



Dependable Platform Experience and Repurchase Intention in Marketplace Apps: Evidence from Indonesian Online Consumers

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ABSTRACT

This study examines repurchase intention in marketplace apps by focusing on dependable platform experience, service quality, platform relationship quality, price perceptions, and deal proneness. Using survey data from 450 Indonesian marketplace-app users and partial least squares structural equation modeling, the study tests the direct effects of e-service quality, price perceptions, platform relationship quality, and deal proneness on repurchase intention, as well as the moderating role of deal proneness in the price perception–repurchase intention relationship. The findings show that e-service quality and platform relationship quality are positively associated with repurchase intention, with platform relationship quality showing the strongest effect. Price perceptions, deal proneness, and the interaction effect are not significant. The study contributes to e-marketing and service marketing research by showing that repeated marketplace use depends more on reliable digital service execution and platform relationship quality than on price-related or promotion-oriented tendencies.

Keywords: Marketplace Apps, Repurchase Intention, E-Service Quality, Platform Relationship Quality, Price Perceptions, Deal Proneness

JEL Classifications: M31, M37, L81, O33

1. INTRODUCTION

Marketplace apps have become important e-marketing and e-business channels in which consumers continuously evaluate sellers, prices, product reviews, delivery options, service execution, and platform support. In Indonesia, major marketplace apps such as Shopee, Tokopedia, TikTok Shop, and Lazada operate in highly competitive digital retail environments where users are frequently exposed to vouchers, cashback, free shipping, flash sales, and campaign-based offers. Under these conditions, repurchase intention should not be treated simply as loyalty or repeated use. It reflects repeated platform choice under low switching costs, high alternative visibility, and frequent promotional exposure. Users may return to the same marketplace app when they perceive that the platform remains convenient, reliable, economically acceptable, and dependable compared with competing alternatives (Kim and Yum, 2024; Teo et al., 2025; Zeqiri et al., 2023).

Prior research in digital marketing and online consumer behavior has explained repurchase intention through e-service quality, price or value perceptions, satisfaction, trust, perceived usefulness, and relationship-related evaluations (Antwi, 2021; Miao et al., 2022; Nuralam et al., 2024; Soeharso, 2024). This literature shows that consumers are more likely to continue using a platform when previous transactions are evaluated positively and when the platform reduces uncertainty in future purchases. However, marketplace apps create a specific retention problem because attractive prices and promotional incentives are often available across competing platforms. Discounts, vouchers, cashback, and free-shipping schemes may stimulate short-term purchase interest, but they may not necessarily explain why users return to the same platform.

This issue is important for service marketing and e-business research because marketplace users do not evaluate only price attractiveness. They also assess whether the platform enables

smooth product search, clear product comparison, stable payment, reliable delivery tracking, effective complaint handling, and responsive support. In multi-sided marketplace environments, transaction quality depends not only on sellers but also on the platform's ability to coordinate information, reduce uncertainty, and provide dependable assistance when problems occur. Therefore, repeated marketplace use may depend more on dependable digital service execution and platform relationship quality than on price-related evaluations alone (Blut et al., 2015; Cao et al., 2018; Fang et al., 2014; Pavlou and Gefen, 2004).

This study advances a dependable platform experience perspective on marketplace-app repurchase intention. E-service quality reflects users' evaluation of digital service execution, including ease of use, transaction smoothness, information clarity, reliability, and problem handling. Platform relationship quality reflects users' perception that the marketplace app provides responsive, reliable, consistent, and dependable support across repeated transactions. These two constructs represent the service and relational dimensions of marketplace experience. By contrast, price perceptions capture users' judgments of price fairness, promotion attractiveness, value for money, price-quality appropriateness, and economic worthiness. Deal proneness is included as a user-level tendency to rely on and respond to vouchers, discounts, cashback, free shipping, flash sales, and campaign periods.

The study investigates whether repurchase intention in marketplace apps is explained by e-service quality, price perceptions, platform relationship quality, and deal proneness, while also testing whether deal proneness moderates the price perception–repurchase intention relationship. Using survey data from 450 Indonesian marketplace-app users and partial least squares structural equation modeling, the study examines whether price-related and promotion-oriented factors remain central to repurchase intention, or whether reliable service execution and platform relationship quality provide a stronger explanation of repeated marketplace use.

This study contributes to e-marketing, e-business, and service marketing research in three ways. First, it positions marketplace repurchase intention as repeated platform choice rather than simple post-purchase loyalty. Second, it advances a dependable platform experience perspective by integrating e-service quality and platform relationship quality as key drivers of repurchase intention. Third, it clarifies the role of price perceptions and deal proneness by examining whether promotion-oriented users are necessarily more likely to repurchase through the same marketplace app. This focus provides a context-sensitive explanation of online consumer behavior in competitive digital marketplace environments.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Repurchase Intention as Repeated Platform Choice

Repurchase intention refers to a user's willingness to buy again through the same marketplace app in the future. In platform-based digital commerce, this intention should not be treated simply as

loyalty, habit, or repeated use. Marketplace users operate in an environment where sellers, prices, reviews, delivery options, payment mechanisms, return policies, and promotional offers are visible and comparable across competing apps. Because switching costs are relatively low, returning to the same app reflects an active reassessment of whether the platform remains convenient, reliable, economically acceptable, and supportive for future transactions (Chiu et al., 2009; Japutra et al., 2021; Wu et al., 2014).

