

## The Role of Customer Satisfaction in Mediating the Influence of Online Sales Ethics on E-Commerce Repurchase Intention

### Peran Kepuasan Pelanggan dalam Memediasi Pengaruh Etika Penjualan *Online* Terhadap *Repurchase Intention* pada *Platform E-Commerce*

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#### ABSTRACT

Public concerns about online shopping remain an important issue to address, given the rapid growth of business in today's digital age. A number of businesses tend to ignore ethics for short-term profits that can damage long-term relationships with consumers. Online seller ethics, known as Consumer Perception of Ethics of Online Retailers (CPEOR), covers several dimensions, namely security, non-deception, and fulfillment. In order to maintain customer loyalty, this study analyzes online sales ethics to support repurchase intention with customer satisfaction as a mediator. Data was collected through an online survey conducted on 409 e-commerce consumers who had made at least two purchases. The research hypothesis was tested using structural equation modeling partial least squares (SEM-PLS). Based on the analysis results, online sales ethics demonstrated by security and fulfillment have a significant effect on repurchase intention mediated by customer satisfaction. Meanwhile, non-deception directly influences repurchase intention even without being mediated by customer satisfaction. The results indicate that post-purchase experience and ethical business practices are important factors in fostering customer loyalty in digital businesses.

**Keywords:** Customer satisfaction, e-commerce, online sales ethics, repurchase intention.

#### ABSTRAK

Kekhawatiran masyarakat dalam berbelanja online masih menjadi hal yang penting ditindaklanjuti seiring dengan pesatnya perkembangan bisnis di era digital saat ini. Sejumlah pelaku usaha cenderung mengabaikan etika demi keuntungan jangka pendek yang dapat merugikan hubungan jangka Panjang dengan konsumen. Etika penjual online atau dikenal sebagai Consumer Perception of Ethics of Online Retailers (CPEOR), mencakup beberapa dimensi yaitu keamanan, kejujuran (non-deception), serta pemenuhan/keandalan transaksi. Demi menjaga loyalitas pelanggan, penelitian ini menganalisis etika penjualan online untuk mendukung niat pembelian kembali dengan kepuasan pelanggan sebagai mediator. Data dikumpulkan melalui survei online yang dilakukan pada 409 konsumen e-commerce yang telah melakukan setidaknya dua kali pembelian. Pengujian hipotesis penelitian ini menggunakan modeling equation struktural partial least squares (SEM-PLS). Berdasarkan hasil analisis, etika penjualan online yang ditunjukkan oleh keamanan dan pemenuhan memiliki pengaruh yang signifikan terhadap niat pembelian kembali yang dimediasi oleh kepuasan pelanggan. Sementara itu, non-deception mempengaruhi niat pembelian kembali secara langsung meskipun tanpa dimediasi oleh kepuasan pelanggan. Hasilnya menunjukkan bahwa pengalaman pasca pembelian dan praktik bisnis yang etis adalah faktor penting dalam menumbuhkan loyalitas pelanggan dalam bisnis digital.

**Kata kunci:** E-commerce, etika penjualan online, kepuasan pelanggan, repurchase intention.

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## INTRODUCTION

Online shopping has become an important part of people's lives amid the rapid development of the digital world. The impact of this increasing internet penetration has led many businesses to experience an increase in online transactions (Dang *et al.*, 2020). This phenomenon of internet development can be seen in Indonesia, where 69.21 percent of the total population has internet access, according to the 2023 National Socioeconomic Survey. This has led to a 27.40 percent increase in online sales through e-commerce in 2023 compared to 2022 (BPS, 2025). However, this development has also been accompanied by the emergence of unethical practices online. A number of businesses tend to ignore or even violate ethical guidelines for short-term profits, which actually harm their relationship with consumers (Kurt & Hacıoglu, 2010).

Previous studies have shown that consumers have concerns when shopping online, such as transaction security issues and other fraudulent practices (Agag *et al.*, 2016; Agag & Elbeltagi, 2014; Cheng *et al.*, 2014). When customers feel uncertain about the ethical and security aspects of an online store, their desire to return to shop tends to decrease (Yang *et al.*, 2019). This is very important because the loyalty of online shoppers is highly dependent on the ethical reputation of the seller. Therefore, many e-commerce players are beginning to realize the importance of considering ethical aspects in their business decisions.

Ethical business practices are not only good for consumers, but also provide strategic benefits for companies (Louis *et al.*, 2019). Business actors realize that ethics is not merely a moral obligation, but also a strategic and operational asset for companies that influences consumer satisfaction and has an impact on loyalty as demonstrated by repurchase intent (Limbu *et al.*, 2011). For business actors, this is very relevant because if consumers feel dissatisfied due to unethical practices, such as feeling cheated or charged unfair fees, they will feel aggrieved and tend to share their bad experiences with those around them. Consumers can now easily share their experiences and opinions, both positive and negative, through mobile technology and social media (Cheung & To, 2021; Vorderer *et al.*, 2016). Consumer perceptions of online sales ethics are important for the survival and progress of online companies.

