was conducted in Semarang City from May to July 2025. The study used both primary and secondary data. Primary data were collected through questionnaires distributed both offline and online using Google Forms, while secondary data were obtained from books, scientific journals, articles, and websites relevant to e-service quality, digital trust, customer engagement, and related research variables.

The population comprised Shopee users in Semarang City within the productive age range of 20–35 years. Population refers to the entire group possessing specific characteristics relevant to the research, whereas a sample represents a portion of the population selected to provide research data (Sekaran & Bougie, 2017). The sample size was determined using the indicator-based approach recommended by Hair et al. (2020), in which the number of indicators is multiplied by 5–10. The research instrument consisted of 24 measurement indicators across five variables. E-service quality comprised 7 indicators: efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact. Digital trust comprised 4 indicators: benevolence, ability, integrity, and willingness to depend. Perceived value comprised 3 indicators: emotional value, social value, and quality/performance. Customer engagement comprised 7 indicators: enjoyment, enthusiasm, attention, absorption, sharing, learning, and endorsing. Repurchase intention comprised 3 indicators: transactional interest, referential interest, and preferential interest. Thus, the minimum sample size was 120 respondents (24×5), while the study obtained data from 144 respondents, all of whom were included in the analysis. The questionnaire employed a Likert scale to measure respondents' perceptions.

According to Sugiyono (2019), questionnaires are data collection instruments consisting of written statements or questions answered by respondents. Data were

analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS. PLS-SEM is appropriate for analyzing relationships among latent variables and assessing measurement and structural models (Ghozali, 2020). The outer model was evaluated through convergent validity, discriminant validity, composite reliability, and Cronbach’s alpha. Convergent validity was assessed based on indicator loading factors. Reliability testing assessed the internal consistency of the measurement indicators. The inner model was then used to examine the relationships among the research variables and test the proposed hypotheses. Hypothesis significance was assessed using the t-statistic and p-value, with relationships considered statistically significant when the t-statistic exceeded 1.96 or the p-value was below 0.05.

4. Results

The data are presented in the form of frequency distributions of respondents’ answers using a Likert scale (1–5), the number of respondents (N), mean values, and assessment categories for each indicator and variable. This presentation aims to provide a general overview of respondents’ perceptions of each indicator used in the study, enabling the identification of whether their evaluations fall into low, good, or very good categories. In addition, the mean values for each variable reflect the overall tendency of respondents’ assessments regarding digital service quality, level of trust, perceived value, customer engagement, and repurchase intention. Therefore, this table serves as an initial basis for understanding the empirical conditions of the research variables prior to further analysis, as well as assisting in identifying indicators with the highest contributions and those that still require improvement within the context of this study.

Table 1. Respondent Results

Variable	Code	N	Mean	Category	Average	Conclusion
E-Service Quality	ESQ1	144	4.66	Very good	4.29	Very Good
	ESQ2	144	4.49	Very good		
	ESQ3	144	4.10	Good		
	ESQ4	144	4.19	Good		
	ESQ5	144	3.98	Good		
	ESQ6	144	4.38	Very good		
	ESQ7	144	4.24	Very good		
Digital Trust	DT1	144	4.03	Good	4.30	Very Confident
	DT2	144	4.48	Very confident		
	DT3	144	4.28	Very confident		
	DT4	144	4.40	Very confident		
Perceived Value	PV1	144	4.42	Very high	4.36	Very High
	PV2	144	4.38	Very high		
	PV3	144	4.28	Very high		
Customer Engagement	CE1	144	4.47	Very good	4.15	Involved
	CE2	144	3.76	Involved		
	CE3	144	3.68	Involved		
	CE4	144	4.65	Very involved		
	CE5	144	4.40	Very involved		
	CE6	144	3.97	Involved		
	CE7	144	4.10	Involved		
Repurchase Intention	RPI1	144	4.31	Very intent	4.43	Very Intent
	RPI2	144	4.65	Very intent		
	RPI3	144	4.33	Very intent		

The results of respondents’ evaluations presented in Table 1 indicate that all research variables fall within the high to very high categories, reflecting positive

consumer perceptions of the Shopee platform. The e-service quality variable achieved an average score of 4.29 (very good), with the highest indicator being efficiency (4.66), followed by reliability (4.49), compensation (4.38), contact (4.24), privacy (4.19), and fulfillment (4.10). Meanwhile, responsiveness (3.98) recorded the lowest score, although it remained within the good category. Digital trust achieved an average score of 4.30 (very confident), with ability (4.48) obtaining the highest score, followed by willingness to depend (4.40), integrity (4.28), and benevolence (4.03). Perceived value obtained an average score of 4.36 (very high), with emotional value (4.42) as the highest indicator, followed by social value (4.38) and quality/performance (4.28).