This study therefore conceptualizes repurchase intention as repeated platform choice. Users may continue purchasing through the same marketplace app when the platform reduces transaction friction, provides reliable service execution, supports secure payment and order tracking, and offers dependable assistance when problems occur. Conversely, they may switch when alternative platforms provide better deals, smoother transactions, stronger seller assurance, or more reliable support (Jain et al., 2021; Men et al., 2026; Owusu et al., 2025).

This interpretation is particularly relevant in promotion-intensive marketplace environments. Users are repeatedly exposed to vouchers, cashback, discounts, free shipping, flash sales, and campaign-based offers, but promotional attractiveness alone may not secure continued use of the same platform. Repurchase intention is shaped by a broader evaluation of the marketplace ecosystem, including digital service quality, perceived economic worthiness, and platform relationship quality. Accordingly, this study treats repurchase intention as a future-oriented intention to return to the same marketplace app, shaped by users' platform-level evaluations and the promotional context in which platform choices are made (Cheah et al., 2024; Hellier et al., 2003; Hsu et al., 2015).

2.2. E-Service Quality as Digital Service Execution

E-service quality refers to users' evaluation of how effectively a marketplace app enables digital service execution. In marketplace apps, it is not limited to interface design or technical performance. It includes whether users can search for products easily, compare alternatives, access clear information, complete payments smoothly, monitor orders, and resolve transaction-related problems with minimal friction. Thus, e-service quality captures the operational reliability of the app as a transaction environment (Parasuraman, 1988; Sheu and Chang, 2022; Wolfinbarger and Gilly, 2003).

E-service quality is expected to support repurchase intention because it reduces cognitive effort, transaction uncertainty, and operational risk. When users perceive that a marketplace app is easy to navigate, informative, reliable, and efficient, they are more likely to consider future transactions on the same platform as manageable and worthwhile. A smooth digital service experience lowers the perceived cost of buying again, especially when users can easily switch to competing marketplace apps. Conversely, unclear product information, unstable payment processes, slow loading, weak order tracking, delayed responses, or ineffective complaint handling may generate frustration and encourage platform switching (Collier and Bienstock, 2006; Li et al., 2020; Tsai and Tang, 2023).

In promotion-intensive marketplace environments, e-service quality becomes especially important because promotional attractiveness alone may not sustain repeated platform choice. Discounts, vouchers, cashback, and free shipping can stimulate initial transactions, but users are unlikely to return if the app fails to provide reliable search, payment, delivery tracking, and problem resolution. Accordingly, e-service quality functions as a retention infrastructure in marketplace apps by ensuring that promotional interest is supported by dependable digital execution.

H₁: E-service quality is positively associated with repurchase intention in marketplace apps.

2.3. Price Perceptions as Economic Worthiness Evaluation

Price perceptions refer to users' judgments of price fairness, value for money, promotion attractiveness, price-quality appropriateness, and overall economic worthiness in marketplace transactions. In digital commerce, price perceptions are highly visible because users can compare product prices, seller offers, shipping fees, vouchers, cashback, and competing platforms almost instantly. In marketplace apps, price is therefore not merely a monetary signal; it forms part of a broader evaluation of whether the platform offers acceptable and worthwhile value for future transactions (Do et al., 2023; Pham et al., 2018; Phan Tan and Le, 2023).

Favorable price perceptions may support repurchase intention because users are more likely to return to a marketplace app that they perceive as fair, reasonable, and economically beneficial. When users believe that prices are transparent, discounts are credible, and the overall price-quality relationship is acceptable, they may view the platform as a suitable option for repeated purchases. Conversely, perceived price unfairness, misleading promotions, unstable price displays, or weak price-quality fit may reduce confidence and encourage users to compare or switch to competing marketplace apps (Haws and Bearden, 2006; Riquelme et al., 2019; Romani, 2006).

In promotion-intensive marketplace environments, price perceptions are shaped by multiple economic cues rather than by product price alone. Users may evaluate vouchers, cashback, free shipping, loyalty points, flash-sale discounts, campaign timing, and perceived savings as part of their assessment of platform value. Although such cues may stimulate transaction interest, their role in sustaining repurchase intention remains theoretically important to examine because similar promotional incentives are often available across competing apps. Accordingly, users with more favorable price perceptions are expected to report stronger repurchase intention.

H₂: Price perceptions are positively associated with repurchase intention in marketplace apps.

2.4. Platform Relationship Quality as Platform Support and Dependability

Platform relationship quality refers to users' perception that a marketplace app provides responsive, reliable, consistent, and dependable support across repeated transactions. In marketplace apps, relationship quality should not be reduced to interpersonal relationships between buyers and sellers. It reflects whether users

perceive the platform itself as a continuing support system that can coordinate transactions, communicate clearly, respond to problems, and protect users when uncertainty arises (Hong and Cho, 2011; Ou et al., 2014; Zhang et al., 2011).

This construct is central to marketplace-app repurchase intention because users often face uncertainty related to seller credibility, product quality, payment security, delivery reliability, return procedures, refunds, and complaint handling. A dependable platform can reduce this uncertainty by providing clear communication, responsive assistance, consistent interaction, and reliable dispute resolution. When users believe that the platform will support them if transaction problems occur, they are more likely to view future purchases on the same app as safer and more manageable (Holloway and Beatty, 2003; Javed and Wu, 2020; Oghazi et al., 2018).

Platform relationship quality complements e-service quality and price perceptions. E-service quality reflects digital service execution, while price perceptions reflect economic worthiness. Platform relationship quality, by contrast, reflects relational assurance and support dependability. This assurance is especially important in promotion-intensive marketplace environments because discounts and vouchers may attract users, but they do not necessarily reduce uncertainty related to seller behavior, delivery problems, refund claims, or post-purchase support. Therefore, stronger perceived platform relationship quality is expected to increase users' willingness to repurchase through the same marketplace app.

