

# The Effect of E-Customer Value and Internal Factors on E-Trust, E-Satisfaction, and E-Repurchase Intention in Online Marketplaces

*E-Customer Value,  
Internal Factors, and  
E-Repurchase Intention*

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## ABSTRACT

The development of internet technology has transformed consumer behavior, shifting society toward online shopping activities. This lifestyle change is reflected in the increasing demand for goods and services that can be accessed quickly and conveniently through digital platforms. This study aims to analyze the effect of e-customer value and internal factors on e-trust, e-satisfaction, and e-repurchase intention, as well as to examine the mediating role of e-trust and e-satisfaction in online repurchase behavior. This research uses a quantitative approach with Structural Equation Modeling (SEM) based on a sequential explanatory design. Data were collected through a survey of e-commerce users and analyzed to test the relationships among the variables. The results show that e-customer value and internal factors have a positive effect on e-trust, e-satisfaction, and e-repurchase intention. In addition, e-trust and e-satisfaction also have a positive effect on e-repurchase intention. The mediation analysis reveals that e-trust mediates the relationship between e-customer value and e-repurchase intention, while e-satisfaction mediates the relationship between internal factors and e-repurchase intention. This study contributes to the development of consumer behavior literature in online shopping by highlighting the importance of customer value, internal factors, and mediating psychological mechanisms in shaping repurchase intention in e-commerce environments.

Submitted:  
January 8, 2026

Revised:  
April 8, 2026

Accepted:  
May 23, 2026

Published Online:  
May 31, 2026

**Keywords:** E-Customer Value, E-Repurchase Intention, E-Satisfaction, E-Trust, Internal Factors.

## INTRODUCTION

Information and communication technology has brought significant transformation to economic and business activities in various regions, including Palu City. The rapid increase in internet users has changed the way people interact, communicate, and conduct transactions in daily life (Singh et al., 2024). One of the most important impacts of this development is the shift from traditional shopping activities to digital-based purchasing through internet platforms. Application-based technologies now enable consumers to access a wide variety of goods and services more easily, efficiently, and without limitations of time and place. This transformation has created new opportunities for businesses to expand market reach and has reshaped the retail sector into a more dynamic and highly competitive digital environment (Reinartz et al., 2019; Cumming et al., 2023).

The development of digital commerce is strongly reflected in the emergence of e-commerce platforms and online marketplaces (Ivanova et al., 2021). E-commerce refers to online systems that facilitate buying and selling activities between sellers and consumers through the internet. As stated by Ebrahimi et al. (2022), e-commerce is often understood as online shop systems where products are offered directly by sellers, either in single-brand stores or multi-product stores managed digitally. Meanwhile, marketplaces function as intermediary platforms that connect multiple sellers and buyers within one integrated system, allowing various products to be offered in a single digital environment (Wulfert & Schütte, 2022). In Indonesia, especially in regions such as Central Sulawesi, online shopping activities are widely conducted through social media platforms such as

**JIMKES**

Jurnal Ilmiah Manajemen  
Kesatuan  
Vol. 14 No. 3, 2026  
pp. 2915-2926  
IBI Kesatuan  
ISSN 2337 – 7860  
E-ISSN 2721 – 169X  
DOI: 10.37641/jimkes.v14i3.5256

Facebook and Instagram due to their accessibility, affordability, and ease of use for both sellers and consumers.

Along with the growth of online shopping platforms, consumer behavior has also undergone significant changes. Consumers are now more active in searching for product information, comparing alternatives, evaluating prices, and selecting payment methods before making purchasing decisions. After completing transactions, consumers also tend to provide feedback in the form of ratings and reviews, which can influence the decisions of other potential buyers (Rachmiani et al., 2024). These changes indicate that purchasing behavior in the digital era is increasingly shaped by information availability and online experience (Anand et al., 2023). Furthermore, consumers are motivated by convenience, product variety, competitive pricing, and ease of access provided by digital platforms, which makes online shopping an increasingly preferred choice (Zeqiri et al., 2023).

