HOW PLATFORM FEATURES DRIVE CONSUMER BEHAVIOR ON OMNICHANNEL IN INDONESIA

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Abstract
This study investigates the relationship between platform features, customer engagement, satisfaction, purchase and repurchase intentions, and customer types in omnichannel retail. A survey of 250 participants utilized an online questionnaire, analyzed with statistical methods. Results show that platform convenience and advanced features drive satisfaction, purchase, and repurchase intentions. Impact on customer engagement varies by customer type. Ease of use indirectly affects satisfaction, purchase, and repurchase via engagement and customer type. The research underscores considering customer type when assessing ease of use and design impact on outcomes. It reveals intricate relationships, surpassing prior research by illustrating how platform features affect diverse customer engagement. Ease of use indirectly influences loyalty via engagement and customer type. This underscores a multifaceted loyalty formation. Businesses must factor engagement and customer type in platform refinement for target audience needs. Study underscores understanding platform features, engagement, and loyalty interplay for enhanced customer experiences and business success. It establishes a foundation for future research and practical omnichannel retail improvements.

Keywords: Omnichannel, Platform Feature, Customer Engagement, Customer Satisfaction, Purchase Intention

1. Introduction

The technological era has had a significant impact on human conduct. The internet is one of the most influential technologies. The internet has made a lot of things easier for humans; practically all actions that were previously only done traditionally can now be completed rapidly using online technology. According to World Bank data, Indonesia has a population of 272,1 million people, 64 percent of whom are internet users, 160 million people who use social media, and 338,2 million mobile phone connections, which means that practically all internet users in Indonesia use two phones at the same time. This data could be a good opportunity for owners of the companies to make some strategies because one of the activities that are often done by using the internet is online transaction activities that can be done in several existing marketplaces.

Furthermore, in 2019, 168,3 million people purchased goods online, implying that about 95 percent of internet users in Indonesia transacted via E-commerce, with a total transaction value of $18,76 billion. This means that in 2019, 1 person transacted for about

$111 (Sanjaya, 2020). As a result of this reality, business owners should devise ways to ensure that customers come to their stores to buy products and become loyal to the brand.

Products are not the only thing that can be purchased online; services may also be purchased. Currently, many application providers are vying to produce the best company or application possible. As a result of the large number of companies involved in this digital industry, many businesses are closing or going bankrupt because they are unable to compete with others. Some businesses are now incorporating the omnichannel notion into their operations. In an omnichannel system, channels are used as information retrieval and purchasing tools (Verhoef et al., 2015).

Unfortunately, the previous studies only focused on repeat purchases made through either an online or offline sales channel and did not consider companies that operate through an omnichannel system, which integrates both online and offline services (See Gupta et al., 2004; Lu et al., 2005; Morvan & Jenkins, 2017; Shah et al., 2006; Tversky & Kahneman, 1974; Upamanyu et al., 2015). Drawing from the literature, this study aims to investigate how platform features affect customer satisfaction, purchase intention, and repurchase intention, with customer type acting as a moderator. Therefore, this research can provide valuable insights for other researchers who wish to conduct further studies, as well as managers who seek to develop effective strategies to compete with successful companies.

2. Theoretical Background

Platform Features on Independent Variables

Research conducted by Wilson (2019) and Keni (2020) in the Indonesian C2C e-commerce industry demonstrated that consumers' perception of ease of use has a significant positive impact on their loyalty and intention to repurchase, both directly and indirectly through satisfaction. Tu et al. (2012) found that perceived ease of use also has a positive and significant impact on customer satisfaction and loyalty. Similarly, Amin et al. (2014) and Anugrah (2020) discovered that perceived ease of use has a positive effect on customer satisfaction and their intent to repurchase or reuse the same product or service from the same source. As a result, it can be concluded that perceived ease of use is a crucial factor in determining customer satisfaction and loyalty in the e-commerce industry.

Perceived ease of use is an essential component that affects a user's intention to utilize e-commerce (Wei et al., 2009). The convenience factor felt by customers while conducting transactions through mobile commerce is believed to have a positive impact on the relationship between perceived ease of use and attitudes toward utilizing e-commerce. To enjoy the benefits of mobile commerce fully, customers are advised to develop a positive attitude about using this technology (Baridwan & Sari, 2013).

Moreover, a consumer's interest in purchasing a product or service increases as perceived ease of use increases. Customers are more likely to show interest in using a product if they believe it to be easy to understand and use (Wibisono, 2012).

Perceived ease of use is one of the psychological aspects that consumers use to gauge how confident they feel using a system and whether it will save them time and effort when making decisions (Arthana & Rukhviyanti, 2015). The three factors that make a system easy to use are 1) effortless, 2) clear and intelligible, and 3) easy to use. For e-commerce businesses to develop an interest in adopting mobile commerce applications, it's crucial to create the perception of ease of use for consumers of e-commerce websites (Davis et

al., 1989; G. Lee et al., 2005; Sun & Zhang, 2005; Venkatesh et al., 2003). Based on this background, the following hypothesis can be drawn:
H1a: The ease of using the platform has a positive correlation on customer satisfaction.
H1b: The ease of use of the platform has a positive correlation on purchase intention.
H1c: The ease of use of the platform has a positive correlation on repurchase intention.

Two types of customer satisfaction can be identified: transaction-specific and total. According to Johnson & Fornell (1991), transaction-specific satisfaction refers to the customer's confirmation of each stage of their experience with a product or service, which was previously known as behavioral intention loyalty. On the other hand, Oliver (1993). defines total customer satisfaction as the emotional response that customers have to the services provided to them. Measuring customer satisfaction is crucial since it considers a range of business-related factors and various human behaviors.