Studies on consumer perceptions of online retailer ethics, known as Consumer Perception of Ethics of Online Retailers (CPEOR), have grown rapidly. This measurement is used to understand how consumers assess the integrity and responsibility of sellers in terms of security, non-deception, and fulfilment (Roman, 2007). Yuniarti *et al.* (2022) research found that consumer perceptions of e-retailer ethics have a positive impact on repurchase intention, and this is due to a decrease in perceived risk in transactions. This is in line with previous research by Agag & Elbeltagi (2014), who also found that customer satisfaction increases when there is a positive perception of online ethics among retailers, ultimately increasing the desire to repurchase. Subsequently, research by Ahamed & Pham (2021) showed that CPEOR encourages repurchase intention through increased reputation, satisfaction, and customer trust. This model provides an understanding that satisfaction is not merely a result of ethical perceptions, but an important channel between perceptions and repeated actions. This research reinforces the hypothesis that customer satisfaction plays an important role in linking CPEOR and repurchase intention.

Although an increasing number of studies have found a positive relationship between CPEOR, satisfaction, and repurchase intention, there are still few studies that examine the role of satisfaction as a mediating variable in the context of online sales

ethics. Previous research has focused more on other variables such as trust, risk perception, or corporate reputation as the primary mediators (Ghali-Zinoubi, 2023; Limbu *et al.*, 2011; Yuniarti *et al.*, 2022). Furthermore, in previous studies, online sales ethics was measured as a single construct and did not examine the main dimensions of CPEOR, such as security, non-deception, and fulfilment (Roman, 2007). This indicates that few studies have examined the role of satisfaction in describing perceptions of each ethical dimension in driving repurchase intent.

Most previous studies have been conducted in developed countries or in mature e-commerce markets (Azam & Qiang, 2014; Cheung & To, 2021). The role of satisfaction as a mediating mechanism in explaining purchasing ethics in e-commerce remains empirically limited, particularly in developing countries such as Indonesia. The e-commerce market in Indonesia is highly dynamic, characterized by intense competition, increasing adoption of technology, and rising consumer expectations regarding ethical business practices. According to the 2020 e-Conomy SEA report, e-commerce transactions in Indonesia are projected to exceed \$53 billion by 2025. Given the rapid growth of e-commerce, varying levels of digital literacy, and increasing consumer confidence in online transactions in Indonesia, specialized research on online sales ethics is needed to maintain customer trust and satisfaction.

This issue presents a great opportunity to examine the mediating role of customer satisfaction in the influence of CPEOR on repurchase intention in the Indonesian market. This study aims to examine the relationship between online sales ethics and repurchase intention, with customer satisfaction as a mediating variable. Online sales ethics, known as CPEOR, includes the dimensions of security, non-deception, and fulfillment. These dimensions are tested directly and indirectly on repurchase intention, with customer satisfaction as the mediator. The results of this research are expected to not only add to the academic literature, but also provide practical guidance in designing an online shopping experience that is not only safe and transparent, but also enjoyable and builds long-term loyalty.

## **LITERATURE REVIEW**

### **Repurchase Intention**

Consumers make assessments and establish purchase intentions in the decision-making process (Kotler & Armstrong, 2018). In general, purchasing decisions are based on the most preferred brand. However, there are two important factors that can influence this process before the final decision is made: the attitudes of others and unexpected situations. Both of these can change the initial decision even though consumers already have certain preferences for a brand or product.

On the other hand, the intention to repurchase online can be interpreted as the consumer's decision to buy products or services from the same company again (Razak *et al.*, 2014). In recent years, maintaining customer loyalty has become increasingly important as it is considered a form of competitive advantage. Various studies have attempted to identify factors that could potentially influence the intention to repurchase, as returning customers play a significant role in the sustainability and growth of online businesses (Shafiee & Bazargan, 2018).

### **Consumer Perceptions of Online Sales Ethics**

Several empirical studies show that consumers' ethical perceptions can be greatly influenced by product characteristics and their personal values (Azam & Qiang, 2014;

Hiller, 2010; Shaw & Shiu, 2003). However, in practice, ethical aspects are often less important than brand image, style, or product price when consumers make purchasing decisions (Carrigan & Attalla, 2001). One reason for this is that many consumers feel they do not have enough information to assess whether a company's actions are ethical or not. Several studies show that consumers' main concerns when shopping online revolve around issues such as data security, fraud, seller reliability, and product quality (Grabner-Kraeuter, 2002; Koehn, 2003; Miyazaki & Fernandez, 2001). In fact, most consumers feel that security issues are the biggest obstacle to conducting online transactions (Ahuja *et al.*, 2003).