These results indicate that respondents perceived the value obtained from using Shopee positively. Customer engagement achieved an average score of 4.15 (involved). The highest indicators were absorption (4.65), enjoyment (4.47), and sharing (4.40), followed by endorsing (4.10), learning (3.97), enthusiasm (3.76), and attention (3.68). Although attention and enthusiasm recorded relatively lower scores, all indicators remained within the involved category. Repurchase intention recorded the highest variable average of 4.43 (very intent), with referential interest (4.65) as the highest indicator, followed by preferential interest (4.33) and transactional interest (4.31). The descriptive results demonstrate that respondents reported favorable perceptions of e-service quality, digital trust, perceived value, customer engagement, and repurchase intention when using Shopee. Nevertheless, the relatively lower scores for responsiveness, attention, and enthusiasm indicate aspects that could receive further attention in improving the overall user experience.

Table 2. Validity and Reliability Test

Variable	Code	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability
E-Service Quality	ESQ1	0.798	0.579	0.877	0.905
	ESQ2	0.753			
	ESQ3	0.792			
	ESQ4	0.802			
	ESQ5	0.767			
	ESQ6	0.798			
	ESQ7	0.594			
Digital Trust	DT1	0.711	0.580	0.756	0.846
	DT2	0.811			
	DT3	0.814			
	DT4	0.704			
Customer Engagement	CE1	0.842	0.616	0.897	0.918
	CE2	0.731			
	CE3	0.748			
	CE4	0.784			
	CE5	0.762			
	CE6	0.790			
	CE7	0.831			
Perceived Value	PV1	0.924	0.776	0.856	0.912
	PV2	0.849			
	PV3	0.868			
Repurchase Intention	RPI1	0.849	0.757	0.840	0.903
	RPI2	0.870			
	RPI3	0.892			

Based on the results presented in Table 2, most measurement items used in this study exhibit loading factor values above 0.70, indicating that each indicator generally provides adequate representation of its respective latent construct. However, ESQ7 has a loading factor of 0.594, which is below the commonly

recommended threshold of 0.70. In addition, all constructs demonstrate Average Variance Extracted (AVE) values exceeding 0.50, indicating that the model satisfies the criteria for convergent validity. This confirms that each construct is able to adequately explain the variance of its indicators. From a reliability perspective, all constructs show Composite Reliability values above 0.70, reflecting a high level of internal consistency. This implies that the research instrument is capable of producing stable and reliable data. Furthermore, Cronbach's Alpha values exceeding 0.70 indicate strong internal correlations among the items within each construct. Therefore, the measurement instrument can be considered both valid and reliable, and is appropriate for further analysis as it measures the variables accurately and consistently.

Table 3. R-Square

Variable	R-square	Category
Customer Engagement	0.735	Moderate
Repurchase Intention	0.768	Strong

Based on the results presented in Table 3, the R-square value for customer engagement is 0.735, indicating that 73.5% of the variance in customer engagement can be explained by the exogenous constructs included in the model, while factors outside the model explain the remaining 26.5%. This value falls into the strong category, indicating that the model has substantial explanatory power in explaining customer engagement. Meanwhile, the R-square value for repurchase intention is 0.768, indicating that 76.8% of the variance in repurchase intention can be explained by the constructs included in the model, while the remaining 23.2% is attributable to other factors not incorporated into the model. This value is also categorized as strong, indicating that the model provides substantial explanatory power in explaining repurchase intention.

