Price, Service Quality and Shipping Costs as Intervening Factors on Consumer Behavior To Determine Repeat Purchase Intentions on The Shopee Marketplace in Indonesia

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ABSTRACT

The purpose of this study is to determine the effect of price and service quality on consumer behavior to determine repurchase intentions at the Shopee marketplace in Indonesia through the variable shipping cost as an intervening factor. In this study, the variables used are independent variables, namely price and service quality, while the dependent variable is the consumer behavior variable determining repurchase intentions at the Shopee marketplace in Indonesia and the intervening variable, namely the shipping cost variable. In this study, the data taken is data on Shopee customers or visitors in Indonesia during 2020, totaling 126 million visitors, and the data analysis uses path analysis through the PLS 3.0 program. The research method used in this research is quantitative descriptive research method using data analysis, namely path analysis using PLS 3.0 software. Based on the results of the research analysis, the conclusion of this study is that partially the price and service quality variables affect the consumer behavior variable to determine repurchase intentions in the marketplace on the Shopee platform. Simultaneously, the price and service quality variables affect the consumer behavior variable to determine repurchase intentions in the marketplace on the Shopee platform through the shipping cost variable as an intervening factor. in the context of repeat purchase intentions from an Islamic perspective, businesses should focus on adhering to Islamic principles of fair pricing, ethical conduct, and transparency in pricing and shipping. The implications of this research will be very useful in optimizing Shopee business operations and providing better services to customers, with the hope of increasing repeat

purchase intentions and strengthening Shopee's position in the e-commerce market in Indonesia.

Abstrak: *Tujuan dari penelitian ini adalah untuk mengetahui pengaruh harga dan kualitas pelayanan terhadap perilaku konsumen untuk mengetahui niat pembelian ulang pada marketplace shopee di indonesia melalui variabel biaya pengiriman sebagai faktor intervening. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian deskriptif kuantitatif dengan menggunakan analisis data yaitu analisis jalur dengan menggunakan software PLS 3.0. Berdasarkan hasil analisis penelitian, kesimpulan penelitian ini adalah secara parsial variabel harga dan kualitas pelayanan berpengaruh terhadap variabel perilaku konsumen untuk menentukan niat pembelian ulang di marketplace pada platform Shopee. Secara simultan variabel harga dan kualitas pelayanan berpengaruh terhadap variabel perilaku konsumen untuk menentukan niat membeli ulang di marketplace platform shopee melalui variabel biaya pengiriman sebagai faktor intervening. dalam konteks niat membeli berulang dari perspektif Islam, bisnis harus fokus pada kepatuhan terhadap prinsip-prinsip Islam tentang penetapan harga yang adil, perilaku etis, dan transparansi dalam penetapan harga dan pengiriman. Implikasi dari penelitian ini akan sangat berguna dalam mengoptimalkan operasional bisnis Shopee dan memberikan layanan yang lebih baik kepada pelanggan, dengan harapan dapat meningkatkan niat pembelian ulang dan memperkuat posisi Shopee di pasar e-commerce di Indonesia.*
Kata kunci: *harga, kualitas layanan, perilaku konsumen menentukan niat membeli, biaya pengiriman*

INTRODUCTION

Globalization requires us to want to develop and innovate wisely, where with the development of existing business innovations, it is hoped that the efforts of the business world to be able to increase creativity and changes in the functions and benefits of products will become very real, even tending to want to find something new or rather find renewal in their business by creating business processes that no one else can create, so that later the business that will be offered cannot be imitated by others.[1] Business development efforts that are being pioneered and are already available on various existing platforms are businesses or sales using digital platforms, where sales with this digital platform combine digital platforms and stores, as well as digital buying and selling goods, where this digital trade is made to anticipate consumers whose distance to the location is very far, where this digital buying and selling platform can be done through the customer's smartphone, because now the majority of people are very dependent on smartphones.