H₃: Platform relationship quality is positively associated with repurchase intention in marketplace apps.

2.5. Deal Proneness, Promotion Mobility, and Retention Uncertainty

Deal proneness refers to users' tendency to seek, value, and respond to promotional offers such as discounts, vouchers, cashback, free shipping, flash sales, and campaign-based deals. In marketplace apps, this tendency is relevant because promotional cues are highly visible and frequently used as marketing instruments to stimulate purchase decisions. However, deal proneness reflects a user-level orientation, not merely the availability of promotions on the platform. Users may be exposed to similar promotional environments but differ in how strongly such offers shape their purchase evaluation and platform choice (Lichtenstein et al., 1997; Luo et al., 2024; Zheng et al., 2017).

From a price strategy and consumer behavior perspective, deal-prone users may be more likely to evaluate marketplace apps based on perceived savings and promotional value. They may compare vouchers, wait for campaign periods, prioritize free shipping, respond to cashback, and delay purchases until attractive deals become available. When a marketplace app is perceived to offer credible discounts and attractive economic benefits, deal-prone users may report stronger repurchase intention because the platform matches their value-seeking orientation (Chen and Lu, 2011; Palazon and Delgado-Ballester, 2011).

However, deal proneness may also weaken platform attachment. In competitive marketplace environments, users can easily compare

promotions across apps and shift to the platform offering the most attractive deal at a given time. Thus, deal-prone behavior may reflect promotion mobility rather than stable customer retention. For this reason, deal proneness is examined both as a direct predictor of repurchase intention and as a boundary condition in the relationship between price perceptions and repurchase intention.

H₄: Deal proneness is positively associated with repurchase intention in marketplace apps

H₅: Deal proneness moderates the relationship between price perceptions and repurchase intention, such that the positive relationship is stronger among users with higher deal proneness.

2.6. Integrated Conceptual Model

The proposed model positions repurchase intention as repeated platform choice shaped by users' platform-level evaluations in marketplace apps. E-service quality, price perceptions, and platform relationship quality are conceptualized as distinct evaluative domains. E-service quality captures digital service execution, price perceptions capture perceived economic worthiness, and platform relationship quality captures platform support and dependability. These evaluations are expected to influence repurchase intention because users are more likely to return to a marketplace app when it provides reliable service execution, acceptable economic value, and dependable support across repeated transactions (Lee and Lin, 2005; Rita et al., 2019; Shafiee and Bazargan, 2018; Sullivan and Kim, 2018).

The model also incorporates deal proneness as a user-level promotion-oriented tendency. Deal proneness is included as a direct predictor because users who are more responsive to vouchers, cashback, free shipping, discounts, and flash sales may show stronger intention to continue using marketplace apps that provide attractive promotional value. At the same time, deal proneness is examined as a moderating variable in the

relationship between price perceptions and repurchase intention. This moderation logic reflects the possibility that price perceptions may become more behaviorally relevant among users who place greater importance on promotional benefits and perceived savings (Alford and Biswas, 2002; Chandon et al., 2000; Garretson and Burton, 2003).

Figure 1 presents the conceptual framework of the study. The framework shows the direct associations of e-service quality, price perceptions, platform relationship quality, and deal proneness with repurchase intention, as well as the moderating role of deal proneness in the relationship between price perceptions and repurchase intention. Demographic and usage-related variables, including gender, age, monthly online shopping expenditure, marketplace-use frequency, purchase frequency, platform tenure, and primary marketplace app, are included as controls. The model does not claim to establish causal mechanisms; rather, it tests predictive associations that clarify whether repeated platform choice is better explained by price-related evaluations, promotion-oriented tendencies, or dependable platform experience.