There have been many attempts to explain technological interventions and human reactions to technology use. The most recent study was conducted in 2017 by McLean & Osei-Frimpong, in which they intended to identify the relationship between customer service encounters and factors affecting customer satisfaction. It was identified that the main factors influencing customer satisfaction are; dedicated support, chat responsiveness, waiting time, ease of logging into a platform and searching for products, and comfortable use. In addition, the service chat language, empathy, reliability, understanding, and quality of information are also major factors that significantly affect customer satisfaction. These factors are important for any business when it comes to dealing directly with customers. Therefore, identifying the factors that influence customer satisfaction is quite feasible (McLean & Osei-Frimpong, 2017).

The AI chatbot is one example of sophisticated platform features. Chatbots will give clients a lot of impressions about a company's communication strategy. As AI advances, chatbots assist customers in becoming more precise and customized to their needs, adding value to users' online buying experiences (McLean & Osei-Frimpong, 2017). Customers who get a satisfying shopping experience will tend to shop even in the future (Anita et al., 2021; Cahyani et al., 2019; Maitlo et al., 2017; Nasermoadeli et al., 2013; Pasharibu et al., 2018).
H2a: The advanced design of the platform has a positive influence on customer satisfaction
H2b: The advanced design of the platform has a positive influence on purchase intention
H2c: The advanced design of the platform has a positive influence on repurchase intention

Platform Features on Customer Engagement

With the development of technology and information, the idea of information systems has essentially gained popularity. These systems assist people in finding accurate, timely, and trustworthy information. According to the opinion cited by Schniederjans et al. (2006), information systems can be seen as a component of an organizational system that combines users with resources like technology and information control media to establish communication channels, process different types of transactional data, and send signals to other management as a foundation for information in decision-making. According to Hidayah et al. (2020), one application of the Model Technology Acceptance Model can be used to assess the effectiveness of an information system (TAM). The TAM model, which examines the use of information technology systems, can be used to understand why different people adopt various IT systems.

Davis et al. (1989) first introduced the Technology Acceptance Model (TAM) as an expansion of Fishbein & Ajzen's Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) (1975). TAM has become popular due to its simplicity, statistical support, and usefulness in predicting the adoption and utilization of new technology (such as platform advancements) across various industries (Rauniaret al., 2014). Perceived ease of use, according to Davis (1989), refers to an individual's belief that using a particular technology will be effortless. Those who perceive the system to be easy to use are more likely to use it, and vice versa. Davis (1989) identified four key characteristics of perceived usability: Easy to Learn, Easy to Understand, Effortless, and Easy to Use.

According to Kotler and Armstrong's opinion, customer engagement is marketing that includes customers more than just selling brands to consumers, as stated in Virginia & Nawangwulan's (2017) opinion. To encourage a growing two-way dialogue between a brand and its customers, which has greatly aided marketing customer management, the brand is to share the engagement following the existing material. There are five (five) potential measures of client involvement, including Identification, Attention, Enthusiasm, Absorption, and Interaction, according to So, et al. (2014). According to Fatmawati's theory, the definition of behavioral intention to use in Lin & Lu (2000) is a person's intention to use technology so that it becomes a tendency to keep using the technology. According to Rohwiyati & Praptiesrini (2019), these types of interests include transactional, referential, preferential, and exploratory interests.

H3a: The ease of use of the platform has a positive influence on customer engagement.

H3b: The advanced design of the platform has a positive influence on customer engagement.

Customer Types on Customer Engagement

Based on several kinds of literature (Bansal, 2016; Espinoza et al., 2021; Sarkar & Das, 2017), consumer involvement in online shopping platforms is strongly influenced by the type of consumer. Consumers who are used to doing online transactions or are familiar with online shopping will have a higher chance of engagement with an online platform. If consumers understand a platform clearly, they will receive stimulus from a platform more easily. Customers who are used to shopping online will find the features of a platform easier to understand and the higher the technology available on a platform will be considered very helpful for the shopping process.

Conversely, consumers who usually shop traditionally will be confused with the features available on a platform and will automatically have difficulty using it. In the end, this will affect the level of consumer involvement on a platform. Consumers who do not understand the features provided by the platform will not feel they have an understanding and attachment to a platform (Espinoza et al., 2021; Sarkar & Das, 2017).

H4a: The positive effect of ease of use on customer engagement is greater for customers who are used to offline shopping, compared to those used to online shopping.

H4b: The advancement of options has a positive influence on customer engagement for customers who are used to online shopping; however, it would have a negative influence among customers who are used to offline shopping

Customer Engagement on Independent Variables

In this study, channel integration, personalization, and fluency of use were the three variables used to evaluate customer engagement. Channel integration provides customers

with several touchpoints, and personalized services, and eases movement between consumer channels (Oh, Teo, and Sambamurthy, 2012). Retailers who maintain a well-integrated omnichannel system in an omnichannel environment can better satisfy the wants and demands of their customers by giving them a smooth experience (Schramm-Klein et al., 2011). Customers may expect shops to have greater capabilities and talents to produce quality service outputs as online and mobile channels are more seamlessly integrated, which will boost customer satisfaction.

Customers receive numerous contact points, individualized services, and simplified movement between consumer channels according to channel integration (Oh et al., 2012). By providing their consumers with a seamless experience, retailers who maintain a well-integrated omnichannel system in an omnichannel environment may better satisfy their customers' wants and demands (Schramm-Klein et al., 2011). As online and mobile channels are increasingly smoothly integrated and personalized, customers may expect stores to have higher capabilities and talents to create quality service outputs, which will increase customer contentment.

The survey also found that the platform's usability fluency was a sign of customer engagement. Consumers that are adept at using a platform will pay less for the stimulus that the platform offers, as was previously stated. Digital fluency is the capacity to comprehend and apply knowledge from multiple sources and formats using computers (Techataweewan & Prasertsin, 2018). Digital fluency literacy generally makes a substantial contribution to the growth of business and marketing networks (Nazzal et al., 2021). Noh's research from 2017 indicates that information users' behavior is significantly impacted by their level of digital fluency. Additionally, it has been demonstrated that having a high level of digital fluency makes online marketing more effective (Castañeda et al., 2020), as consumers with this level of comprehension have a correct understanding of a product (Jamila et al., 2020). If customers have enough knowledge, they will make judgments more quickly (Nazzal et al., 2021; Semente & Whyte, 2020; Xu et al., 2021). Therefore, the smooth use of the platform digitally will have a direct impact on how satisfied the customer is (Zandi et al., 2021).