In addition, trust and satisfaction have become crucial factors in determining consumer behavior in online environments (Saoula et al., 2023). E-trust refers to consumers' confidence in online sellers or platforms, particularly regarding security, reliability, and transaction transparency. E-satisfaction reflects consumers' overall evaluation of their shopping experience, including product quality, service performance, and fulfillment of expectations (Mamakou et al., 2024). Previous research by Ibrahim et al. (2024) highlights that customer ratings and reviews play a significant role in building trust, which directly influences consumer interest and business sustainability. Furthermore, e-satisfaction has been proven to encourage repeat purchase intention, as satisfied consumers tend to return to the same platform or seller for future transactions (Hikam & Susilowati, 2025). A positive consumer experience is therefore a key driver of long-term customer loyalty in digital commerce environments.

Despite the growing body of literature on online consumer behavior, a research gap still exists. Previous studies have generally examined e-trust and e-satisfaction separately, without fully integrating how both constructs are formed through e-customer value and internal consumer factors within a single explanatory framework (Dewi & Giantari, 2022). Moreover, limited attention has been given to regional contexts such as Palu City, where differences in digital literacy, infrastructure, and online shopping behavior may lead to different consumer responses compared to metropolitan areas. This indicates the need for a more comprehensive model that explains both direct and indirect relationships among the variables.

Therefore, this study develops a mediated model in which e-trust and e-satisfaction function as mediating variables that explain the relationship between e-customer value and internal factors on e-repurchase intention. This model is expected to provide a more complete understanding of the mechanisms underlying consumers' repurchase behavior in online shopping environments. Therefore, this study aims to examine the mechanism by which e-customer value and internal consumer factors influence e-trust and e-satisfaction, where both variables function as mediating variables, and how these mediated relationships subsequently affect consumers' e-repurchase intention in online shopping environments.

## **LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT**

### **The Effect of E-Customer Value**

Customer value plays an essential role in shaping consumer behavior in the context of e-commerce, as it reflects the overall assessment of benefits received compared to the costs incurred during online transactions. When customers perceive high value in an online platform, they tend to develop stronger psychological responses such as trust, satisfaction, and repurchase intention. Saleem et al. (2024) stated that customer value has a positive effect on e-trust because perceived value reduces uncertainty and enhances confidence in the reliability of online sellers. When consumers feel that an e-commerce platform provides fair prices, good service quality, and functional benefits, their level of trust toward the platform increases significantly, strengthening long-term relationships between customers and online retailers (Kim & Yum, 2024).

In addition, customer value contributes positively to e-satisfaction. High e-customer value occurs when customers feel that the benefits of an online shopping experience exceed their expectations, leading to greater satisfaction with the platform. This satisfaction is formed through the alignment between customer expectations and actual performance in terms of convenience, efficiency, and service quality (Dhewi & Setyawan, 2023). Furthermore, Zhang and Wang (2009) customer value also influences e-repurchase intention. When customers perceive strong value from previous transactions, they are more likely to repeat purchases because they associate the platform with positive and beneficial experiences. This perception strengthens customer loyalty and encourages continuous usage of the same e-commerce platform in the future (Junnawan & Slamet, 2024).

H1: E-customer value has a positive effect on e-trust.

H2: E-customer value has a positive effect on e-satisfaction.

H3: E-customer value has a positive effect on e-repurchase intention.

### **The Effect of Internal Factor**

Internal factors in e-commerce refer to system-related and psychological drivers such as perceived ease of use, perceived security, information quality, and service reliability that shape user evaluations of digital platforms. These internal aspects play an important role in determining how customers perceive and respond to online shopping experiences, particularly in forming e-trust, e-satisfaction, and e-repurchase intention. Internal factors such as perceived ease of use have a positive effect on e-trust because reliable system performance and secure transaction processes reduce uncertainty and perceived risk in online environments (Saoula et al., 2023). When users perceive that an e-commerce platform is easy to use, transparent, and secure, their confidence in the platform increases significantly, strengthening their willingness to trust the seller and engage in transactions (Ismagilova et al., 2017).