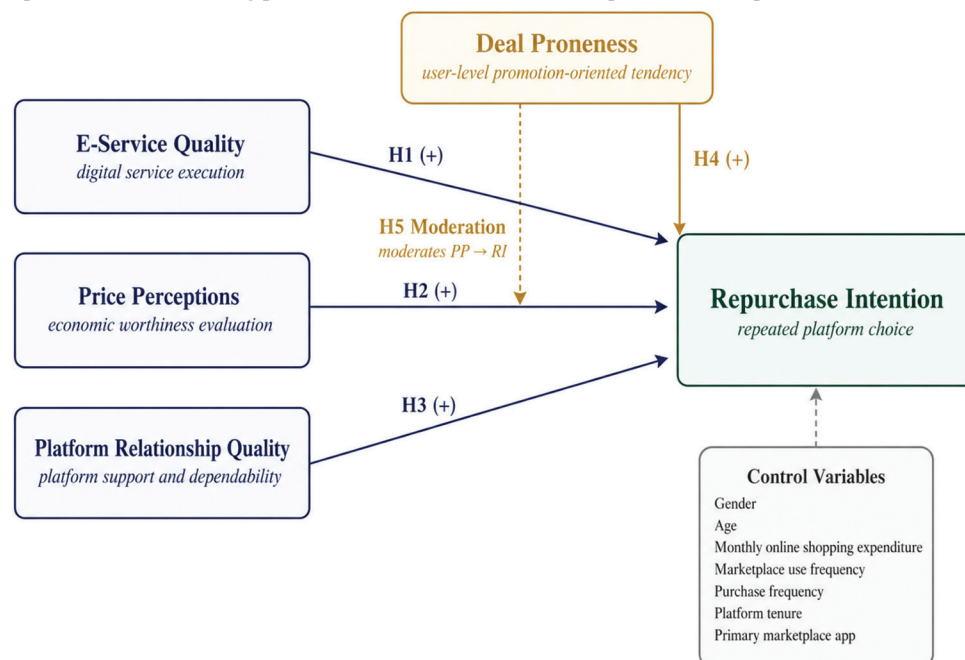
3. METHODS

3.1. Research Design and Context

This study employed a quantitative, cross-sectional survey design to examine predictive associations among marketplace-app users. The design was appropriate because the study focused on users' current evaluations of marketplace platforms, their promotion-oriented tendency, and their intention to repurchase through the same app. Because the data were collected at one point in time and no experimental manipulation was applied, the findings are interpreted as associations and conditional relationships rather than causal effects.

The empirical context was Indonesian marketplace apps. Indonesia provides a relevant setting because marketplace platforms operate

Figure 1: Conceptual framework linking platform-level evaluations and deal proneness to repurchase intention in marketplace apps



in a highly competitive, mobile-first digital commerce environment where users are frequently exposed to price comparisons, seller alternatives, vouchers, cashback, free shipping, flash sales, and campaign-based promotions. Respondents were users of major marketplace platforms, including Shopee, Tokopedia, Lazada, and TikTok Shop. This multi-platform context enabled the study to examine repurchase intention as a broader marketplace-app phenomenon rather than as behavior tied to one specific platform.

Respondents were asked to answer the questionnaire with reference to their primary marketplace app. This approach ensured that their evaluations of e-service quality, price perceptions, platform relationship quality, deal proneness, and repurchase intention were anchored in a specific platform-use experience while still allowing platform-use differences to be considered in the empirical analysis.

3.2. Sample and Procedure

The target population consisted of active marketplace-app users in Indonesia. Respondents were eligible if they were at least 18 years old, had used one of the major marketplace apps, and had completed at least two marketplace transactions during the previous 3 months. These criteria ensured that respondents had sufficient recent experience to evaluate e-service quality, price perceptions, platform relationship quality, deal proneness, and repurchase intention.

Data were collected through a structured online questionnaire over a 7-month period from November 2025 to May 2026. The questionnaire included screening questions, informed consent, demographic and usage-related questions, and construct measurement items. Respondents were instructed to answer all platform-related items based on their primary marketplace app. Participation was voluntary, responses were anonymous, and item wording was kept neutral to reduce response bias.

After screening for eligibility, incomplete responses, duplicate entries, inconsistent answers, and patterned responses, 450 valid responses were retained for analysis. Because purposive online sampling was used, the sample represents experienced Indonesian marketplace-app users rather than the broader national consumer population.

3.3. Measures

All constructs were measured as reflective latent variables using five-point Likert-type items ranging from 1 = strongly disagree to 5 = strongly agree. Reflective specification was used because the indicators were treated as manifestations of their underlying constructs and were expected to covary conceptually. The constructs included e-service quality, price perceptions, platform relationship quality, deal proneness, and repurchase intention.

All measurement items were adapted from established scales in e-service quality, price perception, relationship quality, deal proneness, and repurchase intention research. The wording was adjusted to fit the marketplace-app context while preserving the conceptual meaning of the original constructs. Table 1 summarizes the operational definitions, measurement dimensions, item codes, and main source/adaptation basis. The full measurement items are provided in Appendix Table A1.

Control variables included gender, age, monthly online shopping expenditure, marketplace-use frequency, purchase frequency, platform tenure, and primary marketplace app. These variables were included to assess whether the hypothesized relationships remained stable after accounting for relevant demographic and usage-related differences.

3.4. Data Analysis

The data were analyzed using partial least squares structural equation modeling (PLS-SEM). PLS-SEM was appropriate because the study examined a prediction-oriented model involving multiple reflective constructs, control variables, and an interaction effect. The measurement model was assessed using outer loadings, Cronbach's alpha, rho_A, composite reliability, average variance extracted, indicator-level variance inflation factors, the Fornell–Larcker criterion, and heterotrait–monotrait ratios.

Common method bias was addressed through procedural and statistical approaches. Procedurally, the questionnaire used anonymous responses, voluntary participation, neutral item wording, and separate sections for predictor and criterion constructs. Respondents were also instructed to answer based on their primary marketplace app. Statistically, full collinearity

Table 1: Construct operationalization and measurement sources

Construct	Definition	Dimensions	Items	Main source/adaptation basis
E-service quality	User evaluation of digital service execution	Ease of use, transaction smoothness, information clarity, reliability, problem handling	ESQ1-ESQ5	Blut et al., 2015; Parasuraman, 1988; Wolfinbarger and Gilly, 2003
Price perceptions	User judgment of economic value in platform transactions	Price fairness, promotion attractiveness, value for money, price–quality fit, economic worthiness	PP1-PP5	Do et al., 2023; Haws and Bearden, 2006; Pham et al., 2018
Platform relationship quality	User perception of platform support and dependability	Responsiveness, communication reliability, support, interaction consistency, dependability	PRQ1-PRQ5	Antwi, 2021; Hong and Cho, 2011; Ou et al., 2014; Zhang et al., 2011
Deal proneness	User tendency to rely on and be attracted to marketplace deals	Voucher reliance, discount sensitivity, cashback/free-shipping preference, flash-sale attraction, waiting for campaigns	DP1-DP5	Cheah et al., 2024; Garretson and Burton, 2003; Lichtenstein et al., 1997; Luo et al., 2024
Repurchase intention	User willingness to buy again through the same marketplace app	Future purchase intention, return willingness, choice likelihood, continuance expectation, first-choice tendency	RI1-RI5	Chiu et al., 2009; Hsu et al., 2015; Wu et al., 2014

variance inflation factors were assessed. These diagnostics were interpreted cautiously because common method bias cannot be completely ruled out in a cross-sectional self-report design.