Sashi (2012) suggests that the relationship between customers and companies can impact customer satisfaction, which subsequently influences their purchasing decisions based on the emotional interactions and level of relationship they have with the company. Gummerus et al. (2012) note that customer satisfaction can be measured through affective responses, such as the pleasure experienced by customers when using the company's services. Hollebeek (2011) also states that if a company meets customers' expectations during their interaction, they are likely to feel satisfied. Engaged customers tend to exhibit satisfaction, loyalty, connection, empowerment, emotional attachment, trust, and commitment. The process of engagement involves consumers' interactive experiences with online brand communities, as suggested by Brodie et al. (2013). Based on these findings, a hypothesis is proposed by the authors.

H5a: Customer engagement has a positive influence on customer satisfaction

H5b: Customer engagement has a positive influence on purchase intention

H5c: Customer engagement has a positive influence on repurchase intention

2. Theoretical Background

Initially, this study aims to examine the correlation between two features of the platform, namely ease of use and advanced options, and how they influence customer satisfaction, purchase intention, and repurchase intention. The study will also explore how

these platform features affect customer engagement. Additionally, the study will investigate whether customer type moderates the relationship between platform features and customer engagement. Lastly, the study will measure the impact of customer engagement on customer satisfaction, purchase intention, and repurchase intention.

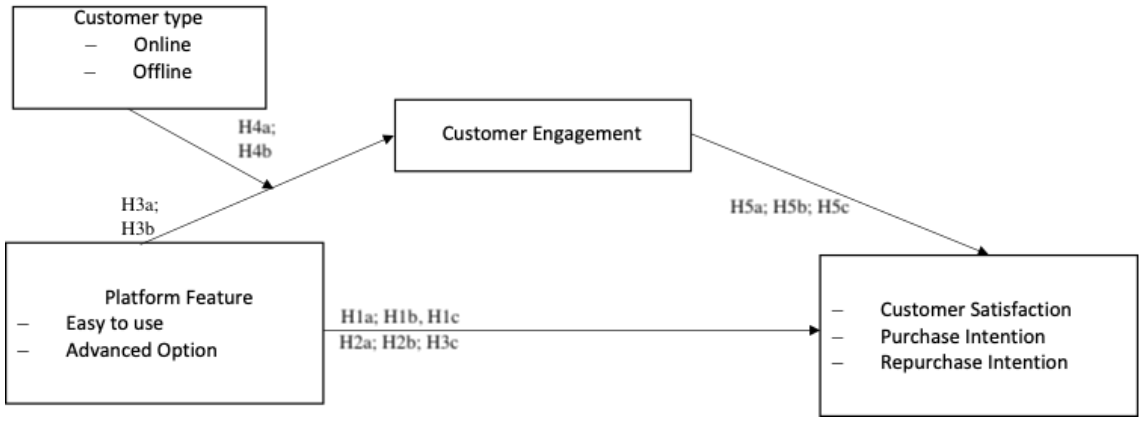

Figure 1. Conceptual Framework

3. Methods

Data Collection Method

The use of an online questionnaire and random sampling technique is a common method for collecting data in research studies. By utilizing an online questionnaire, this study is able to gather data from a large number of participants in a relatively short period of time, making it an efficient and cost-effective approach. Additionally, the random sampling technique ensures that the participants are selected in a way that is representative of the population being studied, which helps to increase the external validity of the findings.

The questionnaire will be disseminated through several social media platforms, including Facebook, Instagram, and Whatsapp. These platforms were selected because they have a large user base and are widely used for communication and social interaction. This approach also helps to increase the diversity of the sample, as it allows for participants from different demographic backgrounds to be included in the study. Moreover, social media platforms provide an easy way to reach a broad audience, as participants can easily share the questionnaire with their friends and family, potentially leading to a snowball effect in terms of participant recruitment.

Research Design

This study aims to test the main effect hypothesis and the moderating effects of platform features, customer types, and customer involvement on customer satisfaction, purchase, and repurchase intention. Platform features refer to ease of use and sophisticated platform design, while the type of customer in question is either an online or offline customer. Furthermore, customer engagement in this study takes the form of channel integration, personalization, and channel smoothness.

First, participants will be asked to fill in their personal data, but they are allowed to use pseudonyms. After that, participants will be asked whether they have ever had an online shopping experience. If they have not, they will be eliminated from the study.

Participants who have had an online shopping experience will then be asked what type of platform they have used.

Moreover, participants will be given a number of core questions in a predetermined order to ensure the quality of the data obtained. The sequence of questions starts with purchase intention, followed by customer satisfaction, repurchase intention, customer engagement, platform features, and finally customer types.

Before answering questions about platform features, participants will be given a manipulative narrative that contains the contents of an online shopping platform. In this case, the author uses Shoppe as an example. Additionally, a Likert scale of 1 to 11 will be used to ask participants. In terms of analysis, the authors employed two-way ANOVA and moderated mediation analysis to determine the relationships of each variable.

Participant

In order to obtain reliable and valid data, it is essential to carefully select the participants for a research study. In the current study, the participants are Indonesian citizens who are not limited to any specific city or province. This approach ensures that the findings of the study represent the population of Indonesia more accurately. Moreover, to ensure that the participants have sufficient knowledge and experience with online shopping, they must have previously made purchases using one of the online platforms available in Indonesia. This criterion increases the likelihood that the responses provided by the participants are accurate and meaningful.