This online trading or digital trading platform has quite interesting advantages and makes consumers want to continue shopping and using online trading applications, where the advantages include, among others, by setting up this business requires relatively small and affordable capital, where it is easy for producers to set up a business by cooperating with an online trading service provider platform, this business is also easy to do by displaying types of goods in stores that cooperate with the platform, This business can reach consumers widely, where this business can reach consumers who are far away, this business is carried out by spending inexpensive costs and can increase creativity to create marketing strategies that cannot be done offline, and this

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[1] Bostoen, F. (2019). Online platforms and pricing: Adapting abuse of dominance assessments to the economic reality of free products. Computer Law and Security Review, 35(3), 263-280. https://doi.org/10.1016/j.clsr.2019.02.004

business is carried out in leisure time and requires delivery by cooperating with online delivery applications.[2] This online buying and selling platform can spoil consumers by providing facilities and prices offered tailored to the type of goods and the condition of existing goods. In addition, the services provided by this online shop and trading platform are carried out by providing attractive services to consumers in the form of a marketplace for places to make buying and selling transactions, platform providers provide promos to consumers when buying their products, payments made with a payment getaway system that can be paid directly to payment service providers with an online system, as well as delivery services, where the owner of the online trading platform provides delivery and determines shipping costs tailored to existing competitive conditions.[3]

The concept carried out by online trading services, it is hoped that these online trading services can provide products that are in accordance with what consumers expect, so that later these online trading service providers can provide and produce quality products, and can be used as preferences by consumers, so that consumers can increase buying interest, as well as preferences to increase purchase intentions repeatedly to the available marketplace.[4] Consumers will get something service, both in terms of product quality, price, and services provided by producers or products to consumers, where a service that can provide satisfaction to customers can increase the willingness or intention of customers to buy these products, where appropriate and appropriate services are provided to customers as a foundation in the efforts of business owners to increase customer satisfaction.[5]

Efforts to create a product that can satisfy customers can be seen from the company's efforts as the party producing the product and also the product provider to always provide the best in terms of the right product design, in terms of the usefulness and benefits of the product, in terms of the services that will be provided to consumers, where the service industry of various types is an industry that prioritizes customer service and satisfaction, and creates something special that is not owned by other industries to provide something different to consumers.[6] The online trading service industry has all the elements

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[2] Dailey, L. C., & Ülkü, M. A. (2018). Retailers beware: On denied product returns and consumer behavior. Journal of Business Research, 86 (July 2017), 202-209. https://doi.org/10.1016/j.jbusres.2018.01.064

[3] Hurgobin, Y., Le Floch, V., & Lemercier, C. (2020). Effect of multiple extrinsic cues on consumers' willingness to buy apples: A scenario-based study. Food Quality and Preference, 81, 103860. https://doi.org/10.1016/j.foodqual.2019.103860

[4] Fan, J. L., Wang, Q., Yang, L., Zhang, H., & Zhang, X. (2020). Determinant changes of consumer preference for NEVs in China: A comparison between 2012 and 2017. International Journal of Hydrogen Energy, 45(43), 23557-23575. https://doi.org/10.1016/j.ijhydene.2020.06.002

[5] Santana, S., Thomas, M., & Morwitz, V. G. (2020). The Role of Numbers in the Customer Journey. Journal of Retailing, 96(1), 138-154. https://doi.org/10.1016/j.jretai.2019.09.005

[6] Uzir, M. U. H., Al Halbusi, H., Thurasamy, R., Thiam Hock, R. L., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home

that can be used to attract customers to want to buy and use every existing product and service, where this service industry is a collection of businesses that are in demand by the community in this era of increasing communication technology, where this industry provides a variety of services that are different from the services provided to offline sales or buying and selling activities where buyers and sellers face each other.

There are many online trading platforms scattered in Indonesia, one of which is Shopee, where the Shopee platform is one of the platforms that was founded in Singapore in 2009, then spread to various countries in the world, one of which is in Southeast Asia or more precisely in Indonesia, where Shopee is a platform by providing a marketplace concept in the form of consumer to consumer (C2C), where in 2015 Shopee modified its business into a Hybrid business model, namely consumer to consumer (C2C) and combined with business to consumer (B2C). Around 2017, Shopee became the first choice of the Indonesian people in using services for buying and selling online, where Shopee provides services in the form of a marketplace that is available in various forms and has a variety of types of goods with prices according to the product and its usefulness, provides convenience in setting up a marketplace, provides a 24-hour customer service team to receive customer complaints, and creates a logistics system or delivery of goods at appropriate and affordable prices. With this kind of service, it is not wrong for Shopee to be one of the platforms most visited by consumers, where the number of consumers reaches 126 million customers.