The structural model was evaluated using path coefficients, bootstrapped t-values, P-values, confidence intervals, effect sizes, and explained variance. The moderation effect was estimated using the two-stage approach because price perceptions and deal proneness were modeled as reflective latent variables. In the first stage, latent variable scores were estimated; in the second stage, the interaction term between price perceptions and deal proneness was included as a predictor of repurchase intention. Bootstrapping with 5,000 subsamples and two-tailed significance testing was used to assess the significance of direct and interaction effects. Robustness checks compared models with and without control variables.

3.5. Ethical Considerations

The study followed standard ethical principles for survey-based research. Before completing the questionnaire, respondents were informed about the purpose of the study, the voluntary nature of participation, and their right to discontinue participation at any time. No sensitive personal data were collected. Responses were anonymous and used only for research purposes. The questionnaire did not involve deception, manipulation, experimental treatment, or intervention. By proceeding with the survey, respondents indicated their informed consent to participate.

4. RESULTS

4.1. Respondent Profile

A total of 450 valid responses were retained for analysis. The sample was relatively balanced by gender, with 234 male respondents (52.0%) and 216 female respondents (48.0%). Most respondents were aged 25-34 years (38.0%), followed by 35-44 years (26.0%) and 45-54 years (19.1%), indicating that the sample was dominated by adult working-age marketplace users. Shopee was the most frequently used marketplace app (48.0%), followed by Tokopedia (26.0%), TikTok Shop (18.0%), and Lazada (8.0%). Monthly online shopping expenditure was concentrated between IDR 500,000 and IDR 1,999,999. Most respondents used marketplace apps three to six times per week and made three to five online purchases per month. In terms of platform tenure, most respondents had used their primary marketplace app for 3 years or longer, suggesting sufficient platform experience to evaluate e-service quality, price perceptions, platform relationship quality, deal proneness, and repurchase intention. The respondent profile is presented in Table 2.

4.2. Measurement Model

The measurement model was assessed using indicator loadings, indicator collinearity, internal consistency reliability, convergent validity, and discriminant validity. As shown in Table 3, most indicator loadings exceeded the recommended threshold of 0.70. Two indicators, DP1 and PP1, were slightly below 0.70. These indicators were retained because their loadings were close to the acceptable range, the corresponding constructs achieved adequate

Table 2: Respondent profile

Variable	Category	n	Percentage
Gender	Male	234	52.0
	Female	216	48.0
Age	18-24 years	63	14.0
	25-34 years	171	38.0
	35-44 years	117	26.0
	45-54 years	86	19.1
	55 years or older	13	2.9
Primary marketplace app	Shopee	216	48.0
	Tokopedia	117	26.0
	TikTok Shop	81	18.0
	Lazada	36	8.0
Monthly online shopping expenditure	<IDR 500,000	54	12.0
	IDR 500,000-999,999	144	32.0
	IDR 1,000,000-1,999,999	117	26.0
	IDR 2,000,000-4,999,999	59	13.1
	IDR 5,000,000 or more	76	16.9
Marketplace-use frequency	Less than once a week	14	3.1
	1-2 times/week	68	15.1
	3-4 times/week	153	34.0
	5-6 times/week	153	34.0
	Daily	62	13.8
Purchase frequency	Less than once a month	45	10.0
	1-2 purchases/month	72	16.0
	3-5 purchases/month	176	39.1
	6-10 purchases/month	108	24.0
	More than 10 purchases/month	49	10.9
Platform tenure	<1 year	45	10.0
	1-2 years	77	17.1
	3-4 years	131	29.1
	5-6 years	126	28.0
	More than 6 years	71	15.8

Percentages may not total exactly 100% because of rounding

Table 3: Indicator loadings and indicator collinearity

Construct	Indicator	Loading	Indicator VIF
Deal proneness	DP1	0.656	2.161
	DP2	0.882	2.571
	DP3	0.827	2.184
	DP4	0.783	2.228
	DP5	0.894	2.561
E-service quality	ESQ1	0.787	1.877
	ESQ2	0.754	1.643
	ESQ3	0.850	2.228
	ESQ4	0.768	1.960
	ESQ5	0.810	2.080
Price perceptions	PP1	0.691	1.545
	PP2	0.765	1.718
	PP3	0.803	1.799
	PP4	0.828	2.153
	PP5	0.814	1.967
Platform relationship quality	PRQ1	0.828	1.996
	PRQ2	0.771	1.618
	PRQ3	0.727	1.636
	PRQ4	0.734	1.565
	PRQ5	0.802	1.932
Repurchase intention	RI1	0.802	1.865
	RI2	0.736	1.615
	RI3	0.753	1.619
	RI4	0.778	1.830
	RI5	0.755	1.634

reliability and average variance extracted, and the indicators preserved the conceptual coverage of deal proneness and price perceptions.

All indicator VIF values were below the conservative threshold of 3.3, indicating that indicator-level collinearity was not a concern. The construct reliability and convergent validity results are presented in Table 4. Cronbach's alpha values ranged from 0.824 to 0.896, rho_A values ranged from 0.752 to 0.859, composite reliability values ranged from 0.876 to 0.906, and AVE values ranged from 0.586 to 0.661. These results support internal consistency reliability and convergent validity.

