

## **ONLINE PURCHASE THROUGH MOTIVATION AND SATISFACTION ON REPEAT INTENTION: THE CONCEPT OF SELF DETERMINATION THEORY**

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### **Abstract**

Online businesses are able to access a broad and global market, without being limited by geographical boundaries. Indonesian society has a large number of online users. This opens up huge online market opportunities. Online buyers who tend to change places of purchase are interested in doing research. In accordance with this, research was carried out to optimize online purchases through motivation within the framework of the self-determination theory concept and adding one variable, namely satisfaction. The method used is quantitative research with survey methods and is an equation model structure with the measurement tool WrapPLS 7.0. The research results show that optimizing purchases by looking at motivation uses self-determination theory consisting of external regulation, introjected regulation, identified regulation, integration regulation and intrinsic regulation. The model becomes better with the mediation of consumer satisfaction.

**Keywords:** self-determination; intention; purchase; online; satisfaction

### **INTRODUCTION**

Strengthening the economy of the Indonesian people means strengthening Indonesian marketing. Indonesian people use the Internet a lot. It is recorded in Keminfo data ([keminfo.go.id](http://keminfo.go.id)) that Indonesia is the sixth internet user country in the world. The top five other countries in the world, respectively, were occupied by China, the United States, India, Brazil and Japan. This increase in Internet users is an opportunity for economic improvement by optimizing marketing through the use of the internet or online sales.

Online marketing has a wide market. Online businesses are able to access a broad and global market, without being limited by geographical boundaries. Selling products or services throughout the region provides a much greater opportunity than conventional businesses which are limited to certain physical locations. Low financing at the start of an online business does

not require renting space, buying large quantities of stock, or paying employee salaries. Online business managers with more flexible time and avoid high operational costs. The convenience of starting an online business by creating an online store, blog or e-commerce platform in a short time at an affordable cost. It doesn't take much technical experience to start an online business, and many online platforms provide tools and services to help you get started.

High-profit potential due to access to a broad market and lower costs can be fulfilled when you have more potential customers, increase sales, and optimize your profit margins. This is supported by the results of research from Charles Comegys giving the result that online purchases will decrease if online consumers also decrease and vice versa (Picaulty et al., 2021). Because the potential for the online market in Indonesia is also good, the potential for purchases will also be high.

The problem that arises is because online buyers often change places of purchase. It's easy to choose places of business according to the product you want from the gadget features you have. Excellent service is not always an option because of the many variants of business places. Gap research research also provides an explanation of motivation externally such as providing promos, low prices, discounts and several marketing methods through promotions that do not always have a significant impact on consumer sustainable intentions (Azizah, 2022)(Azizah, 2023). Self-determination theory still provides a lot of research gaps, namely it has no effect on variables (Ntoumanis et al., 2021), (L. A. Williams et al., 2019a). According to the results of this study, it is explained that when the promo ends, consumer motivation has decreased and is not even motivated, so moving to another place of business is different from the results of research (Tilaar et al., 2018)that motivation will affect purchase intention.

This background gives interest to researchers to examine how to optimize online consumer purchase intentions as a target market in online business using the concept framework of Self Determination Theory (SDT) mediated by consumer satisfaction. SDT as a theory of motivation with a continuum of motivation ranging from external motivation to regulation, introjected regulation, identified regulation, integration regulation, and intrinsic regulation provides explanations that humans have autonomy in determining intentions and behavior (France et al., 2019). SDT provides a basic conceptualization framework for psychologically developing human needs according to human autonomous conditions (Van den Broeck et al., 2021) so that

it is considered capable of predicting sustainable intentions in consumer motivation (Osei-Frimpong, 2019).

## **LITERATURE REVIEW**

### **Motivation Theory**

Excerpts from the book Kotler and Keller (Kotler, Philip., Keller, 2008) in Marketing Management state that motivation comes from many human needs that drive towards fulfillment of needs. The well-known need theory is Maslow's theory from Abraham Maslow (Maslow, 1991), which explains human needs from several hierarchies of human needs. Maslow's first need is the basic need to eat, drink, have sex, or reproduce. After these needs are met, humans are motivated to fulfill the next need, namely the need to feel safe, to want to be protected. At the next level of the hierarchy, the social needs of society require interaction, love and affection. Even when humans have human love, they move towards higher needs, namely respect, recognition, and status. After all, people need self-actualization. Various needs to be fulfilled provide motivation which is called behavioral motivation.