However, in 2020 Shopee customers did not increase by 126 million visitors, where this platform did not become the number one online buying and selling platform in Indonesia, where the Shopee platform could be rivaled by the Tokopedia platform with 147 million customer visits. This is due to the pricing strategy carried out by Shopee, where Shopee creates a bargainable price strategy, but does not provide a bargaining feature in the application or platform, so that visitors find it difficult to bargain, where the result is that visitors get prices that cannot be bargained for. In addition, the service provided by Shopee to pamper consumers to want to use the Shopee platform is to provide customer service within 24 hours, where this service is actually good and useful for overcoming customer complaints. However, this service does not function properly, where customer service cannot always help solve customer problems, even though network and access services are good. This makes some customers undo their intention to use Shopee services and platforms, so that customers are reluctant to buy at the Shopee marketplace repeatedly. In addition, Shopee also innovates to the shipping fee service by implementing free shipping, but this innovation does not work as it should, where the free shipping jargon in the field cannot be proof, where many

delivery service personnel on customer satisfaction: Evidence from a developing country. Journal of Retailing and Consumer Services, 63(April), 102721. https://doi.org/10.1016/j.jretconser.2021.102721

customers complain that only certain items are subject to free shipping and not all items are subject to such services, so that many consumers complain to Shopee, so that some customers will no longer want to use the platform or do not intend to buy repeated embelis ecara to the Shopee platform, because it does not match the reality and expectations of customers. customer.

Findings from data.ai also show that throughout 2022, Shopee is listed as the number one online shopping platform in Indonesia with the highest number of total downloads on both Google Play and Apple Store, and is the number one online shopping platform with the highest number of monthly active users.

As for Shopee's competitors, which are online trading platforms visited by customers, Tokopedia has a measurable price range and is easy to do bargaining applications because they are available on the platform. In addition, the services provided are really done and can satisfy customers, both in terms of service features, and customer complaint services, all of which are resolved properly and tend to satisfy customers. For Tokopedia delivery services, they tend to implement services that are timely and always prioritize customer satisfaction, so that customers do not complain about the services provided, where Tokopedia in applying shipping costs is not grandiose and tends to listen to customer expectations and desires, so that many customers want to always use the Tokopedia platform, and have the intention to continue repeatedly buying products on the Tokopedia platform. The purpose of this study was to determine the effect of price and service quality on consumer behavior to determine repurchase intentions at the Shopee marketplace in Indonesia through the variable shipping cost as an intervening factor.

METHODS

In this study, the variables used are independent variables, namely price and service quality, while the dependent variable is the consumer behavior variable determining repurchase intentions at the Shopee marketplace in Indonesia and the intervening variable, namely the shipping cost variable. In this study, the data taken is data on Shopee customers or visitors in Indonesia during 2020, totaling 126 million visitors, and the data analysis uses path analysis through the PLS 3.0 program. The research method used is descriptive quantitative. Quantitative descriptive method is a method used by describing all problems and then analyzing the data with various analyses, then comparing whether certain variables affect other variables.[7] The data analysis carried out is to use the path analysis method using PLS, where the path analysis with PLS is a path analysis with PLS. (Shmueli et al., 2019) path analysis with PLS is a data analysis carried out to measure the extent to which existing variables affect each other whose data calculations are carried out using

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[7] Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. European Business Review, 31(1), 2-24. https://doi.org/10.1108/EBR-11-2018-0203

the PLS application.... The population of this study were users of the Shopee platform, totaling 126 million customers in 2020, where the sampling technique in this study used a purposive sampling method, where the purposive sampling method is a research method.[8] purposive sampling method is a research method carried out by determining how many research objects are taken under certain conditions, where the number of samples can be calculated using the Slovin formula, namely.[9]

$$n = N / (1 + (N \times e^2))$$

n = 126,000,000 / (1 + (126,000,000 x 0.05²))
n = 400 Shopee visitor samples.