Furthermore, to maintain the quality of data, the authors of this study have implemented certain measures to filter participants. One such measure is the age range of participants, which has been set to a minimum of 15 years and a maximum of 64 years. This age range is important for several reasons. Firstly, participants below the age of 15 years may not have enough experience and exposure to online shopping, which may affect the validity of their responses. On the other hand, participants above the age of 64 years may not be as familiar with the latest technological advancements and may not be as active in online shopping. This may also affect the quality of the data obtained. Therefore, by setting an age range for the participants, the authors aim to ensure that the data collected is of good quality and provides accurate insights into the research questions.

Sample

Table 1 below explains the statistic of the variables and the demographics of the participants who have filled out the questionnaire. The table below contains minimum/maximum score, mean, standard deviation, gender, age, last education level, city/province origin, and the type of online shopping platform used.

Regarding gender, the researchers categorized respondents into two groups: male respondents were assigned a value of 0 and female respondents were assigned a value of The age range of the participants was from 15 to 57 years old. Education level was classified into four categories: 1 for those who graduated from elementary school, 2 for junior high school graduates, 3 for high school graduates, and 4 for those with tertiary education. Similar to gender, the respondents' geographic location was also categorized using binary values of 0 and 1, with 0 representing the Java Island and 1 representing regions outside Java. Furthermore, the type of online shopping application used by participants was assigned a value from 1 to 5. The Likert scale was used for other variables and assigned a value from 1 to 11.

Table 1. Descriptive Statistic

Variables	N	Min	Max	Mean	Std. Dev
Sex	250	0	1	.43	.496
Age	250	15	57	32.21	10.094
Education	250	1	4	3.16	.932
Region	250	0	1	.54	.500
Channel	250	1	5	2.24	1.584
PC1	250	2	11	7.22	2.213
PC2	250	2	11	6.95	2.393
PC3	250	2	11	7.72	2.598
CS2	250	2	11	7.22	2.207
CS2	250	2	11	7.42	2.773
CS3	250	2	11	7.63	2.507
CS4	250	2	11	7.22	2.205
R1	250	3	11	7.55	2.471
R2	250	3	11	7.98	2.833
R3	250	3	11	7.18	2.812
CE1	250	3	11	7.08	2.252
CE2	250	2	11	6.59	2.367
CE3	250	2	11	6.99	2.391
CE4	250	3	11	6.98	2.304
CE5	250	2	11	7.22	3.008
CE6	250	2	11	6.58	2.697
CE7	250	2	11	7.19	2.943
E1	250	2	11	7.45	2.611
E2	250	2	11	7.83	3.037
E3	250	2	11	7.43	2.625
A1	250	3	11	7.34	2.654
A2	250	2	11	7.23	3.565
A3	250	2	11	6.42	3.542
CT1	250	2	11	6.86	3.270
CT2	250	2	11	6.44	3.567
CT3	250	5	11	8.79	2.057
CT4	250	1	11	6.72	3.342
Participants Details					
			Sex		
Male			143		
Female			107		
			Age		
< 24 Years old (Gen. Z)			74		
25 – 40 Years old (Millennials)			110		
41 – 56 Years old (Gen. X)			65		
> 57 Years old (Boomers)			1		
			Last Educational Level		
Elementary School			15		
Junior High School			46		

Senior High School		72	
Higher Education		117	
		Region	
Java		116	
Outside Java		134	
	Shopping Platform		
Shopee		140	
Blibli		22	
Bukalapak		16	
Lazada		39	
Tokopedia		33	

Source: data analyzed

4. Results and Discussion

Pre-test Study

To ensure the accuracy of the data, a preliminary test was carried out to select participants who were capable of responding to the main questions. The online survey was distributed to 336 respondents, but only 250 of them met the criteria of the pre-test and were included in the final analysis. The 86 respondents who did not pass the pre-test were excluded from the data analysis. By conducting the pre-test, the researchers aimed to ensure that the chosen participants comprehended and responded to the core questions correctly, thereby enhancing the accuracy and reliability of the collected data.

Reliability Test

Conducting a reliability test is a vital aspect of any research study since it assesses the stability and consistency of the gathered data. By calculating the internal consistency of the questions utilizing Cronbach's alpha, researchers can determine if the questions are measuring the same concept and if they are dependable in measuring the desired variables. A high level of reliability suggests that the questions are reliable, and the data obtained is trustworthy and precise. Thus, performing a reliability test is essential to verify the validity of the collected data and the trustworthiness of the research outcomes.

Table 2. Reliability Test

Reliability Test	
Cronbach's Alpha	**N of Item**
0.830	27

Table 3. Question Item Reliability Check

Name of Measure	**No. of Item**	**Validity**
Purchase Intention	3	0.832
Repurchase Intention	3	0.741
Customer Satisfaction	4	0.734
Customer Engagement	7	0.751
Ease of Use	3	0.958
Advance in Option	3	0.954
Customer Types	4	0.914

Source: data analyzed

In this study, the author obtained a Cronbach alpha score of 0.830, indicating that the measurement instrument used had an exceptionally high level of reliability. This means

that the questions in the questionnaire were consistently measuring the intended construct, and the chances of measurement error were minimal. A high level of reliability instills confidence in the study findings and ensures that the results obtained are not due to chance or measurement error. Therefore, the researcher can be confident that the data collected is reliable and can be used to draw valid conclusions about the relationship between the variables of interest.

Manipulation Check of Platform Features

Consistent with the previous study design, the manipulations for the scenarios were performed successively on the main participants with different deficit conditions. In this section, each will be examined using follow-up items after being exposed to the manipulated scenario.