Consumer perceptions of online sales ethics (CPEOR) is now gaining attention as online shopping activities increase. This concept is very important because it concerns consumers' views of the ethical behavior of sellers on e-commerce platforms and contributes to influencing their decisions to return to shop. In various studies, the main dimensions of CPEOR include things that are very close to our daily shopping experience, such as a sense of security when making payments and data (security), transparency of information (non-deception), and conformity between orders and goods received (fulfillment) (Agag *et al.*, 2016; Roman, 2007; Yang *et al.*, 2019). These aspects are the main dimensions that serve as benchmarks for online seller ethics. These findings are an important foundation for understanding how consumer perceptions of ethics are formed in the dynamic e-commerce environment.

#### a. Security

Ethical considerations are crucial for building consumer trust in online shopping. One of the most frequently highlighted aspects is security. Consumers want to feel safe when making transactions and be confident that their information, especially financial information, will not be misused or that their accounts will not be accessed by unauthorized parties (Roman, 2007; Yang *et al.*, 2019). These concerns are usually divided into two categories: financial security (related to payment information) and non-financial security (related to personal data). If online sellers neglect to protect this information, or even sell customer data to other parties, it can be considered an ethical violation and undermine consumer trust (Miyazaki & Fernandez, 2001).

#### b. Non-deception

Non-deception or honesty in selling is an aspect that consumers may consider when making decisions. This dimension refers to consumers' belief that sellers do not use manipulative or misleading tactics to persuade them to buy. When product information is presented in such a way as to create a false impression, it can damage consumer trust (Roman, 2007). Honesty in conveying information is very important so that consumers feel safe and valued in every interaction with e-commerce platforms. Consumers tend to be disappointed if they feel deceived, such as when the product that arrives does not match the picture or description. Honest sales ethics will make customers feel valued (Cheung & To, 2021; Román & Cuestas, 2008).

#### c. Fulfillment

Fulfillment or service reliability is also no less important in the decision-making process for online transactions. Fulfillment refers to the extent to which online sellers are able to fulfill their promises to customers, ranging from timely delivery and product suitability to the reliability of their websites (Wolfenbarger & Gilly, 2003). If consumers receive goods that meet their expectations and are delivered on time, they tend to feel satisfied and trust the store (Shergill & Chen, 2005).

Several studies have mentioned that trust, comfort, commitment, as well as the appearance and service of a website contribute to customer loyalty, which leads to consumers' intention to repurchase (Belanger *et al.*, 2002; Wolfinbarger & Gilly, 2003). Several studies show that order fulfillment and personal data protection greatly influence consumers' intention to repurchase. Based on this line of thinking, it can be concluded that consumers' perceptions of online sellers' ethics play a major role in shaping their intention to make repeat purchases on e-commerce platforms. Therefore, this study assumes that there is a significant influence between online sales ethics and repurchase intention.

**H1a:** Security is positively correlated with consumer repurchase intention.

**H1b:** Non-deception positively correlates with consumer repurchase intention.

**H1c:** Fulfillment positively correlates with consumer repurchase intention.

### **Customer Satisfaction**

Customer satisfaction is an important factor in the success of online retail businesses (Wang & Huarn, 2004). Consumer perceptions of online ethics also play a role in shaping customer satisfaction levels in digital shopping. Several aspects known to influence satisfaction include website interactivity, completeness of information, ease of navigation, website design, and product variety (Ballantine, 2005; Evanschitzky *et al.*, 2004). Not only that, customer service quality, product quality, perceived value, and the site's ability to fulfill delivery promises also contribute greatly to satisfaction (Wolfinbarger & Gilly, 2003). The more positive consumers' perceptions of the seller's website, the higher their level of satisfaction (Wang & Huarn, 2004).

Several studies have also observed that ethical issues such as security and honesty greatly influence digital customer satisfaction (Roman, 2007; Szymanski & Hise, 2000). Online consumers tend to be very concerned about the security of their financial information, which ultimately has a direct impact on their level of satisfaction (Wolfinbarger & Gilly, 2003). In addition, if consumers feel that the site does not engage in fraudulent or manipulative practices, their trust and satisfaction will increase (Roman, 2007). Satisfaction occurs when the service received exceeds expectations, but conversely, if expectations are higher than reality, satisfaction decreases. In this context, when online sellers are able to maintain transaction security, fulfill delivery promises, and be honest in presenting information, this can create positive dissonance that leads to increased customer satisfaction. Therefore, it can be concluded that the dimensions of sales ethics have a positive impact on customer satisfaction with e-commerce.