Discriminant validity was examined using the heterotrait-monotrait ratio, as presented in Table 5. All HTMT values were below 0.85, supporting discriminant validity among the constructs.

4.3. Common Method Bias and Collinearity Diagnostics

Common method bias was addressed using procedural and statistical approaches. Procedurally, the questionnaire used voluntary participation, anonymity, neutral item wording, and separation between predictor and criterion measures. Statistically, collinearity diagnostics were examined using inner VIF values. As shown in Table 6, the inner VIF values ranged from 1.146 to 1.533, which were below the conservative threshold of 3.3. These results suggest that common method bias and collinearity were unlikely to dominate the observed associations. However, because the data were collected using a cross-sectional self-reported survey, this interpretation is made cautiously.

Table 6 presents the collinearity diagnostics, while Table 7 reports the explanatory power and approximate model fit indicators. The

Table 4: Construct reliability and convergent validity

Construct	Cronbach's alpha	Rho_A	Composite reliability	AVE
Deal proneness	0.896	0.752	0.906	0.661
E-service quality	0.854	0.859	0.895	0.631
Price perceptions	0.840	0.846	0.887	0.611
Platform relationship quality	0.832	0.842	0.881	0.598
Repurchase intention	0.824	0.830	0.876	0.586

Table 5: Discriminant validity using HTMT

Construct pair	HTMT
E-service quality – Deal proneness	0.077
Platform relationship quality – Deal proneness	0.199
Platform relationship quality – E-service quality	0.472
Price perceptions – Deal proneness	0.140
Price perceptions – E-service quality	0.508
Price perceptions – Platform relationship quality	0.682
Repurchase intention – Deal proneness	0.141
Repurchase intention – E-service quality	0.534
Repurchase intention – Platform relationship quality	0.647
Repurchase intention – Price perceptions	0.550

Table 6: Inner VIF and model diagnostics

Predictor	Inner VIF
Deal proneness	1.146
E-service quality	1.493
Price perceptions	1.493
Platform relationship quality	1.533
Moderating effect	1.220

model explained 38.2% of the variance in repurchase intention, with an adjusted R² value of 0.349. The SRMR value of 0.072 was below the commonly used threshold of 0.08, suggesting acceptable approximate fit. However, because global model fit indices in PLS-SEM are diagnostic rather than decisive, model evaluation focused primarily on measurement quality, collinearity, path coefficients, effect sizes, and explained variance.

4.4. Structural Model

The structural model was assessed using path coefficients, bootstrapped t-values, P-values, confidence intervals, and effect sizes. As shown in Table 8, two hypothesized relationships were supported, whereas two were not supported.

E-service quality was positively associated with repurchase intention ($\beta = 0.242$, $t = 2.849$, $P = 0.004$), supporting H₁. Platform relationship quality showed the strongest positive association with repurchase intention ($\beta = 0.377$, $t = 4.570$, $P < 0.001$), supporting H₃.

In contrast, price perceptions ($\beta = 0.119$, $t = 1.123$, $P = 0.261$) and deal proneness ($\beta = 0.064$, $t = 0.470$, $P = 0.638$) were positive but not significant. Therefore, H₂ and H₄ were not supported. These results suggest that repurchase intention was explained more strongly by service quality and platform relationship quality than by price or deal-related factors.

4.5. Moderation Test

The moderating role of deal proneness was tested through the interaction term between price perceptions and deal proneness. As shown in Table 9, the interaction effect was negative and not statistically significant ($\beta = -0.027$, $t = 0.326$, $P = 0.744$). The bias-corrected confidence interval included zero (-0.225 , 0.120), indicating that the moderation effect was not supported. Therefore, H₅ was not supported.

This result suggests that deal proneness did not strengthen the relationship between price perceptions and repurchase intention in the tested model. Accordingly, the simple slope pattern was interpreted only descriptively and not treated as substantive evidence of moderation.

4.6. Robustness Checks

A robustness model was estimated by adding demographic and usage-related control variables, including age, gender, monthly online shopping expenditure, marketplace-use frequency, purchase frequency, and platform tenure. Table 10 presents the robustness model with control variables. The robustness model produced

Table 7: Explanatory power and model fit

Indicator	Value
R ² for repurchase intention	0.382
Adjusted R ² for repurchase intention	0.349
SRMR	0.072
d_ ULS	1.681
d_ G	0.666
Chi-square	358.987
NFI	0.741

Table 8: Structural model results

Hypothesis	Path	β	Mean	SD	t-value	P-value	95% BCa CI	F ²	Decision
H ₁	E-service quality→Repurchase intention	0.242	0.237	0.085	2.849	0.004	(0.087, 0.407)	0.065	Supported
H ₂	Price perceptions→Repurchase intention	0.119	0.120	0.106	1.123	0.261	(-0.078, 0.332)	0.013	Not supported
H ₃	Platform relationship quality→Repurchase intention	0.377	0.385	0.082	4.570	<0.001	(0.202, 0.530)	0.150	Supported
H ₄	Deal proneness→Repurchase intention	0.064	0.052	0.137	0.470	0.638	(-0.284, 0.233)	0.006	Not supported

Table 9: Moderation result

Hypothesis	Path	β	Mean	SD	t-value	P-value	95% BCa CI	f ²	Decision
H ₅	Price perceptions×Deal proneness→Repurchase intention	-0.027	-0.018	0.084	0.326	0.744	(-0.225, 0.120)	0.001	Not supported