The next theory of motivation is Sigmund Freud explaining that strength or psychology leads to behavior. Behavioral patterns often arise from the subconscious, and a person cannot fully understand his own motivations. When someone sees a certain product, people react to the characteristics of the product, such as shape, use, size, weight, material, even the brand that became the market leader at that time remains embedded in the minds of consumers. (Kotler, Philip., Keller, 2008). Then, based on motivation, Freud provides identification of a motive behind the product being marketed. Various motives related to consumers when using online shopping as an illustration of market penetration in the era of society 5.0. by examining motivational self-determination theory.

### **Self Determination Theory**

Self-determination theory is a theory that conveys an understanding of behavior based on autonomy (Coccia, 2018)(Ryan & Deci, 2020), SDT focuses on motivational "traits", ie. "behavioral reasons". The assumption is that as an active organism, humans are designed to continue to grow and develop physically and mentally. Self-determination theory is a theory of human motivation that has been shown to be effective in identifying opportunities that influence motivation and behavior (Gilal et al., 2019).

SDT has a framework that describes organismic-dialectical motivation and views humans as active individuals, always looking for new experiences to master and integrate (Rahi & Abd. Ghani, 2019) SDT explains that motivation is a human chain that starts with the motivation to have something, people don't have the motivation to act but maybe he just does it without thinking about why they do it, after that it moves to motivation, because it is external, and then there is motivation , which comes from from oneself, or what is called internal motivation. When someone does something, there is already joy and satisfaction in doing it (Ryan & Deci, 2019).

The first external regulation is motivation that arises from motivation that comes from outside a person. This motivation can be in the form of gifts or rewards, or punishment or influence if not used (Gilal et al., 2019) advertisements with various promos are external regulations that are widely used to influence consumers in marketing success efforts.

Second, the regulation of introjection is a motivation that comes from each person's ego. Shame, not wanting to lose self-esteem if you don't make a purchase because it has become a trend and feel inferior because you don't follow the trend (Van den Broeck et al., 2021). Slogans don't want to be outdated, today's kids or slogans that create ego values and create motivation to make purchases online. The motivation for introjected regulation is a motivation that puts pressure but the pressure comes from internally itself (Azizah, 2023).

Third , regulation of identification is motivation because it is considered important and has values that are in accordance with him (France & Pitchay, 2017). A person's motivation to do something is because of meaningful values according to beliefs and rules that are understood from his life process (Van den Broeck et al., 2021). Someone who does an activity because it is considered that the activity has benefits for him.

The fourth is regulation integration, namely values that have been assimilated from new things to things that are self-needs (Engström & Elg, 2015). This motivation is an activity that has been integrated into things that are trusted from the process carried out so that they become useful goals and values (France, 2017).

Fifth , intrinsic motivation is motivation that comes from pleasure. It describes the natural tendency of a person, happiness is fundamental to cognitive and social development, and is a source of enjoyment throughout life (Engström & Elg, 2015). Motivation that arises because of satisfaction, comfort(France, 2017) All of these motivations will develop according to the environmental conditions that underlie the development of human needs. Intrinsic motivation is technically related to activities carried out "for their own sake," or for interests that are inherent and broad in content and character. Thus, SDT has long defined enjoyment (Deci & Ryan, 2000).

### **Satisfaction and Repetitive Intentions**

Customer satisfaction is an important factor for the success of a business. When consumers are satisfied with their experience, they tend to become loyal customers and recommend products or services to others. On the other hand, if consumers are not satisfied, they may not return and may leave negative reviews which can have a negative impact on the company's image. Therefore, understanding the meaning of consumer satisfaction as an effort to meet consumer expectations and needs is an integral part of a successful company marketing and management strategy (Kotler et al., 2006)

## **RESEARCH METHODS**

### **Research Thinking Framework**

The study was designed to examine how to optimize consumers' repeated intention to purchase online within the framework of the concept of self-determination theory and satisfaction as mediation. With the following conceptual framework optimizing online purchase intention with self-termination theory framework.