**H2a:** Security positively correlates with customer satisfaction.

**H2b:** Non-deception positively correlates with customer satisfaction.

**H2c:** Fulfillment positively correlates with customer satisfaction.

Customer satisfaction is crucial as an intermediary between online sales ethics and customers' intention to make repeat purchases on e-commerce platforms. When customers feel that online retailers act ethically, they tend to feel more secure and valued. This sense of security leads to increased satisfaction. Positive experiences during interactions through online sales sites encourage the formation of loyalty (Chiu *et al.*, 2009). The intention to repurchase is evidence of loyalty to e-commerce practices. Customer satisfaction is an important factor in establishing long-term relationships with customers, as reflected in their intention to repurchase (Anderson & Srinivasan, 2003; Chen *et al.*, 2010; Oliver, 1980). This means that customer satisfaction is not only the

result of ethical sales practices, but also an important part of the relationship between sales ethics and customers' desire to continue shopping on the platform in the future.

**H3a:** Customer satisfaction mediates the relationship between security and repurchase intention.

**H3b:** Customer satisfaction mediates the relationship between non-deception and repurchase intention.

**H3c:** Customer satisfaction mediates the relationship between fulfillment and repurchase intention.

This study also examines the direct effect of satisfaction and repurchase intention on e-commerce customers. Satisfaction is the basis of repurchase intention, according to the customer loyalty model proposed by Oliver (1980) and reinforced by Anderson & Srinivasan (2003). If customers are satisfied with their previous shopping experience, they tend to repeat the transaction again and again without considering other options (Lee & Charles, 2021).

**H4:** Satisfaction is positively correlated with repurchase intention.

The research model illustrated in Figure 1 is based on previously formulated hypotheses.

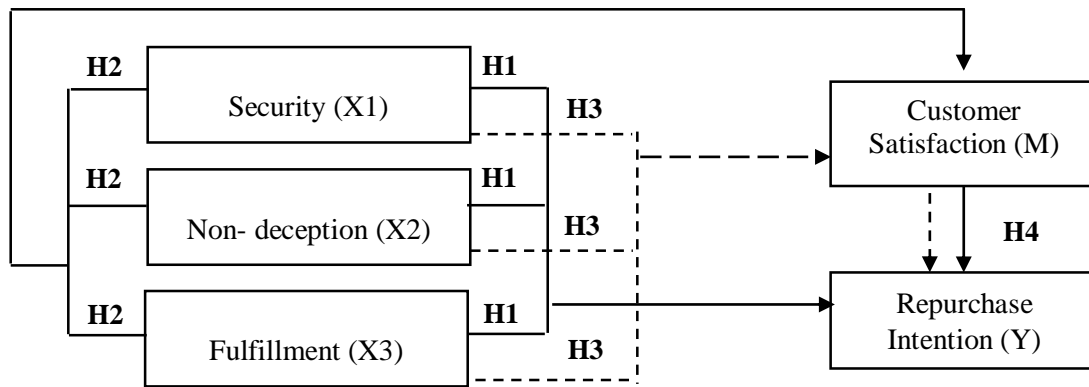


Figure 1. Research Framework

## RESEARCH METHOD

This study provides an overview of the characteristics of the variables studied, namely online sales ethics, customer satisfaction, and repurchase intention on e-commerce platforms. Consumer perceptions of online sales ethics cover four dimensions: security, privacy, non-deception, and fulfillment, which are important for repeat purchases on e-commerce platforms. The variables were assessed using a five-point likert scale. To identify the significant influence of each variable, this method systematically collects quantitative data.

The quantitative approach involves parameter estimation, hypothesis testing, confidence interval construction, and analysis of relationships between several normally distributed variables. The data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method, with the unit of analysis being consumer perceptions of online sales ethics. SEM-PLS was chosen because it can handle models with many variables and latent indicators and is suitable for mediation testing, which is the main focus of this study. Customer satisfaction serves as the mediating variable, online sales ethics serves as the independent variable, and repurchase intention serves as the dependent variable in the model. The analysis was conducted in two stages: measurement model testing (outer model) and structural model testing (inner model).

Outer model testing aimed to assess the validity and reliability of constructs through factor loadings, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha. The application used to analyze the data in this study was SmartPLS 4 to obtain the expected results. This study adopted a cross-sectional design, meaning that data were collected from respondents at a single point in time (Malhotra, 2007), specifically using a single cross-sectional approach in which each participant provided data only once.