Table 4. Manipulation Check for Platform Features

Variable	Mean	Std. Deviation	N
Ease of Use	6.89	1.806	250
Advanced in Option	7.18	1.976	250

Source: data processed

The analysis of the data revealed interesting findings regarding the relationship between advanced options and ease of use in the context of consumer preferences. The average score on manipulation questions, which gauges the perception of advanced options, was found to be higher with a value of 7.18. On the other hand, the mean value of ease of use was slightly lower at 6.89. This suggests that there is a difference of 0.29 between consumers who prefer advanced options and those who prioritize ease of use.

These findings indicate that a subset of consumers values the availability and utilization of advanced features and options, even if they come at the expense of slightly lower ease of use. These consumers may prioritize having access to a wide range of functionalities, customization possibilities, or more advanced tools that enhance their overall experience. For them, the benefits gained from the advanced options outweigh the trade-off of a slightly lower ease of use.

On the contrary, another group of consumers may prioritize simplicity, convenience, and ease of use over the availability of advanced features. They may find it more important to have a straightforward and intuitive user experience that allows them to quickly and effortlessly navigate through the platform.

These insights highlight the importance of understanding and catering to the diverse preferences of consumers when designing and optimizing platforms. It is crucial for businesses to strike a balance between offering advanced options and ensuring a user-friendly experience. This may involve providing customizable settings that allow users to personalize their experience, offering clear and intuitive navigation, and providing guidance or support to help users navigate any complexities associated with advanced options.

The Main Effect of Platform Features on Dependent Variables

a. Platform Features on Customer Satisfaction

Table 5. Platform Features on Customer Satisfaction

Variable	N	Mean	SD	F	p	Hypo.
Easy	117	5.25	0.718	963.371	0.000	H1a Supported
Advanced	133	8.98	1.115			H2a Supported
Total	250	7.24	2.095			

Source: data processed

The analysis of the data provided substantial evidence supporting the hypotheses H1a and H2a, which proposed that platform features would have a positive impact on customer satisfaction. Specifically, the results showed that participants who were exposed to the advance in option manipulation reported higher levels of satisfaction compared to those who experienced the convenience manipulation.

A statistical analysis was conducted to determine the significance of the mean difference between the groups that received the advance in option manipulation and ease of use. The results, at $F(1.250) = 963.371$ with a significance level of $p < 0.001$, indicated a substantial and significant difference. This supports the hypothesis that consumers who experience technological sophistication, represented by the advance in option manipulation, will have a higher level of satisfaction (mean difference of 3.73) compared to those who prioritize ease of use.

These findings suggest that consumers who value and engage with advanced features and options available on the platform tend to experience a greater sense of satisfaction. The ability to utilize advanced functionalities and customization options may provide users with a sense of control, empowerment, and a tailored experience that aligns with their specific needs and preferences. Consequently, this heightened satisfaction can contribute to increased engagement, positive word-of-mouth, and ultimately, customer loyalty.

It is important to note that while advanced options may lead to higher satisfaction for some consumers, the trade-off is that these features might come with a steeper learning curve or require more effort to navigate. Therefore, it is crucial for businesses to strike a balance between incorporating advanced options and maintaining ease of use. Providing adequate support, clear instructions, and user-friendly interfaces can help mitigate any potential challenges associated with advanced features, ensuring a positive user experience for all types of consumers.

In conclusion, the results of this analysis strongly support the hypotheses that advanced options positively influence customer satisfaction. Consumers who engage with technological sophistication tend to experience higher levels of satisfaction (mean difference of 3.73) compared to those who prioritize ease of use. These insights emphasize the importance for businesses to consider the diverse needs and preferences of their target audience when designing platforms, aiming to offer a balance between advanced features and ease of use. By doing so, businesses can enhance customer satisfaction, strengthen their competitive advantage, and foster long-term customer loyalty.

b. Platform Features on Purchase Intention

Table 6. Platform Features on Purchase Intention

Variable	N	Mean	SD	F	p	Hypo.
Easy	117	5.53	0.651	998.064	0.000	H2a Supported
Advanced	133	8.97	1.007			H2b Supported
Total	250	7.36	1.992			

Source: data processed

The analysis of the data provided compelling evidence in support of hypotheses H1b and H2b, which postulated that platform features would have a positive impact on purchase intention. Specifically, the results revealed that participants who were exposed to advances in option manipulation demonstrated a higher average purchase intention on online platforms compared to those who experienced ease of use manipulation.

To ascertain the statistical significance of the mean difference between the groups that received advances in option manipulation and ease of use, a rigorous statistical analysis was conducted. The results, at $F(1.248) = 998.064$ with a significance level of $p < 0.001$, indicated a substantial and highly significant difference. This robustly supports the hypothesis that consumers who experience technological sophistication, represented by the advances in option manipulation, tend to exhibit a higher purchase intention (mean difference of 3.44) compared to those who prioritize ease of use.

These findings suggest that the availability and utilization of advanced features and options on the platform have a positive influence on consumers' intention to make online purchases. Advanced features may provide users with enhanced functionalities, personalized recommendations, and a seamless shopping experience, all of which contribute to a greater sense of confidence and motivation to complete a purchase. The perception of technological sophistication can instill trust in the platform and create a perception of being at the forefront of innovation, leading to a higher purchase intention among consumers.

It is important to note that while advanced options may positively influence purchase intention, it is imperative for businesses to balance these features with ease of use. Users should not feel overwhelmed or burdened by complex functionalities. By providing intuitive interfaces, clear navigation, and informative product descriptions, businesses can create a user-friendly environment that fosters both advanced features and ease of use, ultimately enhancing the overall purchase experience and stimulating purchase intention.