RESULT AND DISCUSSION

To find out the output results through PLS can be explained in the following *Bootstrapping* Model Figure:
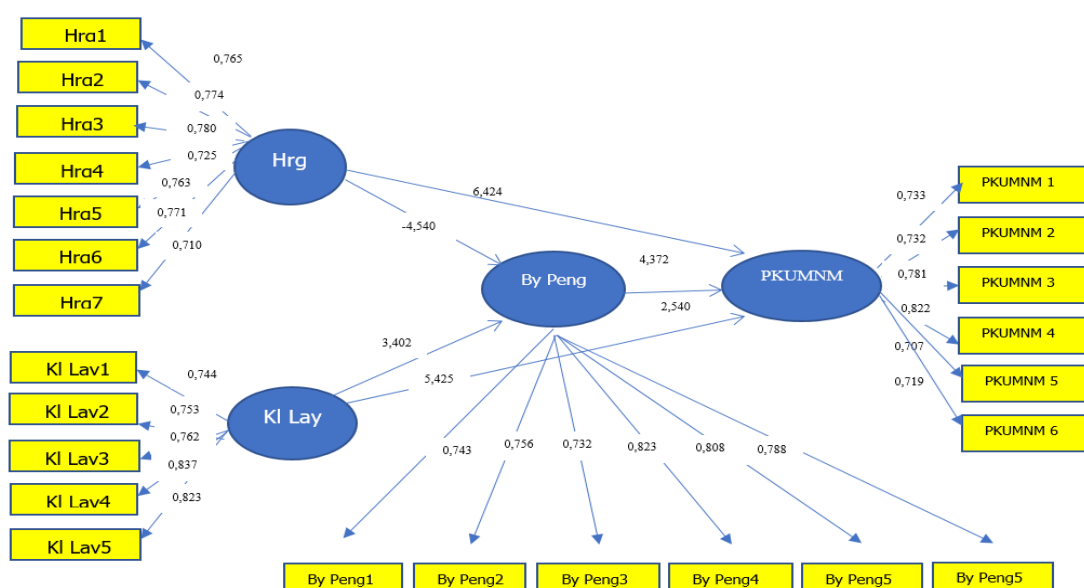

Figure 1 *Bootstrapping* Model

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[8] Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J. H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. European Journal of Marketing, 53(11), 2322-2347. https://doi.org/10.1108/EJM-02-2019-0189

[9] Sembiring, N., Nimran, U., Astuti, E. S., & Utami, H. N. (2020). The effects of emotional intelligence and organizational justice on job satisfaction, caring climate, and criminal investigation officers' performance. International Journal of Organizational Analysis, 28(5), 1113-1130. https://doi.org/10.1108/IJOA-10-2019-1908

Description:
Independent Variables: Price (Hrg) and Service Quality (Kl Lay)
Dependent Variable: Consumer Behavior to Determine Buying Intention (PKUMNM)
Intervening Variable: Shipping Cost (By Peng)

Convergent Validity

(Mandhani et al., 2020) convergent validity is a test conducted to obtain data processing results in the form of *Outer Loading* results which state that the data processing results are valid, where the *outer loading* value requirement is greater than 0.7 significance, where the results of this *convergent validity test* can be seen in Table 1 below:

Table 1 Convergent Validity Test

Variables	Indicator	Outer Loading
Price (X_1)	Hrg 1	0,765
	Hrg 2	0,774
	Hrg 3	0,780
	Hrg 4	0.725
	Hrg 5	0,763
	Hrg 6	0,771
	Hrg 7	0,710
Service Quality (X_2)	Kl Lay 1	0,744
	Kl.Lay 2	0,753
	Kl Lay 3	0,762
	Kl Lay 4	0,837
	Kl Lay 5	0,823
Consumer Behavior to Determine Buying Intention (Y)	PKUMNM 1	0,733
	PKUMNM 2	0,732
	PKUMNM 3	0,781
	PKUMNM 4	0,822
	PKUMNM 5	0,707
	PKUMNM 6	0,719
Shipping Cost (Z)	By Peng 1	0,743
	By Peng 2	0,756
	By Peng 3	0,732
	By Peng 4	0,823
	By Peng 5	0,808
	By Peng 6	0,788

Source: Results of Data Processing with PLS 3.0, 2021

Based on table 1 above, it can be explained that the data processing

value or *outer loading* value is more than 0.70, it can be concluded that the distribution of data processing results through the *convergent validity* test can be said to have a valid data distribution and is suitable for other data processing.