The research population consisted of e-commerce consumers who had made at least two purchases, in line with the findings (Ali & Bhasin, 2019), which showed that repurchase intention was greatly influenced by previous online shopping experiences. The sampling technique applied was non-probability sampling using the convenience sampling method, which allowed researchers to select respondents based on accessibility and willingness to participate. The population of e-commerce users is quite large, so the sample size was based on the proportion of the population with a margin of error of 5 percent, which required a minimum of 384 respondents. This study obtained data from 409 e-commerce consumers who had made at least two purchases. Data collection was conducted online using structured questionnaires distributed through digital platforms. This approach enabled researchers to reach a wide and diverse group of respondents within the target population.

## **RESULT AND DISCUSSION**

### **Respondent Demographics**

The research data collected included 409 respondents with various characteristics. Based on gender, the majority were female (56.5 percent), with the majority aged 21-30 years (61.6 percent). The majority of respondents had a bachelor's degree (51.8 percent) and high school/equivalent (39.9 percent), while the majority were students (30.1 percent) and private sector employees (29.8 percent). In terms of domicile, the majority of respondents came from Sumatra (71.9 percent), followed by Java (24.9 percent), with the rest spread across other regions. Economically, the majority of respondents had a monthly income of IDR 1,000,000-5,000,000 (50.6 percent), and 27.6 percent had a monthly income of more than IDR 5 million. This shows that the majority of respondents already earn more than the 2024 Provincial Minimum Wage of IDR 3,113,359.85 (Ministry of Manpower Republik Indonesia, 2025).

Respondents' use of e-commerce varies, with Shopee (58.7 percent) being the most widely used platform. This is followed by TikTok Shop (13.4 percent) and Tokopedia (9 percent). The frequency of purchases is generally once a month or more, with some even purchasing more than once a week. These findings indicate that the majority of respondents are young people with relatively high levels of education, middle incomes, and active use of e-commerce, particularly Shopee, for their online shopping activities. More detailed data can be seen in Table 1 below.

Table 1. Respondents' demographic characteristics

Category	Subcategory	Frequency	Percentage
Gender	Male	182	44.5 %
	Female	227	56.5 %
Age	≤ 20	53	13.0 %
	21-30	252	61.6 %
	31-40	91	22.2 %
	≥ 41	13	3.2 %
Education	Junior High School/Equivalent	6	1.5 %
	High School/Equivalent	163	39.9 %
	Diploma	16	3.9 %
	Bachelor's degree	212	51.8 %
	Master's/Doctoral Degree	12	2.9 %
Occupation	Student	123	30.1 %
	private sector employees	122	29.8 %
	Business Owner	56	13.7 %
	Agricultural/Livestock/Fisheries Workers	35	8.6 %
	Civil Servants (ASN/PNS)	37	9.0 %
	State-Owned Enterprise Employees	19	4.6 %
	Unemployed/Housewives	14	3.4 %
	Freelancer	3	0.7 %
Residence	Sumatera	294	71.9 %
	Jawa	102	24.9 %
	Kalimantan	11	2.7 %
	Sulawesi	1	0.2 %
	Bali - Nusa Tenggara	1	0.2 %
Income	< Rp1.000.000	89	21.8 %
	Rp1.000.000 – Rp5.000.000	207	50.6 %
	Rp5.000.001 – Rp10.000.000	104	25.4 %
	Rp10.000.000 – Rp15.000.000	5	1.2 %
	> Rp15.000.000	4	1.0 %
The most frequently used E-commerce platform	Shopee	240	58.7 %
	Tiktok Shop	55	13.4 %
	Tokopedia	37	9.0 %
	Blibli	26	6.4 %
	Bukalapak	26	6.4 %
	Lazada	23	5.6 %
	Facebook Marketplace	2	0.5 %
Purchase Frequency	More than once a week	57	13.9 %
	Once a week	55	13.4 %
	2-3 times a month	131	32.0 %
	Once a month	76	18.6 %
	More than once a month	90	22.0 %

### Measurement Model Evaluation

The measurement model or outer model is used to evaluate the relationship between latent constructs and their indicators measured through validity and reliability tests (Hair *et al.*, 2022). In this study, the reliability of indicators was evaluated through outer loading, and internal consistency was assessed through Cronbach's Alpha and Composite

Reliability. Convergent validity was tested through Average Variance Extracted (AVE) and discriminant validity.

The validity and reliability test results shown in Table 2 indicate that all indicators have outer loading values above 0.70, ranging from 0.849 to 0.941. This shows that the model is valid in reflecting each construct. In terms of reliability, all constructs show Cronbach's Alpha values  $> 0.60$  and Composite Reliability values  $> 0.70$ , indicating strong internal consistency. The AVE values for each construct also exceed the minimum threshold of 0.50, meaning that more than 50 percent of the variance in the indicators can be explained by the construct. The construct with the highest reliability was security (CR = 0.956; AVE = 0.878), followed by fulfillment (CR = 0.947; AVE = 0.855) and customer satisfaction (CR = 0.942; AVE = 0.843), while the construct with the lowest reliability, which remains in the good category, is repurchase intention (CR = 0.916; AVE = 0.845).