The hypothesis to be used is:

According to the research results, including (Rahi & Abd. Ghani, 2019), (Widyarini & Gunawan, 2018) explaining that external regulation affects intention to repeat, this is reinforced by research results (Gilal et al., 2019), (Manger et al., 2020), (Rosli & Saleh, 2022), (France, 2014). Previous research from (L. A. Williams et al., 2019b) external regulation can be used to make consumers have purchase intentions. According to the results above, the hypothesis can be drawn:

H1. a : External regulation is able to optimize the consumer's intention to continue buying online.

b : External regulation is able to optimize consumer online purchase satisfaction.

(Gilal et al., 2019), (Manger et al., 2020), (Azizah, 2022), (Rahi & Abd. Ghani, 2019), (France, 2014) and (Rosli & Saleh, 2022) provide research results which explains that introjected regulation has an effect on consumer behavioral intentions. (France, 2014) also gave the same results regarding introjected regulation being able to influence one's intentions. In accordance with this hypothesis can be drawn:

H2. a : Introjected regulation is able to optimize consumer's intention to continue buying online.

b : Introjected regulation is able to optimize consumer online purchase satisfaction.

Van den Broeck et al., (2021), (Widyarini & Gunawan, 2018), (Gilal et al., 2019), (Rosli & Saleh, 2022), (Rahi & Abd. Ghani, 2019), (Manger et al., 2020), (France, 2014) gives significant results to identified regulation will be able to optimize online purchase intentions. For this reason, the hypothesis used is:

H3. a : Identified regulation is able to optimize consumer's intention to continue buying online.

b : identified regulation able to optimize consumer online purchase satisfaction.

The results of research that explain integrated regulation will affect intention are (Engström & Elg, 2015), (Widyarini & Gunawan, 2018), (Rosli & Saleh, 2022), (Rahi & Abd. Ghani, 2019), (France, 2014), (Zycinska & Januszek, 2021), so that an understanding can be drawn that integrated regulation can optimize online purchases. Based on the results of the research above, the hypothesis can be drawn:

H4. a : Integration regulation is able to optimize consumers' intention to continue buying online.

b : Integration regulation is able to optimize consumer online purchase satisfaction.

The results of research (L. A. Williams et al., 2019b). (Gilal et al., 2019), (Azizah, 2022), (Widyarini & Gunawan, 2018) and (Rosli & Saleh, 2022), (Rahi & Abd. Ghani, 2019), (France, 2014) provide an explanation that intrinsic regulation can increase the repurchase intention of online consumers. Based on the results of the research above, the hypothesis can be drawn:

H5. a : Intrinsic regulation is able to optimize the consumer's intention to continue buying online.

b: Intrinsic regulation is able to optimize consumer online purchase satisfaction.

Someone who is satisfied certainly has a good perception of the purchasing process that is carried out. This satisfaction will be able to increase the intention to buy on future needs. This is in accordance with the results of research from (Rahi & Abd. Ghani, 2019), (Tsai et al., 2014), (Hosany, 2013), (Liao, 2017) so the hypothesis used is:

H6 : Purchase satisfaction is able to optimize the intention of continuing online purchases.

### **Types of Research and Data Collection Methods**

This research is a quantitative research with a survey method, namely research that uses data from natural places and not man-made but research collects data from certain places to distribute questionnaires. The population of this study is all people who have made a purchase transaction using the probability sample method. The questionnaire distribution technique used as data collection from respondents used simple random sampling, namely the sampling technique by providing equal opportunities in the Jember District Campus area, namely Jember University, Jember State Islamic University, and Jember College of Economics at random.

Sources from respondents were obtained from online questionnaires by sending links to respondents who agreed or offline filling out the questionnaire directly. The filling scale uses a Likert scale, namely the range used is 1 = Strongly disagree, 2 = Disagree, 3 = Neutral / Disagree, 4 = Agree, 5 = Strongly agree. The average value (mean) of respondents' answers > 3 is considered to have an agreement value on the question items.