Internal factors also positively influence e-satisfaction. A well-designed platform with efficient navigation, accurate information, and responsive service enhances user experience and ensures that customer expectations are fulfilled. Shareef et al. (2019) stated that this alignment between expectations and system performance leads to higher satisfaction levels among online shoppers. Furthermore, internal factors contribute to e-repurchase intention. When customers experience consistent system quality, security, and convenience, they are more likely to repeat purchases because they develop habitual usage and positive evaluations of the platform. This reinforces long-term behavioral intention to continue using the same e-commerce service (Gautam et al., 2022).

H4: Internal factors have a positive effect on e-trust.

H5: Internal factors have a positive effect on e-satisfaction.

H6: Internal factors have a positive effect on e-repurchase intention.

### **The Effect of E-Trust and E-Satisfaction on E-Repurchase Intention**

E-trust is an important factor influencing consumers' e-repurchase intention in the context of electronic commerce. E-trust reflects consumers' confidence in transaction security, platform reliability, and the seller's ability to fulfill promised services. When consumers perceive that an online platform can protect personal data, provide accurate product information, and offer secure payment systems, they are more likely to make repeat purchases (Kaur & Arora, 2021). In a highly competitive digital business environment, a high level of trust can also reduce perceived risk and uncertainty commonly associated with online transactions. Therefore, the higher the level of e-trust perceived by consumers, the greater their intention to repurchase through the platform. This argument is supported by previous studies conducted by Gautam et al. (2022) and Dhewi and Setyawan (2023), which found that consumer trust in electronic services positively affects online repurchase intention.

In addition to e-trust, e-satisfaction also plays a significant role in increasing consumers' e-repurchase intention. E-satisfaction refers to consumers' level of satisfaction after experiencing online shopping activities, including product quality, application usability, service responsiveness, and the overall transaction experience. Consumers who feel satisfied tend to develop positive emotional experiences, encouraging them to revisit and repurchase from the same platform in the future (Mahmoud et al., 2018). High levels of satisfaction may also foster customer loyalty and strengthen long-term relationships between consumers and digital businesses. Therefore, the higher the level of e-satisfaction perceived by consumers, the stronger their intention to engage in online repurchase behavior. This statement is consistent with findings reported by Miao et al. (2022) and Syaharani and Yasa (2022), who concluded that e-satisfaction has a positive effect on e-repurchase intention in e-commerce services.

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

H8: E-satisfaction has a positive effect on e-repurchase intention.

### The Effect of E-Trust and E-Satisfaction as a Mediating Variable

The mediating role of e-trust and e-satisfaction is crucial in explaining how cognitive evaluations of online platforms are transformed into long-term behavioral intentions such as e-repurchase intention. These mediating variables represent psychological mechanisms that bridge the influence of value perceptions and system quality on customer loyalty in e-commerce environments. E-trust mediates the relationship between customer value and e-repurchase intention. When customers perceive high value from an e-commerce platform in terms of benefits, price fairness, and convenience, they are more likely to develop trust in the platform. This trust reduces uncertainty and perceived risk in online transactions, thereby increasing the likelihood of repurchase behavior (Kaur & Arora, 2021). Empirical findings by Miao et al. (2022) and Syaharani and Yasa (2022) show that both e-customer value and trust significantly contribute to repurchase intention, and trust functions as an important mediating mechanism in this relationship.

Similarly, e-satisfaction mediates the effect of internal factors on e-repurchase intention. Internal factors such as system quality, information quality, and service performance enhance users' overall experience, which leads to higher satisfaction levels. When customers feel satisfied with their interaction with an e-commerce platform, they tend to develop loyalty and a stronger intention to repurchase. Dewi and Giantari (2022), Ginting et al. (2023), and Putri (2023) confirm that satisfaction plays a significant mediating role between service quality-related factors and repurchase intention in online shopping contexts. Both e-trust and e-satisfaction act as key mediators that convert e-customer value and internal system quality into sustained repurchase intentions in digital commerce environments.