In conclusion, the results of this analysis strongly support the hypotheses that advanced options have a positive impact on purchase intention. Consumers who engage with technological sophistication tend to exhibit higher purchase intention (mean difference of 3.44) compared to those who prioritize ease of use. These findings emphasize the significance of integrating advanced features into platforms to enhance purchase intention and facilitate a seamless and enjoyable online shopping experience. By aligning platform offerings with consumer preferences, businesses can effectively drive purchase intention, boost conversion rates, and ultimately achieve their sales objectives.

c. Platform Features on Repurchase Intention

Table 7. Platform Features on Repurchase Intention

Variable	N	Mean	SD	F	p	Hypo.
Easy	117	5.38	0.598	996.044	0.000	H1c Supported
Advanced	133	9.14	1.160			H2c Supported
Total	250	7.38	2.101			

Source: data processed

The analysis of the data provided compelling evidence in support of hypotheses H1b and H2b, which postulated that platform features would have a positive impact on purchase intention. Specifically, the results revealed that participants who were exposed to advances in option manipulation demonstrated a higher average purchase intention on online platforms compared to those who experienced ease of use manipulation.1

To ascertain the statistical significance of the mean difference between the groups that received advances in option manipulation and ease of use, a rigorous statistical analysis was conducted. The results, at $F(1.248) = 998.064$ with a significance level of $p < 0.001$, indicated a substantial and highly significant difference. This robustly supports the hypothesis that consumers who experience technological sophistication, represented by the advances in option manipulation, tend to exhibit a higher purchase intention (mean difference of 3.44) compared to those who prioritize ease of use.

These findings suggest that the availability and utilization of advanced features and options on the platform have a positive influence on consumers' intention to make online purchases. Advanced features may provide users with enhanced functionalities, personalized recommendations, and a seamless shopping experience, all of which contribute to a greater sense of confidence and motivation to complete a purchase. The perception of technological sophistication can instill trust in the platform and create a perception of being at the forefront of innovation, leading to a higher purchase intention among consumers.

It is important to note that while advanced options may positively influence purchase intention, it is imperative for businesses to balance these features with ease of use. Users should not feel overwhelmed or burdened by complex functionalities. By providing intuitive interfaces, clear navigation, and informative product descriptions, businesses can create a user-friendly environment that fosters both advanced features and ease of use, ultimately enhancing the overall purchase experience and stimulating purchase intention.

In conclusion, the results of this analysis strongly support the hypotheses that advanced options have a positive impact on purchase intention. Consumers who engage with technological sophistication tend to exhibit higher purchase intention (mean difference of 3.44) compared to those who prioritize ease of use. These findings emphasize the significance of integrating advanced features into platforms to enhance purchase intention and facilitate a seamless and enjoyable online shopping experience. By aligning platform offerings with consumer preferences, businesses can effectively drive purchase intention, boost conversion rates, and ultimately achieve their sales objectives.

e. The Interaction Effect of Platform Features and Customer Type on Customer Engagement

To determine if there are differences in the means of each group of participants in providing answers, particularly on the variables of platform features and customer types on customer engagement, the author used a data means comparison technique as shown in Table 5.7 below

Table 8. The Interaction Effect of Platform Features, and Customer Type on Customer Engagement

	Mean (SD)	Mean (SD)
	Online	**Offline**
Easy	6.80 (0.83)	6.82 (1.22)
Advanced	9.36 (1.12)	5.20 (0.44)

Source: data analysed

Based on the given descriptive statistics (see table 5.7), it appears that the mean value of customer engagement for offline customers using the easy platform features is higher (6.82) compared to online customers using the same (6.80). On the other hand, online customers using the advanced platform features have a higher mean value of customer engagement (9.36) compared to offline customers using the same (5.20).

The p-value of the interaction variable between Platform Features and Customer Types being 0.000 suggests that there is a significant interaction effect between the two independent variables (customer type and platform features) on the dependent variable (customer engagement). This means that the effect of platform features on customer engagement depends on the customer type.

The F value of 31.237 and the d.f. value of 1.250 further confirm the presence of a significant interaction effect. The F value indicates the magnitude of the interaction effect while the d.f. value shows the degrees of freedom associated with the effect.

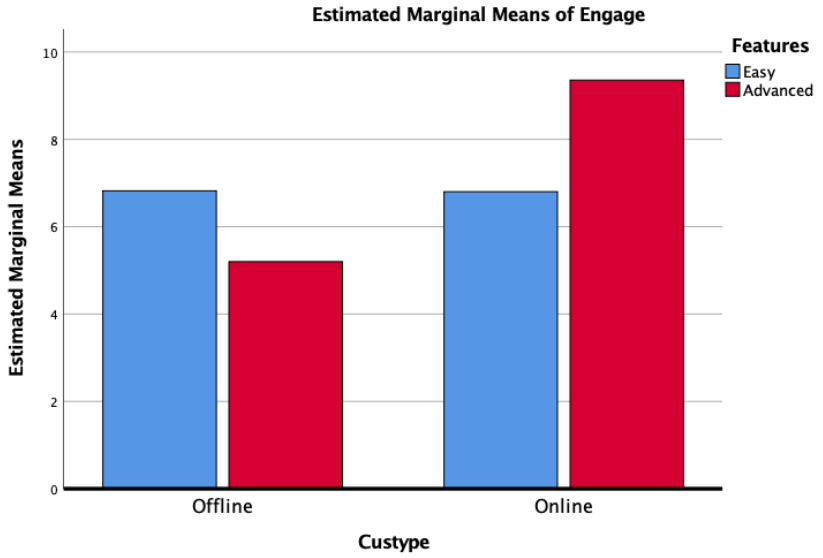

Figure 2. Effect of Platform Features and Customer Type on Customer Engagement
Source: data processed

Additionally, based on Figure 2, it can be inferred that the group that used the "Advanced and Online" platform features had a higher average "Customer Engagement" score compared to the group that used the "Advanced and Offline" platform features. This suggests that more sophisticated and online platform features are associated with higher levels of customer engagement. Furthermore, the group that used the "Easy and Online" platform features had a lower score compared to the group that used "Easy and Offline" platform features. Overall, these findings indicate that platform features have varying effects on customer engagement, depending on whether the customer is online or offline. To see further interaction relationships, it is necessary to carry out in-depth analysis using the moderated mediation analysis model 7 technique

f. Moderated Mediation of Platform Features on Dependent Variables

Table 9. Moderated Mediation of Platform Features, Customer Types, and Customer Engagement on Purchase Intention