Table 10: Robustness model with control variables

Path	β	Mean	SD	t-value	P-value	Decision
Age→Repurchase intention	-0.093	-0.088	0.083	1.120	0.263	Not significant
Gender→Repurchase intention	-0.120	-0.122	0.087	1.379	0.168	Not significant
Monthly online shopping expenditure→Repurchase intention	-0.051	-0.046	0.080	0.638	0.523	Not significant
Marketplace-use frequency→Repurchase intention	0.069	0.059	0.080	0.866	0.386	Not significant
Purchase frequency→Repurchase intention	0.022	0.024	0.079	0.283	0.777	Not significant
Platform tenure→Repurchase intention	-0.115	-0.110	0.088	1.310	0.190	Not significant
E-service quality→Repurchase intention	0.213	0.214	0.096	2.228	0.026	Supported
Price perceptions→Repurchase intention	0.119	0.122	0.115	1.041	0.298	Not supported
Platform relationship quality→Repurchase intention	0.361	0.368	0.089	4.073	<0.001	Supported
Deal proneness→Repurchase intention	0.065	0.055	0.143	0.454	0.650	Not supported
Price perceptions×Deal proneness→Repurchase intention	-0.035	-0.025	0.084	0.419	0.675	Not supported

$R^2 = 0.422$ and adjusted $R^2 = 0.327$. The substantive conclusions remained stable. E-service quality and platform relationship quality remained positively associated with repurchase intention, whereas price perceptions, deal proneness, and the interaction term remained non-significant.

None of the control variables showed a significant association with repurchase intention. The robustness analysis therefore indicates that the main findings were not merely attributable to demographic or marketplace-use differences. Overall, the results show that repurchase intention in marketplace apps was more strongly associated with e-service quality and platform relationship quality than with price perceptions or deal proneness in the tested model.

5. DISCUSSION

5.1. Summary of Findings

This study examined whether repurchase intention in marketplace apps is explained more strongly by price-related evaluations or by dependable platform experience, while also testing whether deal proneness strengthens the price perception–repurchase intention relationship. The findings show that e-service quality is positively associated with repurchase intention, indicating that users are more likely to return to a marketplace app when digital service execution is smooth, information is clear, transactions are reliable, and problems are handled effectively.

Platform relationship quality also shows the strongest positive association with repurchase intention. This suggests that platform support, responsiveness, communication reliability, and dependability are central to repeated platform choice. In

contrast, price perceptions and deal proneness are not significantly associated with repurchase intention. The interaction between price perceptions and deal proneness is also not significant, indicating that deal proneness does not strengthen the price perception–repurchase intention relationship.

The robustness analysis with demographic and usage-related controls confirms that the substantive conclusions remain stable. Overall, the findings suggest that in promotion-intensive marketplace apps, repeated platform choice is explained more by dependable service execution and platform relationship quality than by price perceptions or deal-prone tendencies.

5.2. Dependable Platform Experience and Marketplace Repurchase

The findings show that marketplace repurchase intention is more strongly associated with dependable platform experience than with price-related or promotion-oriented factors. Although marketplace apps commonly use discounts, vouchers, cashback, free shipping, and flash sales to attract users, price perceptions, deal proneness, and their interaction were not significant predictors of repurchase intention. In contrast, e-service quality and platform relationship quality remained significant.

This suggests that repeated platform choice depends on reliable service execution, responsive support, clear communication, and dependable problem handling. In competitive marketplace environments, promotions may encourage short-term transactions, but they do not necessarily create platform retention. Platform relationship quality showed the strongest association with repurchase intention, indicating that users are more likely to

return when they perceive the app as responsive, supportive, and dependable across repeated transactions.

5.3. The Role of Price Perceptions and Deal Proneness

The non-significant effects of price perceptions, deal proneness, and their interaction provide an important marketing insight. In marketplace apps, users may value fair prices, discounts, vouchers, cashback, free shipping, and flash sales, but these factors do not necessarily explain intention to repurchase through the same platform. Price-related benefits may attract attention and stimulate transactions, yet they may become less distinctive when similar promotional mechanisms are available across competing marketplace apps.

This finding suggests that deal-prone users should not automatically be interpreted as loyal users. They may actively search for vouchers, compare discounts, wait for campaign periods, and respond to promotional offers, but such behavior may reflect deal-seeking mobility rather than platform commitment. In this sense, deal proneness may be more relevant for short-term campaign response, purchase timing, or promotion redemption than for sustained repurchase intention toward one marketplace app.

From a marketing management perspective, the findings indicate that price strategies should be integrated with service reliability and platform relationship quality. Promotions can support conversion, but retention requires a stronger platform experience. Marketplace managers should therefore avoid treating discounts and campaign intensity as the main basis of customer retention. Instead, price-related strategies should be used to bring users into the transaction process, while dependable service execution, responsive support, and consistent platform communication should be used to sustain repeated platform choice.

5.4. Theoretical Implications

This study provides several theoretical implications for e-marketing, service marketing, and online consumer behavior research. First, it shows that repurchase intention in marketplace apps should be understood as repeated platform choice rather than as a simple extension of purchase satisfaction or promotional response. In competitive marketplace environments, users continuously compare platforms, sellers, prices, service processes, and support quality before deciding whether to return to the same app.

Second, the findings strengthen the service marketing view that reliable service execution remains central in digital platform contexts. The significant effect of e-service quality indicates that marketplace retention depends on the platform's ability to provide smooth navigation, clear information, secure payment, reliable order tracking, and effective problem handling.