Table 2. Outer loadings and AVE

Construct	Item		Outer Loading	Cronbach alpha	Composite reliability	AVE
Security	E-commerce has a security system that keeps transactions safe.	SC1	0.933	0.931	0.956	0.878
	E-commerce guarantees the protection of user transaction data.	SC2	0.938			
	E-commerce adheres to applicable security standards.	SC3	0.941			
Fulfillment	The online seller doesn't take advantage of buyers who are inexperienced in online shopping.	FL1	0.925	0.915	0.947	0.855
	The product information displayed on the website always matches the product being offered.	FL2	0.927			
	The online seller doesn't use confusing tactics to persuade me to buy their product.	FL3	0.922			
Non Deception	The online seller doesn't take advantage of buyers who are inexperienced in online shopping.	ND1	0.910	0.888	0.930	0.817
	The product information displayed on the website always matches the product being offered.	ND2	0.889			
	The online seller doesn't use confusing tactics to persuade me to buy their product.	ND3	0.912			
Customer Satisfaction	I am happy to have made a purchase on e-commerce that I frequently use.	CS1	0.919	0.907	0.942	0.843
	My decision to buy products from e-commerce that I often use was the right decision.	CS2	0.921			
	I am satisfied with my decision to buy from e-commerce which I often use.	CS3	0.915			
Repurchase Intention	I believe this is my favorite e-commerce site.	RI1	0.920	0.817	0.916	0.845
	I plan to continue purchasing products online through this e-commerce site for the next 12 months.	RI2	0.918			

Cross-loadings in the study were conducted to assess discriminant validity, by testing whether each item had significant cross-loadings on the related construct but was independent of other relevant constructs (Henseler *et al.*, 2015). As shown in Table 3, this study used the heterotrait-monotrait (HTMT) ratio to further test discriminant validity. The analysis results show HTMT values below 0.9, indicating that each construct is distinct from one another (Hair *et al.*, 2022). Thus, the research instrument is deemed suitable for use, and the next testing stage can focus on evaluating the structural model to test the relationships between latent variables.

Table 3. Heterotrait-monotrait

Variable	FL	CS	ND	RI	SC
Fulfillment					
Customer Satisfaction	0.660				
Non-Deception	0.599	0.425			
Repurchase Intention	0.629	0.936	0.500		
Security	0.760	0.671	0.542	0.597	

### Structural Model Evaluation

After completing the measurement model evaluation, a structural model evaluation was conducted to assess how well the variables explain and predict the results, as well as to analyze the relationships between the variables. The strength of the structural model was analyzed using  $R^2$  to show the varying levels of strength for each variable. The analysis results showed that the customer satisfaction variable had an  $R^2$  value of 0.437, meaning that the variables of security, fulfillment, and non-deception were able to explain 43.8 percent of the customer satisfaction variable. Meanwhile, the repurchase intention variable has an  $R^2$  value of 0.667, which means that the variables of security, fulfillment, non-deception, and customer satisfaction are able to explain the repurchase intention variable by 66.8 percent.

Then, a  $Q^2$  test was conducted to investigate the effectiveness of the model in predicting data points that were not used in determining the model parameter analysis. The  $Q^2$  value showed adequate results, namely 0.417 for customer satisfaction and 0.327 for repurchase intention. According to the criteria of (Hair *et al.*, 2022), a  $Q^2$  value above 0 indicates predictive relevance, meaning that the structural model in this study has sufficient explanatory and predictive capabilities. Thus, the model is suitable for analyzing the relationship between latent variables in the next stage.

Table 4. Result of  $R^2$  and  $Q^2$

Variable	$R^2$	$Q^2$
Customer Satisfaction	0.437	0.417
Repurchase Intention	0.667	0.327

Based on data analysis from the path coefficient test, the t-statistic and p-value were obtained ( $t \geq 1.96$  and  $p < 0.05$ ). The analysis results show that in the direct effect test, the variables of security and fulfillment have a positive and significant effect on customer satisfaction ( $t = 4.782$ ;  $p = 0.000$  and  $t = 4.337$ ;  $p = 0.000$ ), but when directly linked to repurchase intention, these two variables have no effect ( $p > 0.05$ ). On the other hand, non-deception had a positive and significant effect on repurchase intention ( $t = 4.025$ ;  $p = 0.000$ ), as did customer satisfaction, which had a positive and significant effect on repurchase intention ( $t = 19.363$ ;  $p = 0.000$ ). This shows that information transparency

and satisfaction levels play an important role in encouraging consumer repurchase intention.