	Coeff.	**P-V**	**SE**	**LLCI**	**ULCI**	**HYPO.**
Ease of Use						
Ease of Use on Customer Engagement	1.915	0.000	0.188	1.545	2.286	H3a & H4a Partially Supported
Customer Type	8.375	0.000	0.792	0.681	9.937	
Indirect Effect						
Offline	0.899	0.000	0.070	0.761	1.037	
Online	-0.116	0.352	0.125	-0.363	0.130	
Moderated mediation	-0.544		0.098	-0.735	-0.352	
Advance in Option						
Advance on Customer Engagement	-0.982	0.012	0.392	-1.754	-0.209	H3b & H4b Partially Supported
Customer Type	-0.646	0.003	1.252	-6.112	-1.179	
Indirect Effect						
Offline	-0.134	0.475	0.187	0.503	0.235	
Online	0.714	0.000	0.115	-0.487	0.941	
Moderated mediation	0.477		0.139	0.224	0.776	
Customer Engagement on Dependent Variables						

Cust. Engagement on Cust. Satisfaction	0.535	0.000	0.043	0.452	0.621	H5a Supported
Cust. Engagement on Purchase Intention	0.562	0.000	0.053	0.456	0.668	H5b Supported
Cust Engagement on Repurchase Intention	0.708	0.000	0.054	0.601	0.815	H5c Supported

Source: Data analyzed

The analysis of the data presented in Table 9 provides valuable insights into the relationships between the variables and their effects on customer engagement. It can be concluded that the Ease-of-Use variable has a partial effect on customer engagement, specifically impacting offline consumers. The influence of ease of use on customer engagement is statistically significant at 0.899 (p-value < 0.05). This implies that for every 1-point increase in ease of use, offline consumer engagement is expected to increase by 0.899%. On the other hand, for online consumers, the ease-of-use variable does not have a significant effect, as indicated by a p-value of 0.352. Therefore, it can be inferred that hypothesis 3a and 4a have a partial effect, specifically in the offline customer context.

Additionally, the relationship between the "advance in option" variable and customer engagement shows similar patterns to the "ease-of-use" variable. The "advance in option" variable has a significant effect on customer engagement, as evidenced by a significance level of less than 0.05. However, this effect is dependent on the type of customer. Specifically, the "advance in option" variable has a significant effect on online customers, while it does not have a significant effect on offline customers. For every 1-point increase in the "advance in option" variable, customer engagement is expected to increase by 0.714%.

Moreover, the variable of "customer engagement" itself demonstrates a notable impact on all three independent variables, namely ease of use, advance in option, and customer type. The statistical analysis reveals that customer engagement has a significant effect on customer satisfaction, purchase intention, and repurchase intention, with significance levels below 0.05. Specifically, a one-point increase in customer engagement corresponds to an increase in customer satisfaction by 0.535, purchase intention by 0.562, and repurchase intention by 0.708. These findings suggest that customer engagement serves as an important mediator and moderator variable, indirectly influencing the relationships between the independent variables and the dependent variables, taking into account the customer type.

In summary, the results from the analysis highlight the partial effects of ease of use and the "advance in option" variable on customer engagement, with differences observed between online and offline customers. Furthermore, customer engagement exhibits a significant impact on customer satisfaction, purchase intention, and repurchase intention. These findings emphasize the importance of considering customer engagement as a crucial factor in optimizing customer experiences and achieving desired outcomes in terms of satisfaction and future purchasing behavior. Businesses can leverage these insights to tailor their strategies and design effective omnichannel experiences that align with the preferences and behaviors of different customer segments.

Discussion

Research has shown that the ease of use of a platform is positively associated with customer satisfaction, purchase intention, and repurchase intention. Several studies have demonstrated that ease of use has a positive impact on customer satisfaction and purchase intention in the context of e-commerce platforms and mobile shopping apps (Liu & Huang, 2018; Kim et al., 2018).

Similarly, ease of use has been found to positively influence customer satisfaction and purchase intention for mobile travel apps and online marketplaces (Lee et al., 2019; Zailani et al., 2019). Advanced design features, including social media integration, recommendation systems, aesthetics, and ease of navigation, have also been found to positively influence customer satisfaction, purchase intention, and repurchase intention (Cui & Wu, 2019; Okazaki & Taylor, 2013).

However, the impact of these variables on customer engagement varies for online and offline customers, suggesting the importance of considering customer type in website design evaluation. Huang and Benyoucef (2015) found that ease of use and interactivity positively influenced online customer engagement and suggested that perceived usefulness and website trust could further affect purchase intention and customer loyalty.

Additionally, the study highlights the significant positive effect of customer engagement on customer satisfaction, purchase intention, and repurchase intention, which is consistent with previous research linking customer engagement with customer loyalty (Vivek, Beatty, & Morgan, 2012; Hollebeek, Glynn, & Brodie, 2014). Therefore, e-commerce businesses and website designers should prioritize the integration of website design features that promote ease of use and advanced design options, taking into account the type of customer to optimize their effect.

The discussion can be related to the topic of omnichannel because the integration of various features and designs mentioned in the discussion can support the omnichannel approach in e-commerce businesses. Omnichannel refers to a strategy that integrates various communication and sales channels, including websites, mobile applications, social media, and online marketplaces.

In the context of omnichannel, it is important to provide a user-friendly and consistent user experience across these platforms. Platform ease of use is a key factor that influences customer satisfaction, purchase intention, and repurchase intention (Liu & Huang, 2018; Kim et al., 2018). The research mentioned in the discussion shows that ease of use has a positive impact on customer satisfaction and purchase intention in various types of e-commerce platforms and mobile applications, including mobile travel apps and online marketplaces (Liu & Huang, 2018; Kim et al., 2018; Lee et al., 2019; Zailani et al., 2019).