H9: E-trust mediates the effect of customer value on e-repurchase intention.

H10: E-satisfaction mediates the effect of internal factors on e-repurchase intention.

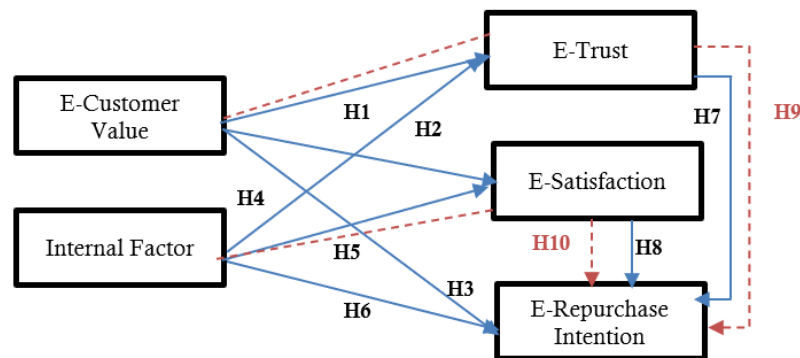


Figure 1. Research Framework

Figure 1 illustrates the research framework examining the effects of e-customer value and internal factors on e-trust, e-satisfaction, and e-repurchase intention. The direct relationships are represented by hypotheses H1–H8, which describe the influence of the independent variables on the dependent variables. In addition, the red dashed lines indicate mediating relationships, where H9 represents the mediating role of e-trust on e-repurchase intention, while H10 represents the mediating role of e-satisfaction on e-repurchase intention.

## RESEARCH METHODS

This study employs a quantitative approach using a Sequential Explanatory design, which involves collecting and analyzing quantitative data in the first stage, followed by further analysis to explain the findings. According to Sugiyono (2011), this design begins with quantitative data collection and analysis, followed by qualitative data to further explain and strengthen the initial findings. The study was conducted in Palu City, Central Sulawesi, Indonesia, with a research period from January to May 2023. Due to the geographically dispersed population, data collection is conducted through a web-based survey using Google Forms. With internet penetration reaching 39.34% in 2021 and a total population of approximately 3,021,879 people, online data collection is considered appropriate and feasible for this study.

The sample size is determined based on several methodological guidelines. Hair et al. (2010) recommend a minimum of 10 respondents per indicator, while Ferdinand (2014) suggests at least five times the number of questionnaire items. In addition, Kline (1998) recommends a minimum of 200 respondents for Structural Equation Modeling (SEM). Since this study uses 42 indicators, the minimum required sample size is 210 respondents ( $42 \times 5$ ), which is adopted as the final sample size.

This study involves five variables, namely e-customer value, internal factors, e-trust, e-satisfaction, and e-repurchase intention. These variables are categorized into exogenous and endogenous constructs. Exogenous variables are those not influenced by other variables, while endogenous variables are influenced by other constructs in the model (Hair et al., 2000; Zikmund, 2000; Malhotra et al., 2020). In this study, e-trust, e-satisfaction, and e-repurchase intention are treated as endogenous variables, whereas e-customer value and internal factors are exogenous variables.

For data analysis, descriptive statistics are used to summarize the characteristics of the respondents and research variables. According to Sugiyono (2011), descriptive analysis involves interpreting data using frequency distributions and mean scores, which are then categorized into five levels ranging from very low to very high. Furthermore, Structural Equation Modeling (SEM) using AMOS is employed to test the hypotheses. SEM is considered appropriate as it enables the analysis of latent variables, measurement error, and complex relationships simultaneously (Ferdinand, 2014). Model fit is evaluated using several goodness-of-fit indices, including Chi-square (expected to be non-significant), RMSEA ( $< 0.08$ ), GFI ( $> 0.90$ ), AGFI ( $> 0.90$ ), CMIN/DF ( $< 2.00$ ), TLI ( $\geq 0.90$ ), and CFI ( $\geq 0.90$ ), indicating that the model is acceptable when these criteria are met.