Table 5. Result of Hypothesis Test

Hypothesis	$\beta$	t-statistics	P-values	Result
Direct Effect				
Security → Repurchase Intention	-0.045	0.859	0.391	Not Supported
Security → Customer Satisfaction	0.379	4.782	0.000	Supported
Non Deception → Repurchase Intention	0.132	3.900	0.000	Supported
Non Deception → Customer Satisfaction	0.021	0.490	0.625	Not Supported
Fulfillment → Repurchase Intention	0.052	0.896	0.371	Not Supported
Fulfillment → Customer Satisfaction	0.324	4.337	0.000	Supported
Customer Satisfaction → Repurchase Intention	0.752	19.118	0.000	Supported
Indirect Effect				
Security → Customer Satisfaction → Repurchase Intention	0.285	4.695	0.000	Supported
Non Deception → Customer Satisfaction → Repurchase Intention	0.016	0.493	0.622	Not Supported
Fulfillment → Customer Satisfaction → Repurchase Intention	0.244	4.378	0.000	Supported

In testing the indirect effect or mediation shown in Table 5, the results indicate that security and fulfillment have a positive and significant effect on repurchase intention through customer satisfaction ( $t = 4.695$ ;  $p = 0.000$  dan  $t = 4.378$ ;  $p = 0.000$ ). Meanwhile, the mediating effect of customer satisfaction on non-deception is not significant in encouraging consumer repurchase intention. Thus, it can be concluded that security and fulfillment not only directly influence increased customer satisfaction, but also play an important role in strengthening the indirect relationship with repurchase intention through the mediating effect of satisfaction.

The security and fulfillment dimensions do not have a direct effect on repurchase intention but do have a significant positive effect on customer satisfaction. When customer satisfaction is included as a mediating variable in testing the effect on repurchase intention, both dimensions have a significant positive effect. According to the Consumer Perception of Ethics of Online Retailers (CPEOR) theory, security is a form of e-commerce responsibility in protecting consumer data and transactions. Satisfaction increases when consumers feel secure, and that satisfaction drives repeat purchase intent (Kumar *et al.*, 2018; Wolfinbarger & Gilly, 2003). Similarly, in fulfillment, when e-commerce sellers meet service commitments such as on-time delivery, product accuracy, and service quality, this does not automatically lead to repeat purchases. However, this determines the level of satisfaction, which can ultimately lead to repeat purchases (Safa & Von Solms, 2016; Zhang *et al.*, 2011).

On the other hand, the non-deception dimension yielded different analytical results compared to security and fulfillment. The non-deception variable has a direct positive effect on repurchase intention, but does not have a significant effect on customer satisfaction. This principle of non-deception relates to the honesty of online sellers in providing information on products, prices, promotions and the transaction process. These findings suggest that consumers will consider making a repeat purchase based on the honesty of online retailers, without going through a satisfaction evaluation process. This is consistent with the results of the indirect effect analysis, which showed no significant

relationship when satisfaction acted as a mediator between non-deception and repurchase intention.

## Discussion

Security issues, which are a form of sales ethics, are a major concern for customers when transacting online. Security is not only a technical challenge, but also relates to consumers' psychological perceptions of digital platforms. The perception of security is the basis for consumers' confidence that their data will remain protected when transacting online (Armash *et al.*, 2010). Consumers' sense of security when transacting online has a greater influence on their purchasing decisions than technical aspects of security that they may not fully understand, such as encryption systems or data protection policies (Hsin Chang & Wen Chen, 2008). The results of the study show that security has a significant effect on customer satisfaction, but not directly on repurchase intention (**H2a** accepted). These findings are in line with the results of the study by Kumar *et al.* (2018), which confirmed that the perception of security builds trust and a sense of comfort, thereby increasing customer satisfaction.

Security is a fundamental element that supports repeat purchases on e-commerce platforms through the role of satisfaction as a mediator. Although security does not have a direct influence on repeat purchase intention, this factor still plays an indirect role by increasing customer satisfaction, which ultimately encourages them to make repeat purchases (**H3a** accepted). This finding is consistent with the research by Prahawan *et al.* (2021), which found that customers who feel secure when transacting tend to have a positive perception of e-commerce service quality and show repeat purchase intentions. The security factor can build long-term relationships between buyers and e-commerce companies, so that a high perception of security can increase repurchase intention and consumer loyalty (Agag, 2019; Trivedi & Yadav, 2020).

Another variable that is an important factor in the results of this study is service reliability or fulfillment. From the hypothesis testing results, fulfillment has a significant positive effect on customer satisfaction (**H2c** accepted). This finding shows that service reliability, as reflected in the fulfillment of promises by sellers, such as product accuracy or the condition of goods received, plays an important role in building satisfaction. Order fulfillment must focus on post-purchase service, so that consumers who receive products that meet their expectations will be more likely to rate the service positively (Safa & Von Solms, 2016; Zhang *et al.*, 2011). Fulfillment has been proven to play an important role in maintaining the accuracy of information and reliability of delivery, which form the basis of customer satisfaction and long-term loyalty (Agag, 2019).