Average Variant Extracted (AVE)

The results of the AVE analysis can be seen in Table 2 below:

Table 2 AVE Test

Variables	AVE
Price (X_1)	0,553
Service Quality (X_2)	0,565
Consumer Behavior to Determine Buying Intention (Y)	0,523
Shipping Cost (Z)	0,627

Source: Results of Data Processing with PLS 3.0, 2021

Based on Table 2 above, it can be explained that the *AVE* value has a value greater than 0.5, which means that the data distribution of the existing variables has good data accuracy, so it is necessary to continue further data testing.

Composite Reliability Test

For the results of *composite reliability* testing can be seen in Table 3 below:

Table 3 *Composite Reliability Test*

Variables	Composite Reliability
Price (X_1)	0,836
Service Quality (X_2)	0,856
Consumer Behavior to Determine Buying Intention (Y)	0,827
Shipping Cost (Z)	0,840

Source: Results of Data Processing with PLS 3.0, 2021

Based on Table 4 above, it can be explained that the value of the results of data processing composite reliability testing is greater than 0.6, which means that all variables have a high level of reliability and are suitable for further testing.

Path Coefficient Test

(Walkowiak et al., 2019) *path coefficient test* is the result of data testing to determine how strong the data has a direct effect or not.[10] The results of the *path*

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[10] Walkowiak, A., Ledziński, Ł., Zapadka, M., & Kupcewicz, B. (2019). Corrigendum to "Detection of adulterants in dietary supplements with Ginkgo biloba extract by attenuated total reflectance Fourier transform infrared spectroscopy and multivariate methods PLS-DA and PCA" [Spectrochim. Acta A Mol. Biomol. Spectrosc. 208 (2019) 222-228](S1386142518309326)(10.1016/j.saa.2018.10.008). Spectrochimica Acta - Part A: Molecular and Biomolecular Spectroscopy, 210, 289. https://doi.org/10.1016/j.saa.2018.11.036

coefficient test can be seen in the R value² or R Square value which can be analyzed according to Tables 4 to 8 below:

Table 4 R Square Test of Variable X_1 on Y

Variables	R Square
Price (X_1)	0,865
Consumer Behavior to Determine Buying Intention (Y)	0,809

Source: Data Processing Results with PLS 3.0, 2021

Based on Table 4 above, it can be explained that the R Square value of the price variable is 86.5, which means that the percentage increase in price of 86.5% can be explained by the consumer behavior variable to determine purchase intention and the remaining 13.5% can be explained by other variables not explained in this study.

Table 5 R Square Test of Variable X_2 on Y

Variables	R Square
Service Quality (X_2)	0,880
Consumer Behavior to Determine Buying Intention (Y)	0,812

Source: Results of Data Processing with PLS 3.0, 2021

Based on Table 5 above, it can be explained that the R Square value of the service quality variable is 88.0, which means that the percentage of increasing service quality by 88% can be explained by the consumer behavior variable to determine purchase intention and the remaining 12% can be explained by other variables not explained in this study.

Table 6 R Square Test of Variable X_1 Against Z

Variables	R Square
Price (X_1)	0,817
Shipping Cost (Z)	0,800

Source: Results of Data Processing with PLS 3.0, 2021

Based on Table 6 above, it can be explained that the R Square value of the price variable is 81.7, which means that the percentage increase in price of 81.7% can be explained by the shipping cost variable and the remaining 18.3% can be explained by other variables not explained in this study.

Table 7 R Square Test of Variable X_2 Against Z

Variables	R Square
Service Quality (X_2)	0,606
Shipping Cost (Z)	0,623

Source: Data Processing Results with PLS 3.0, 2021

Based on Table 7 above, it can be explained that the R Square value of the service quality variable is 60.6, which means that the percentage of increased service quality of 39.4% can be explained by the shipping cost variable and the remaining 60.6% can be explained by other variables not explained in this study.

Table 8 Test R Square Variable Z Against Y

Variables	R Square
Shipping Cost (Z)	0,824
Consumer Behavior to Determine Buying Intention (Y)	0,805

Source: Results of Data Processing with PLS 3.0, 2021

Based on Table 8 above, it can be explained that the R Square value of the shipping cost variable is 82.4, which means that the percentage of increased service quality of 82.4% can be explained by the consumer behavior variable to determine purchase intention and the remaining 17.6% can be explained by other variables not explained in this study.