## RESULTS

buyers are brought together to conduct transactions. The marketplace owner is not responsible for the products sold, as its main role is to provide a platform that facilitates interactions between sellers offering products and buyers searching for them. When a purchase occurs, the marketplace manages the transaction process, including payment and delivery to consumers. The platform can be accessed through websites or mobile applications, enabling fast, easy, and efficient transactions.

The measurement model is assessed using Confirmatory Factor Analysis (CFA) to evaluate construct validity, ensuring that indicators appropriately reflect their underlying latent variables. Construct validity indicates that the observed indicators from the sample adequately represent the true population construct. CFA is conducted for each variable,

and a model is considered to have a good fit when it meets the goodness-of-fit criteria. Hair et al. (2010) recommend using at least one absolute fit index (GFI, RMSEA, or RMR) and one incremental fit index (CFI, NFI, IFI, AGFI, or TLI) to determine model adequacy. In addition, Waluyo (2011) states that an indicator is considered valid if its standardized regression weight is at least 0.40. Furthermore, construct reliability is assessed to ensure consistency of the measurement instrument, where a construct is considered reliable if it achieves a value of  $\geq 0.70$ . The results of the CFA and construct reliability tests are presented in the following table.

**Table 1.** CFA and Construct Reliability Test

Construct	Indicators	Standardized Regression Weight	CR	Information	AVE
E-Customer Value (X1)	X1.1.1	0.682	0.973	Valid & Reliable	0.735
	X1.1.2	0.661			
	X1.1.3	0.792			
	X1.2.1	0.796			
	X1.2.2	0.651			
	X1.2.3	0.790			
	X1.3.1	0.809			
	X1.3.2	0.734			
	X1.3.3	0.859			
	X1.4.1	0.776			
	X1.4.2	0.862			
	X1.4.3	0.853			
Internal Factors (X2)	X1.4.4	0.868	0.959	Valid & Reliable	0.704
	X2.1.1	0.857			
	X2.1.2	0.841			
	X2.1.3	0.883			
	X2.2.1	0.636			
	X2.2.2	0.679			
	X2.2.3	0.699			
	X2.2.4	0.699			
E-Trust (Y1)	X2.3.1	0.724	0.950	Valid & Reliable	0.829
	X2.3.2	0.796			
	X2.3.3	0.755			
	Y1.1.1	0.646			
	Y1.1.2	0.836			
	Y1.1.3	0.907			
	Y1.2.1	0.913			
E-Satisfaction (Y2)	Y1.2.2	0.911	0.953	Valid & Reliable	0.829
	Y1.2.3	0.873			
	Y1.2.4	0.862			
	Y2.1.1	0.864			
	Y2.1.2	0.879			
	Y2.1.3	0.742			
E-Repurchase Intention (Y3)	Y2.1.4	0.886	0.955	Valid & Reliable	0.832
	Y2.1.5	0.871			
	Y2.1.6	0.862			
	Y3.1.1	0.873			
	Y3.1.2	0.892			
Y3.1.3	0.901				
Y3.2.1	0.813				
Y3.2.2	0.836				
Y3.2.3	0.802				

Table 1 presents the results of the CFA test for all research variables, indicating that the measurement model meets the required validity and reliability criteria. The standardized regression weights for all indicators are  $\geq 0.5$ , confirming that each indicator is capable of adequately explaining its respective latent construct. In addition, the Average Variance Extracted (AVE) values for all variables exceed the threshold of 0.5, indicating that the indicators have sufficient convergent validity and that the variance captured by

the constructs is greater than the measurement error. Furthermore, all constructs achieve composite reliability values  $\geq 0.70$ , demonstrating that the measurement instruments are reliable and consistent for further analysis.

Specifically, e-customer value, internal factors, e-trust, e-satisfaction, and e-repurchase intention all show consistent results in terms of validity and reliability. Each construct demonstrates acceptable standardized regression weights, adequate AVE values, and strong construct reliability, confirming that all measurement items are valid representations of their latent variables. Therefore, it can be concluded that all constructs in this study meet the requirements of the construct validity and reliability tests and are suitable for subsequent structural analysis.