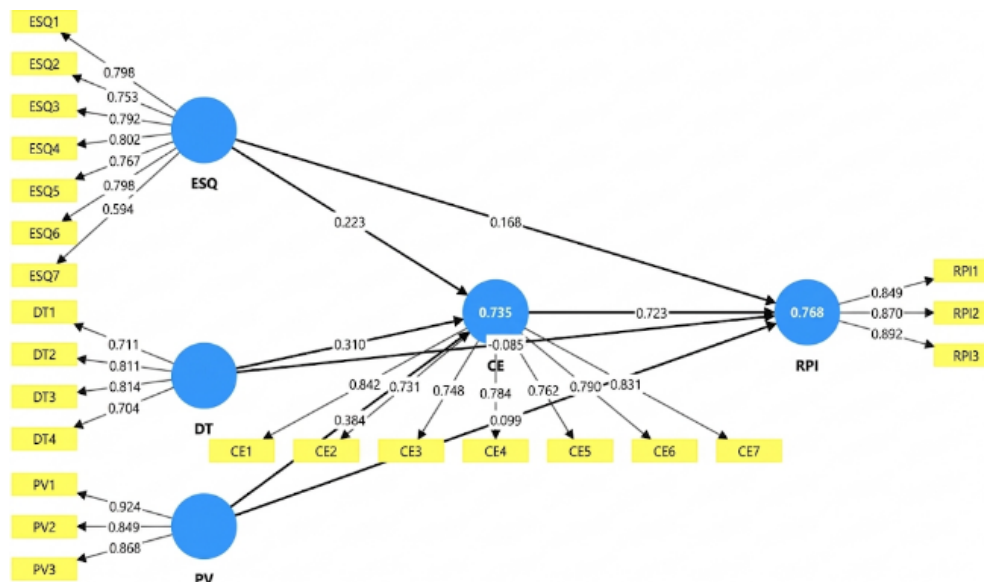


Figure 2. PLS-SEM Path Model with Outer Loadings, R², and Path Coefficients

Table 4. Hypothesis Testing

Hypothesis	Original Sample	t-table	t-statistics	p-values	Result
E-Service Quality → Customer Engagement	0.223	1.96	2.065	0.039	Significant
Digital Trust → Customer Engagement	0.310	1.96	2.669	0.008	Significant
Perceived Value → Customer Engagement	0.384	1.96	4.487	0.000	Significant
Customer Engagement → Repurchase Intention	0.723	1.96	7.280	0.000	Significant
E-Service Quality → Repurchase Intention	0.168	1.96	1.421	0.155	Not Significant
Digital Trust → Repurchase Intention	-0.086	1.96	0.743	0.458	Not Significant
Perceived Value → Repurchase Intention	0.099	1.96	0.917	0.108	Not Significant

Figure 2 and Table 4 present the results of hypothesis testing for the relationships among the research variables. The results show that e-service quality has a positive and significant effect on customer engagement, with an original sample value of 0.223, a t-statistic value of 2.065, and a p-value of 0.039. Since the t-statistic exceeds the t-table value of 1.96 and the p-value is below 0.05, the hypothesis is supported. Digital trust also has a positive and significant effect on customer engagement, as indicated by an original sample value of 0.310, a t-statistic value of 2.669, and a p-value of 0.008. Similarly, perceived value has a positive and significant effect on customer engagement, with an original sample value of 0.384, a t-statistic value of 4.487, and a p-value of 0.000. These findings indicate that higher levels of e-service quality, digital trust, and perceived value are associated with higher customer engagement.

In contrast, e-service quality does not have a significant effect on repurchase intention, as reflected by an original sample value of 0.168, a t-statistic value of 1.421, and a p-value of 0.155. Digital trust also does not have a significant effect on repurchase intention, with an original sample value of -0.086, a t-statistic value of 0.743, and a p-value of 0.458. The negative coefficient indicates an inverse direction of the estimated relationship, but the relationship is not statistically significant. Likewise, perceived value does not have a significant effect on repurchase intention, with an original sample value of 0.099, a t-statistic value of 0.917, and a p-value of 0.108. Meanwhile, customer engagement has a positive and significant effect on repurchase intention, with an original sample value of 0.723, a t-statistic value of 7.280, and a p-value of 0.000. Thus, among the variables examined, customer engagement demonstrates the strongest positive estimated relationship with repurchase intention.

5. Discussion

The results of this study indicate that e-service quality has a positive and significant effect on customer engagement, with an original sample value of 0.223, a t-statistic value of 2.065, and a p-value of 0.039. This finding indicates that better electronic service quality is associated with higher customer engagement among Shopee users. E-service quality encompasses efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact, which facilitate users' interactions with the platform. Although responsiveness received a relatively lower score than several other indicators, the overall e-service quality score was 4.29 and

categorized as very good. This finding is consistent with Fan et al. (2022), who found that e-service quality contributes to customer engagement behavior in e-commerce.