Hypothesis Test

To explain the results of hypothesis testing can be seen in Table 9 below:

Table 9 Hypothesis Test

Hypothesis	Influence	T-Statistics	P-Value	Results
H1	The effect of price on consumer behavior to determine purchase intention	6,424	0,001	Accepted
H2	The effect of service quality on consumer behavior to determine purchase intention	5,425	0,002	Accepted
H3	The effect of price on shipping costs	-4,540	0,103	Rejected
H4	The effect of service quality on shipping costs	3,402	0,003	Accepted
H5	The effect of price on consumer behavior to determine purchase intention with variable shipping costs as an intervening factor	4,372	0,001	Accepted
H6	The effect of service quality on consumer behavior to determine purchase intention with variable shipping costs as an intervening factor	2,540	0,002	Accepted

Source: Results of Data Processing with PLS 3.0, 2021

Based on Table 9 above, it can be explained that the price and service quality variables partially affect the consumer behavior variable to determine repurchase intentions in the *marketplace* on the Shopee platform. Simultaneously, the price and service quality variables affect the consumer behavior variable to determine repurchase intentions in the *marketplace on* the Shopee platform through the shipping cost variable as an intervening factor.

DISCUSSION

Based on the results of the t test for the price variable, it can be seen that the t test value of 6.424 is greater than the significance value of 0.05, which means that price has an effect on consumer behavior to determine repurchase intentions in the *marketplace* on the Shopee platform, where research states that increasing prices will make consumers rethink their intention to buy products on existing online trading platforms. (Aw et al., 2021) research states that increasing prices will make consumers rethink their intention to buy products on existing *online* trading platforms. Conversely, prices that are affordable and in line with consumer expectations will make consumers want to intend to repurchase products on the *online* trading platform[11].

In addition, the results of the t test for price can be seen that the t test value of -4.540 is smaller than the significance value of 0.05, where the price has no effect on shipping costs, which is in accordance with research. where the study explains that not always shipping costs increase due to price, but shipping costs increase due to the best service which is a plus in addition to product quality.[12]

The results of the t test regarding price can be seen that the t test value of 4.372 is greater than the significance value of 0.05, which means that price has an effect on consumer behavior to determine repurchase intentions in the *marketplace* on the Shopee platform with variable shipping costs as an intervening factor. where research states that prices that fluctuate and do not meet consumer expectations, as well as increasing shipping costs will make consumers hesitate to increase their purchase intentions for existing products, so that the decision to buy is very dependent on price and shipping costs. which states that prices that fluctuate and do not meet consumer expectations, as well as increasing shipping costs will make consumers hesitate to increase their purchase intention for existing products, so the decision to buy is very

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[11] Aw, E. C. X., Kamal Basha, N., Ng, S. I., & Ho, J. A. (2021). Searching online and buying offline: Understanding the role of channel-, consumer-, and product-related factors in determining webrooming intention. Journal of Retailing and Consumer Services, 58 (May 2020), 102328. https://doi.org/10.1016/j.jretconser.2020.102328

[12] Chang, S., Dong, Y., & Wang, X. (2021). Optimal shipping policy in retail competition and its effect on customers. Electronic Commerce Research and Applications, 45 (October 2020), 101020. https://doi.org/10.1016/j.elerap.2020.101020

dependent if the price and shipping costs are not a burden on consumers.[13]

Based on the results of the t test for the service quality variable, it can be seen that the t test value of 5.425 is greater than the significance value of 0.05, which means that the service quality variable has an effect on the consumer behavior variable to determine repurchase intentions in the *marketplace* on the Shopee platform, where research states that if the services provided to consumers are of good quality, consumers will be happy to behave and intend to buy the products and services available on the product. Research states that if the services provided to consumers are of good quality, then consumers will be happy to behave and intend to buy the products and services available on the product.[14] Conversely, if the quality of service provided to consumers is poor, then consumers will rethink their intention to buy the products and services in the product.