**Table 2.** Normality Test

Test Type	Criterion	Result Range / Value	Interpretation
Univariate Normality	-2.58 to +2.58	Most indicators within range	Met
Multivariate Normality	-2.58 to +2.58	35.40	Not met

Table 2 presents the results of the normality test for SEM assumptions, showing that most univariate Critical Ratio (CR) values fall within the acceptable range of -2.58 to +2.58, indicating that the data are normally distributed at the indicator level. However, the multivariate CR value is 35.40, which exceeds the required threshold, indicating a violation of multivariate normality. Despite this, the data are still considered adequate for further SEM analysis because the majority of variables meet the univariate normality assumption. In addition, the AMOS output shows no warnings related to multicollinearity or singularity during data processing, indicating that there is no multicollinearity problem in the dataset, and the analysis can proceed to the next stage.

**Table 3.** Goodness of fit Structural Model

Goodness of Fit Measure	Index	Cut Off	Information
Chi-Square	1491.678	Small	Good
Probability	0.000	<0.05	Fit
CMIN/DF	1.862	<2.00-5.00	Fit
NCP	690.678	>0.05	Fit
CFI	0.926	>0.9	Fit
RMR	0.028	<0.08	Fit
TLI	0.921	>0.9	Fit
GFI	0.745	>0.9	Moderate
AGFI	0.712	>0.9	Moderate
IFI	0.927	>0.9	Fit
RMSEA	0.064	0.05-0.08	Fit

Table 3 shows the goodness-of-fit results of the structural model, indicating that most fit indices meet the recommended criteria. The model demonstrates acceptable fit based on Chi-Square, Probability, CMIN/DF, NCP, CFI, RMR, TLI, IFI, and RMSEA, which are within their respective threshold values. Although GFI (0.745) and AGFI (0.712) are categorized as moderate, the overall model fit is still considered good. Therefore, the structural model is deemed adequate, and the hypothesis testing can proceed (Solimun, 2002; Marchamah et al., 2023).

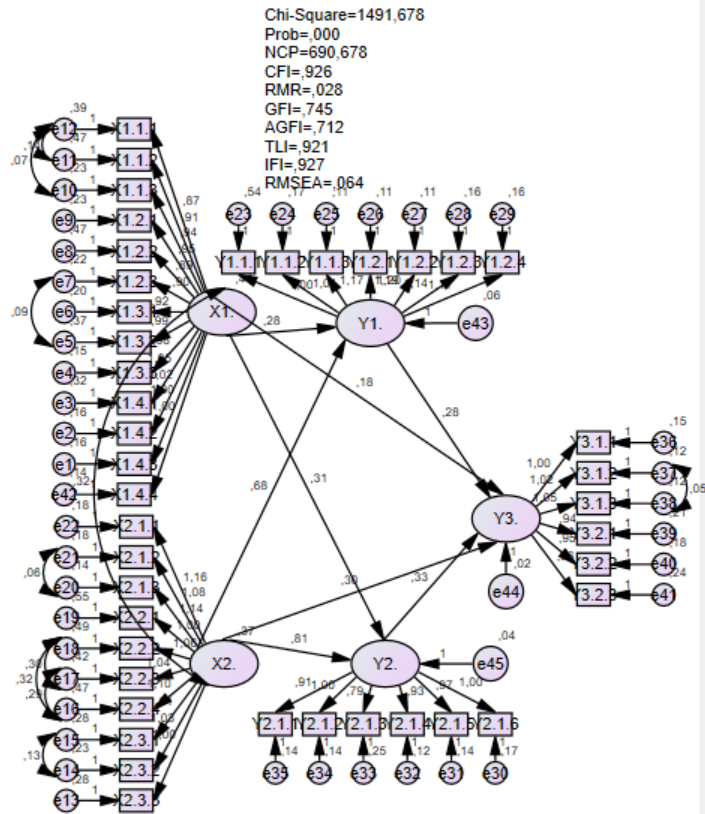


Figure 2. Structural Model

Figure 2 shows that customer value and internal factor have positive effects on e-trust, e-satisfaction, and e-repurchase intention, both directly and indirectly. In addition, e-trust and e-satisfaction act as mediating variables that strengthen the relationship between customer value and internal factors toward e-repurchase intention, indicating that higher levels of trust and satisfaction enhance customers' intention to repurchase.