Furthermore, advanced design features can also affect customer satisfaction, purchase intention, and repurchase intention. For example, social media integration, recommendation systems, aesthetics, and ease of navigation can enhance the user experience and yield positive outcomes in terms of customer satisfaction and purchase intention (Cui & Wu, 2019; Okazaki & Taylor, 2013). The omnichannel approach allows for the integration of these features across different sales channels to create a consistent and satisfying experience for customers.

Additionally, the discussion highlights the importance of customer engagement in terms of customer satisfaction, purchase intention, and repurchase intention. Customer engagement is a significant factor in building customer loyalty (Vivek, Beatty, & Morgan, 2012; Hollebeek, Glynn, & Brodie, 2014). In the context of omnichannel, customer

engagement can be enhanced through various well-integrated communication and sales channels.

To optimize the impact of these factors, it is crucial for e-commerce businesses and website designers to prioritize the integration of design features that promote ease of use and advanced design options, while considering the targeted customer type. The omnichannel approach can assist e-commerce businesses in creating a consistent and satisfying user experience across various sales channels, thereby enhancing customer satisfaction, purchase intention, and repurchase intention.

5. Conclusion

In summary, research indicates that the ease of use of a platform significantly affects customer satisfaction, purchase intention, and repurchase intention. Several studies have demonstrated that ease of use has a positive impact on customer satisfaction, purchase intention, and repurchase intention, and that improving ease of use can lead to increased sales and customer engagement.

Moreover, advanced design features, such as social media integration, recommendation systems, aesthetics, and easy navigation, have been found to positively influence customer satisfaction, purchase intention, and repurchase intention. Therefore, it is recommended that businesses prioritize integrating these features into their platforms to enhance customer engagement and satisfaction.

However, the effects of ease of use and advanced design features on customer engagement and satisfaction can vary depending on the type of customer, with online and offline customers exhibiting different preferences. For instance, ease of use had a greater positive impact on customer engagement for offline customers, while advanced design features had a positive influence on customer engagement for online customers.

Lastly, customer engagement has a positive effect on all dependent variables, including customer satisfaction, purchase intention, and repurchase intention. Table 6.1 provides a summary of the analysis results and indicates whether they align with the proposed hypotheses.

Table 10. Hypothesis Summary

Hypothesis	Description	Conclusion
H1a	The ease of use of the platform has a positive influence on customer satisfaction.	Supported
H1b	The ease of use of the platform has a positive influence on purchase intention.	Supported
H1c	The ease of use of the platform has a positive influence on repurchase intention.	Supported
H2a	The advanced design of the platform has a positive influence on customer satisfaction.	Supported
H2b	The advanced design of the platform has a positive influence on purchase intention	Supported
H2c	The advanced design of the platform has a positive influence on repurchase intention	Supported
H3a	The ease of use of the platform has a positive influence on customer engagement.	Partially Supported
H3b	The advanced design of the platform has a positive influence on customer engagement	Partially Supported

H4a	The positive effect of ease of use on customer engagement is greater for customers who are used to offline shopping, compared to those used to online shopping.	Partially Supported
H4b	The advancement of options has a positive influence on customer engagement for customers who are used to online shopping; however, it would have a negative influence among customers who are used to offline shopping.	Partially Supported
H5a	Customer engagement has a positive influence on customer satisfaction	Supported
H5b	Customer engagement has a positive influence on purchase intention	Supported
H5c	Customer engagement has a positive influence on repurchase intention	Supported

The study highlights the crucial role of platform design in increasing customer engagement and loyalty, making it particularly important for e-commerce businesses. To achieve this, e-commerce platforms should invest in user-friendly and advanced features that cater to the specific needs and preferences of their customers. Moreover, businesses must consider the shopping habits of their customers, whether they are more accustomed to online or offline shopping.

Furthermore, the study's insights can help e-commerce businesses develop effective marketing strategies. For instance, businesses can promote the ease of use and advanced options of their platform to attract more customers and improve engagement. Additionally, customer engagement can be used as a metric to assess the effectiveness of platform design and marketing efforts.

The study also highlights customer engagement as a significant driver of customer satisfaction, purchase intention, and repurchase intention. Therefore, e-commerce businesses must prioritize customer engagement to build long-lasting relationships with their customers, leading to an increase in repeat business and revenue.

Additionally, the study emphasizes the importance of considering customer types, particularly online versus offline customers, when evaluating the impact of website design features on customer engagement. E-commerce businesses should not adopt a one-size-fits-all approach but instead consider the unique needs and preferences of each customer type. For example, online customers may prioritize ease of use and social media integration, while offline customers may prefer traditional features such as detailed product descriptions and customer service options.

Overall, the study provides valuable insights for e-commerce platforms and retailers on the importance of platform design and customer engagement in improving customer satisfaction, purchase intention, and repurchase intention. The insights can help businesses create user-friendly and advanced platforms that cater to the specific needs of their customers, leading to increased customer engagement and loyalty and ultimately, revenue growth.

This study has several potential limitations that must be considered. One limitation is the small and non-representative sample size of participants. A wider and more diverse sample will increase the generalizability of research findings given the large population of Indonesia, so this research cannot yet be representative of the Indonesian population

as a whole. In addition, self-report bias may have affected the accuracy of the results, with participants providing socially desirable responses or overstating their levels of engagement, satisfaction, or intention to purchase or repurchase. The study might also have ignored other important factors that can influence customer behavior, such as price, product quality, customer service, and brand reputation. Finally, this research may have examined only a limited number of platform features and not fully explored their complex relationships and interactions. To overcome these limitations, future studies may use larger and more diverse samples, objective measures of customer behavior, consider other influential factors, investigate platform features in more detail, explore the impact of changes in platform design and features over time, and examine the impact of platform features on different customer segments

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