In addition, the t test results for the service quality variable, where the t test value of 3.402 is greater than the significance value of 0.05, which means that the service quality variable has an effect on the shipping cost variable, where research states that shipping costs include services provided when distributing products, where large shipping costs are charged to customers making the services provided poor and not of quality, so that it will affect consumer attitudes in buying. (Li et al., 2019) which states that shipping costs include services provided when distributing products, where large shipping costs are charged to customers making the services provided poor and not of high quality, so that it will affect consumer attitudes in buying these products, where consumers will think back to buying products with these less quality services.[15]

The t test results for the service quality variable, where the t test value of 2.540 is greater than the significance value of 0.05, which means that the service quality variable affects consumer behavior to determine repurchase intentions in the *marketplace* on the Shopee platform with the variable shipping cost as an intervening factor, where research research states that excellent service quality and appropriate shipping costs will allow consumers to think about continuing to use the products and services provided to them, where products, services and shipping costs become an integral part of the product distribution process.

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[13] Pautler, P. A. (2018). A History of the FTC's Bureau of Economics. 143–343. https://doi.org/10.1108/s0193-589520180000028005

[14] Nagy, G., Megehee, C. M., & Woodside, A. G. (2018). Computing with words in modeling firms' paradoxical performances. Advances in Business Marketing and Purchasing, 25, 155-236. https://doi.org/10.1108/S1069-096420180000025008

[15] Li, C., Chu, M., Zhou, C., & Xie, W. (2019). Is it always advantageous to add-on item recommendation service with a contingent free shipping policy in platform retailing? Electronic Commerce Research and Applications, 37(March), 100883. https://doi.org/10.1016/j.elerap.2019.100883

Consumer behavior in the context of repeat purchase intentions is influenced by various factors, and these factors can be analyzed within an Islamic perspective. In Islamic economics and ethics, there are guidelines and principles that can be applied to aspects like pricing, service quality, and shipping costs. Here's how these factors may be considered from an Islamic perspective

In Islam, the concept of fair and ethical pricing is essential. Businesses are encouraged to charge reasonable prices and avoid exploiting customers. Avoiding Riba (Usury): Islamic finance prohibits the charging or payment of interest (riba). Businesses should structure their pricing and financing arrangements in accordance with these principles. Transparency: Transparency in pricing is crucial. Businesses should clearly state the price and any additional costs to the customer. Ethical Conduct: Islamic ethics encourage honesty, integrity, and good conduct in business transactions. Providing high-quality service is a reflection of these principles. Customer Trust: Maintaining trust with customers is vital. Islamic teachings emphasize the importance of trust in all transactions. Reasonable Shipping Costs: Shipping costs should be reasonable and fair. Overcharging on shipping can be seen as an unethical practice. Transparency: As with pricing, it's important to be transparent about shipping costs and any additional fees.

When these factors are considered within an Islamic perspective, they can influence consumers' repeat purchase intentions positively. Trust and Loyalty: When businesses adhere to Islamic principles in their pricing, service quality, and shipping practices, they are more likely to earn the trust and loyalty of Islamic consumers, which can lead to repeat purchases. Ethical Considerations: Consumers who value Islamic ethics may be more inclined to support businesses that align with their ethical values. Businesses that follow fair pricing and ethical conduct are more likely to attract repeat customers. Word of Mouth: Satisfied customers may recommend businesses that follow Islamic principles to others in their community, leading to a positive impact on repeat purchase intentions.

CONCLUSION

Based on the results of the research analysis, the conclusion of this study is that partially the price and service quality variables affect the consumer behavior variable to determine repurchase intentions in the marketplace on the Shopee platform. Simultaneously, the price and service quality variables affect the consumer behavior variable to determine repurchase intentions in the marketplace on the Shopee platform through the variable shipping cost variable as an intervening factor. Through the research results that have been stated above, an online trading platform such as shopee always sets prices according to consumer expectations, improves services, so that it has qualified quality through improving existing services on the platform, as well as determining

shipping costs that are consistent and according to customer expectations, then customers will have a high intention to use products on the Shopee paltform, so that the Shopee platform returns to become the number one online trading platform again defeating the toughest competitor, namely Tokopedia.

Author's Contribution
Mangasa Panjaitan: Contribute to formulating research ideas, collecting data, processing data, and interpreting data.
Hotlan Butar-Butar: Contributing to writing systematics, research methods, analyzing interpretation results, and the language proofread.

Declaration of Competing Interest
The author declares that there is no conflict of interest.

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