In testing the mediating effect, fulfillment was also found to have an indirect effect on repurchase intention through customer satisfaction (**H3c** accepted). This means that the effect of service reliability on repurchase intention is reinforced through increased customer satisfaction. Good promise fulfillment reflects service reliability in creating satisfaction, which then transforms into behavioral loyalty (Zhang *et al.*, 2011). These results support the findings of Khalifa and Liu (2007), who found that customer satisfaction acts as a psychological mechanism that links service quality perceptions with repurchase behavior. The ability of sellers to fulfill orders well, such as timely product delivery and satisfactory after-sales service, has been proven to have a greater influence on online sales quality than the ease of use of the application (Kumar, Anuj; Ayedee, 2021; Trivedi & Yadav, 2020). Thus, these activities play an important role in maintaining the trust and loyalty of online consumers.

Another important finding is that non-deception variables have a significant positive effect on repurchase intention (**H1b** accepted). This means that the lower the level of deception or misinformation perceived by consumers, the higher their intention to repurchase. Honesty and transparency of information are strong factors in building trust. This is in line with the study by Cheung and To (2021), which explains that honesty in conveying product and service information increases trust and encourages purchasing behavior among consumers. In the context of e-commerce, when consumers are confident that sellers are not misleading them, their perception of risk decreases and their commitment to the platform increases (Limbu *et al.*, 2011). Meanwhile, non-deception does not show a significant mediating effect through customer satisfaction (**H3b** rejected). This indicates that this factor may work directly on trust or risk perception, rather than on satisfaction. In the context of digital consumer behavior, particularly e-commerce, honesty is a fundamental factor that maintains trust stability, but it is not the main driver of long-term satisfaction (Shin, 2013).

This study also examined the direct effect of satisfaction and repurchase intention on e-commerce customers, which proved that there is a significant positive effect of customer satisfaction on repurchase intention (**H4** accepted). This finding confirms the customer loyalty model proposed by Oliver (1980) and reinforced Anderson and Srinivasan (2003) that satisfaction is the main foundation for the formation of repurchase intention. Consumers who are satisfied with their previous shopping experience tend to repeat their purchases without considering other alternatives. In the context of e-commerce, satisfaction functions as a psychological process that strengthens loyalty and encourages customer retention (Lee & Charles, 2021; Miao *et al.*, 2022).

The findings of this study support the loyalty theory, which suggests that customer satisfaction is the primary determinant of repeat purchase intent, particularly in the context of e-commerce. Analysis of the data showing the strongest positive influence on repurchase intention suggests that consumers who are satisfied with their online shopping experience will make repeat purchases without considering many alternatives. Satisfaction reflects a comprehensive assessment of the customer experience throughout the transaction process, including product search, payment, security and after-sales service (Agada *et al.*, 2026).

Customer satisfaction is a strategic asset for maintaining customer loyalty in an increasingly competitive e-commerce landscape. Satisfied customers not only make repeat purchases, but are also likely to give positive recommendations to those around them, whether via social media or by word of mouth (Handranata & Siswanto, 2026; Slack *et al.*, 2020). E-commerce companies and their sellers must work together comprehensively to provide the best possible service to their customers, particularly with regard to ethical considerations. One key point to note is that a company's moral obligations can serve as a long-term business strategy for building relationships with customers (Khanna, 2025). Business practices that consistently prioritize security, integrity, and service delivery can strengthen customer loyalty in the digital environment.

## CONCLUSION

The focus of this study is to analyze the effect of sales ethics, as reflected in security, fulfillment, and non-deception, on repurchase intention, with customer satisfaction as a mediator, among e-commerce users in Indonesia. The results show that security and fulfillment significantly influence customer satisfaction and can increase repurchase intention, mediated by customer satisfaction. These results are interesting in that security

and fulfillment do not directly affect repurchase intention, but when mediated by customer satisfaction, there is an indirect effect on increasing repurchase intention. This confirms that customer satisfaction plays an important mediating role in bridging the relationship between electronic service quality and customer loyalty behavior. These factors of security and service reliability can build consumer trust and emotional responses, especially digitally.

Meanwhile, non-deception has a direct influence on repurchase intention even though it is not mediated by customer satisfaction. Honesty and transparency of information are strong factors in building trust, which can encourage consumer purchasing behavior. Non-deception factors work directly on trust or risk perception, rather than satisfaction. Thus, to create a satisfying digital shopping experience and encourage repeat purchases, companies need to prioritize transaction security, service reliability, and transparent communication.

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