Third, the study highlights platform relationship quality as a key relational mechanism in marketplace repurchase. The strongest effect of platform relationship quality suggests that users' repeated platform choice is shaped not only by transaction efficiency but also by perceived responsiveness, support consistency, communication reliability, and dependability.

Finally, the non-significant effects of price perceptions and deal proneness suggest that promotion-oriented behavior does not automatically translate into platform retention. This extends online consumer behavior research by distinguishing short-term promotional response from sustained marketplace repurchase intention.

5.5. Practical Implications

The findings provide practical implications for marketplace managers. First, platforms should treat service reliability as a core retention strategy. Users are more likely to repurchase when the app provides smooth search, clear product information, stable payment, reliable order tracking, and efficient transaction processes. These elements reduce friction and help users feel confident when using the same marketplace app again.

Second, managers should strengthen platform relationship quality. Marketplace users face uncertainty related to seller credibility, product quality, delivery delays, refunds, returns, and disputes. Therefore, platforms need responsive support systems, clear communication, consistent service standards, and reliable protection mechanisms. The strong role of platform relationship quality suggests that users return not only because the app offers attractive prices, but because they believe the platform will support them when problems occur.

Third, complaint handling should be managed as part of customer retention. Fast responses, transparent refund procedures, fair dispute resolution, and clear follow-up can strengthen users' confidence in future transactions. Promotions may attract users into the platform, but dependable service execution and trustworthy support are more important for sustaining repeated marketplace use.

5.6. Limitations and Future Research

This study has several limitations. First, it used a cross-sectional survey design, so the findings should be interpreted as associations rather than causal effects. Future research could use longitudinal designs, experiments, or transaction-log data to examine whether platform evaluations lead to actual repurchase behavior over time.

Second, the study relied on self-reported measures. Although procedural and statistical remedies were applied, response bias cannot be fully excluded. Future studies could combine survey data with behavioral indicators such as purchase frequency, voucher redemption, browsing behavior, campaign participation, and order history.

Third, repurchase intention was measured as stated intention rather than actual repurchase behavior. Future research should test whether e-service quality and platform relationship quality remain dominant when actual transaction outcomes are examined.

Finally, the study focused on Indonesian marketplace-app users. Future studies could compare countries, platform types, product categories, or digital commerce formats such as social commerce, livestreaming commerce, and AI-personalized shopping environments.

6. CONCLUSION

This study examined repurchase intention as repeated platform choice in marketplace apps. It tested whether e-service quality, price perceptions, platform relationship quality, and deal proneness were associated with repurchase intention, while also examining whether deal proneness moderated the price perception–repurchase intention relationship.

The findings suggest that repurchase intention in marketplace apps is more closely associated with dependable service execution and platform relationship quality than with price-related and promotion-oriented tendencies. E-service quality was positively associated with repurchase intention, while platform relationship quality showed the strongest association. These results indicate that users are more likely to return when the platform provides reliable transactions, clear information, responsive support, and dependable problem handling.

Price perceptions, deal proneness, and their interaction were not significant in the tested model. This suggests that promotional value may support short-term transaction interest, but it does not necessarily explain repeated choice of the same marketplace app. Overall, sustained marketplace repurchase requires more than attractive prices or promotional campaigns; it depends on a platform experience that users perceive as reliable, supportive, and dependable across repeated transactions.

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APPENDIX A: MEASUREMENT ITEMS

Table A1: Full measurement items

Construct	Code	Measurement item
E-service quality	ESQ1	The marketplace app is easy to use.
E-service quality	ESQ2	Transactions on this marketplace app are smooth.
E-service quality	ESQ3	Product and transaction information on this app is clear.
E-service quality	ESQ4	This marketplace app is reliable for completing purchases.
E-service quality	ESQ5	This marketplace app handles transaction problems effectively.
Price perceptions	PP1	Prices on this marketplace app are fair.
Price perceptions	PP2	Promotions on this marketplace app are attractive.
Price perceptions	PP3	This marketplace app offers good value for money.
Price perceptions	PP4	The prices are appropriate for the product quality offered.
Price perceptions	PP5	Overall, shopping on this app is economically worthwhile.
Platform relationship quality	PRQ1	This marketplace app responds well to user needs.
Platform relationship quality	PRQ2	Communication from this marketplace app is reliable.
Platform relationship quality	PRQ3	This marketplace app provides helpful support when problems occur.
Platform relationship quality	PRQ4	My interactions with this marketplace app are consistent.
Platform relationship quality	PRQ5	This marketplace app is dependable for repeated transactions.
Deal proneness	DP1	I often look for vouchers before buying through marketplace apps.
Deal proneness	DP2	Discounts strongly influence my marketplace purchase decisions.
Deal proneness	DP3	I prefer marketplace apps that offer cashback or free shipping.
Deal proneness	DP4	Flash sales make me more interested in buying through marketplace apps.
Deal proneness	DP5	I often wait for campaign periods before buying online.
Repurchase intention	RI1	I intend to buy again through my primary marketplace app.
Repurchase intention	RI2	I am willing to return to this marketplace app for future purchases.
Repurchase intention	RI3	I am likely to choose this marketplace app again.
Repurchase intention	RI4	I expect to continue buying through this marketplace app.
Repurchase intention	RI5	This marketplace app is my first choice for future online purchases.

All items were measured using a five-point Likert scale ranging from 1=Strongly disagree to 5=Strongly agree