Table 4. Direct Effects Test

Path	Estimate	S.E.	C.R.	p-value	Label
E-Customer Value → E-Trust	0.276	0.063	4.397	0.000	Par_38
E-Customer Value → E-Satisfaction	0.309	0.060	5.136	0.000	Par_43
E-Customer Value → E-Repurchase Intention	0.178	0.063	2.824	0.005	Par_44
Internal Factor → E-Trust	0.677	0.093	7.258	0.000	Par_42
Internal Factor → E-Satisfaction	0.813	0.085	9.510	0.000	Par_40
Internal Factor → E-Repurchase Intention	0.297	0.142	2.085	0.037	Par_45
E-Trust → E-Repurchase Intention	0.278	0.087	3.196	0.001	Par_39
E-Satisfaction → E-Repurchase Intention	0.331	0.127	2.612	0.009	Par_41

Table 4 shows the results of the path analysis, indicating that all relationships among variables are statistically significant with p-values below 0.05. E-customer value has a positive effect on e-trust, e-satisfaction, and e-repurchase intention, suggesting that higher e-customer value leads to stronger trust, greater satisfaction, and increased intention to repurchase. In addition, internal factors also show a positive and significant influence on e-trust, e-satisfaction, and e-repurchase intention, with relatively stronger coefficients compared to e-customer value, particularly in shaping e-trust and e-satisfaction.

Furthermore, e-trust and e-satisfaction both have a positive and significant effect on e-repurchase intention. This indicates that higher levels of trust and satisfaction contribute to stronger intentions to repurchase among customers. These results confirm that all variables in the model play an important role in shaping e-repurchase intention both directly and indirectly through the mediating mechanisms of trust and satisfaction.

**Table 5.** Indirect Effect

Path	Estimate
E-Customer Value → E-Trust → E-Repurchase Intention	0.179
Internal Factor → E-Satisfaction → E-Repurchase Intention	0.457

Table 5 presents the results of the indirect effect analysis, showing that both e-customer value and internal factor influence e-repurchase intention through mediating variables. The indirect effect of e-customer value through e-trust is 0.179, while the indirect effect of internal factor through e-satisfaction is higher at 0.457, indicating that internal factor has a stronger mediating effect compared to e-customer value. These findings suggest that both e-customer value and internal factors have direct and indirect effects on e-repurchase intention. In addition, the mediation occurs through e-trust and e-satisfaction, which strengthen the relationship between the independent variables and e-repurchase intention.

## DISCUSSION

The findings of this study indicate that both e-customer value and internal factors have a positive effect on e-trust, e-satisfaction, and e-repurchase intention. In addition, e-trust and e-satisfaction are also found to have a positive effect on e-repurchase intention, confirming their role as important psychological determinants in online consumer behavior. These results are consistent with Zhang (2014), who emphasizes that e-customer value plays a central role in shaping consumer trust and satisfaction in digital environments. For instance, Amin and Tarun (2021) explain that consumption value significantly enhances consumer trust, which subsequently strengthens behavioral intentions. Similarly, Mahmoud et al. (2018) highlight that customer value creation is strongly linked to satisfaction, supporting the idea that e-customer value contributes to positive consumer evaluation and repeat purchasing behavior.

The positive effect of e-trust on e-repurchase intention in this study is also in line with Mukherjee and Nath (2007) and Septianingrini et al. (2023), who argue that trust is a fundamental element in building long-term consumer commitment in online retailing. This finding is further supported by Trivedi and Yadav (2020) and Prahiawan and Purba (2021), who confirm that trust significantly mediates the relationship between online shopping experience and repurchase intention. Likewise, the role of e-satisfaction in influencing repurchase intention is consistent with Miao et al. (2022), who found that satisfied consumers are more likely to engage in repeated transactions due to positive prior experiences. Similar results are also reported by Kim and Yum (2024), who emphasize that satisfaction is a key predictor of continuance intention in e-commerce platforms.