Digital trust also has a positive and significant effect on customer engagement, with an original sample value of 0.310, a t-statistic value of 2.669, and a p-value of 0.008. This result indicates that greater consumer confidence in Shopee is associated with higher customer engagement. Digital trust reflects confidence in the platform's ability, integrity, benevolence, and willingness to be depended upon. In e-commerce, trust can reduce uncertainty and perceived risk, thereby increasing users' comfort in interacting with the platform. This finding is consistent with the Commitment-Trust Theory of Morgan and Hunt (1994), which positions trust as an important foundation for customer relationships. It also supports Roisah et al. (2022) and Aliifa and Rofiaty (2023), who found that trust contributes to customer responses in digital commerce. In this study, digital trust obtained an average score of 4.30, indicating a high level of consumer confidence.

Perceived value has a positive and significant effect on customer engagement, with an original sample value of 0.384, a t-statistic value of 4.487, and a p-value below 0.001. This finding indicates that consumers who perceive greater benefits from Shopee tend to demonstrate higher engagement. Perceived value reflects consumers' evaluation of the benefits obtained relative to the sacrifices made. The variable obtained an average score of 4.36, categorized as very high, with emotional value receiving the highest indicator score. This result is consistent with Amir et al. (2021) and Clarisa (2024), who reported a significant relationship between perceived value and customer engagement.

Customer engagement has a positive and significant effect on repurchase intention, with an original sample value of 0.723, a t-statistic value of 7.280, and a p-value below 0.001. This result indicates that higher customer engagement is associated with stronger repurchase intention among Shopee users. Customer engagement includes psychological and behavioral involvement through enjoyment, enthusiasm, attention, absorption, sharing, learning, and endorsing. Active interactions with the platform may strengthen users' involvement and are associated with their intention to purchase again. This finding is consistent with Hikmah and Riptiono (2020) and Anggita and Trenggana (2020), and supports the conceptualization of customer engagement as a broader form of customer involvement beyond the purchase transaction.

In contrast, e-service quality, digital trust, and perceived value do not have significant direct effects on repurchase intention. E-service quality and perceived value show positive but insignificant effects, whereas digital trust has a negative and insignificant effect. These findings are consistent with Ginting (2023), who found that e-service quality and trust did not significantly influence repurchase intention, and Prawita et al. (2025), who reported that perceived value had no significant effect. The findings suggest that favorable evaluations of service quality, trust, and value may not be sufficient to encourage repurchase decisions directly. A possible explanation is that these factors may operate indirectly through relational mechanisms such as customer engagement or satisfaction, which can translate positive perceptions into stronger behavioral intentions. Thus, the nonsignificant direct effects may reflect the importance of intermediate mechanisms in shaping repurchase intention.

6. Conclusion

This study finds that e-service quality, digital trust, and perceived value have positive and significant direct effects on customer engagement. Customer engagement also has a positive and significant direct effect on repurchase intention. In contrast, e-service quality, digital trust, and perceived value do not have significant direct effects on repurchase intention. These findings indicate that the

determinants examined have different direct relationships across the model, with customer engagement demonstrating a significant direct relationship with repurchase intention. These findings strengthen the literature on digital consumer behavior by highlighting the roles of e-service quality, digital trust, perceived value, and customer engagement in the e-commerce context. The findings suggest that Shopee should maintain service quality while strengthening digital trust and perceived value through platform security, transparency, promotional benefits, and personalized experiences. Shopee can also develop interactive features and customer-oriented activities to encourage stronger engagement and support consumers' intention to repurchase.

This study has several limitations. The respondents were limited to Shopee users aged 20–35 years in Semarang, which may limit the generalizability of the findings to users in other regions or age groups. The study employed a cross-sectional survey, so the findings reflect respondents' perceptions at a particular period and may not capture changes in consumer behavior over time. The study examined only e-service quality, digital trust, perceived value, customer engagement, and repurchase intention, while other factors may also influence repurchase behavior. Future research could involve respondents from different age groups and geographical areas to provide broader evidence. Further studies could also employ longitudinal designs and examine additional variables, such as customer satisfaction, perceived convenience, switching costs, promotional attractiveness, or customer experience, to provide a more comprehensive understanding of repurchase intention in e-commerce.

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