Furthermore, the mediating role of e-trust and e-satisfaction in this study strengthens the argument that consumer behavior in online shopping is not only driven directly by e-customer value and internal factors, but also indirectly through psychological mechanisms. This is consistent with Dewi and Giantari (2022), who found that both trust and satisfaction mediate the relationship between online shopping experience and repurchase intention. Zeqiri et al. (2023) also support this finding by stating that e-customer value influences repurchase intention through trust as a mediating variable. In addition, Ginting et al. (2023) confirm that trust and satisfaction jointly act as key mediators in shaping e-repurchase intention in e-commerce contexts.

In contrast, some studies suggest that the direct effects of e-customer value on repurchase intention may become weaker when trust and satisfaction are included in the model. For example, Junnawan and Slamet (2024) indicate that e-customer value may not always directly influence repurchase intention when psychological factors such as trust and satisfaction dominate consumer decision-making processes. This contrast highlights that mediation mechanisms are crucial in explaining consumer behavior more comprehensively.

The findings of this study are consistent with the majority of previous literature, which emphasizes the importance of e-customer value, internal factors, e-trust, and e-satisfaction

in shaping repurchase intention. The results also strengthen the argument that trust and satisfaction function as key mediating variables in online consumer behavior models. From an empirical perspective, this study provides important implications for online businesses and e-commerce platforms. Companies should focus not only on increasing customer value and improving internal consumer experience, but also on strengthening trust and satisfaction through reliable services, transparent information, and positive user experiences. By enhancing these aspects simultaneously, businesses can increase consumer loyalty and encourage sustainable repurchase behavior in competitive digital markets.

## **CONCLUSION**

The results of this study indicate that e-customer value and internal factors have a positive and significant influence on e-trust, e-satisfaction, and e-repurchase intention. This shows that higher e-customer value and stronger internal consumer factors lead to greater trust and satisfaction in marketplace transactions, which ultimately enhance consumers' intention to repurchase. In addition, e-trust and e-satisfaction also have a positive and significant effect on e-repurchase intention, confirming that both constructs are key determinants of repeat purchasing behavior in online shopping environments. The mediation analysis further reveals that e-trust and e-satisfaction strengthen the relationship between e-customer value and internal factors on e-repurchase intention, indicating their crucial role in shaping consumer loyalty in digital marketplaces. The findings of this study imply that marketplace providers should focus on enhancing customer value and strengthening internal consumer experiences to build trust and satisfaction. Improving service quality, transparency, and user experience can help increase consumer loyalty and encourage continuous repurchase behavior.

However, this study has several limitations. First, the research was conducted only among marketplace users in Palu City, which limits the generalizability of the findings. Second, the variables included are limited and do not cover other relevant factors such as service quality, price perception, and user experience. Third, the cross-sectional design does not capture changes in consumer behavior over time. Fourth, the use of self-reported data may lead to response bias. Future research is recommended to expand the sample coverage to include more diverse respondents to improve generalizability. Additional variables such as perceived risk, service quality, and user experience should also be incorporated to develop a more comprehensive model. In addition, longitudinal or mixed-method approaches are suggested to better capture dynamic changes in consumer behavior.

## **Acknowledgement**

The authors also acknowledge the institutional ethical review support and constructive feedback from academic colleagues during manuscript development.

**FUNDING STATEMENT:** This research did not receive any specific grant from funding agencies in the public, commercial, or not - for - profit sectors.

**CONFLICTS OF INTEREST:** The author declares no conflict of interest.

**DECLARATION OF GENERATIVE AI STATEMENT:** ChatGPT was used solely to support clarity, structure, and language refinement during manuscript drafting. All AI-assisted suggestions were reviewed, verified, and revised by the authors to ensure conceptual accuracy and originality. The authors assume full responsibility for the final content of the manuscript.

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