### **Validity and Reliability Test**

Reliability test is intended to ensure that the instrument has consistency as a measuring tool so that the level of reliability can show consistent results (Uma, 2006). Composite reliability results will show a satisfactory value if it is above 0.7 using Cronbach's alpha and Composite Reliability values. Validity Test is a measurement tool that is considered valid. The convergent validity test can be measured by the outer loading value and the Average Variance Extracted (AVE), with the AVE criterion being greater than 0.5. Meanwhile, discriminant validity can be measured by the Cross Loading value for each root variable  $AVE > \text{Latent Variable Correlation}$  and more than 0.7 in one variable.

### **Analysis Method**

Assessment of the model with PLS SEM uses the help of the WarpPLS 7.0 calculating tool, Structural model evaluates (SEM) with r-square, t-values, path coefficient, t-values (Hair et al., 2021). R-square for each endogenous latent variable. Changes in the r-square value can be used to assess the effect of certain exogenous latent variables on endogenous latent variables whether they have a substantive effect. Testing the hypothesis between constructs, namely exogenous constructs on endogenous constructs (dependent) and endogenous constructs on endogenous constructs ( $\beta$ ). To test the significance of the path coefficient, the bootstrapping method was used (Hair et al., 2021). Bootstrapping is a statistical procedure by changing the data from the sample we obtain and replicating the sample data (resampling) randomly to obtain new simulation data. The test statistic used is the T test, with the resampling method so that the data is freely distributed, does not require normal distribution assumptions, and does not require a large sample.

## RESULT AND DISCUSSION

### 1. Characteristics of Respondents and description of answers

Based on the sex of women as much as 58% and 42% men. Characteristics of respondents according to the age range of 15 to 20 has a total of 56%, 21 to 30 as much as 33%, above 31 as much as 11%. Characteristics based on the area of the respondents more than 51% came from Jember, while Bondowoso as much as 10%, Banyuwangi 23%, followed by Malang 4%, Bojonegoro 3%, Situbondo 4%, other areas as much as 6%.

Table 1 Characteristics of Respondents

Criteria	Number of Respondents	Percentage
Gender		
Woman	97	58%
Man	71	42%
$\Sigma$	168	100%
Age		
15-20	94	56%
21-30	56	33%
>31	18	11%
$\Sigma$	168	100%
Home town		
Banyuwangi	39	23%
Bojonegoro	5	3%
Bondowoso	17	10%
Jember	86	51%
Poor	7	4%
Situbondo	5	3%
Etc	9	6%
$\Sigma$	168	100%

Data source: Respondent data is processed



Description of the answers from respondents all answers have an average value of more than 3 which can be concluded that respondents agree with the framework of the concept of self-determination theory as a method for optimizing online purchases mediated by consumer satisfaction. Respondents have satisfaction with online purchase transaction services. The features of online purchase transactions have also provided satisfaction because they have fulfilled the expectations of the respondents. Overall, respondents felt that online purchase transaction services were in accordance with effectiveness, benefits, and could also improve performance and life, many of whom now use online facilities.

## Data Presentation

### 1. Validity and Reliability

There are two criteria for assessing the validity of whether the outer model meets the convergent validity requirements for reflective constructs, namely: (1) the loading factor must be above 0.70, and (2) the p-value is significant ( $<0.05$ ) (Hair et al., 2017; Cock, 2020). The loading factor values of all items can be seen in table 3 where all items have exceeded 0.7 so that all items used are items that have passed the validity test. The discriminant validity of constructs with Avg,var.extrac (AVE) values has exceeded 0.5 in table 2. The external regulatory variable is 0.798, the introjection regulatory variable is 0.804, the indentified regulatory variable is 0.918 and the integration regulation is 0.933, the intrinsic regulatory variable is 0.860 , satisfaction of 0.970, and finally the variable intention to repeat with AVE of 0.832. The questionnaire is declared valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The following is a tabulation of validity test parameters in PLS.

Table 2 : AVE Value, Reliable Composite and Cronbach Alpha

Variable	AVE	Composite Reliable	Cronbach's Alpha
External Regulation	0.798	0839	0.710
Introjection Regulation	0.804	0.785	0.451
Identification Regulations	0.918	0941	0.906

Integration Regulations	0.933	0.953	0.925
Intrinsic Regulation	0.860	0.894	0.816
Satisfaction	0.970	0.979	0.968
Repetitive intention	0.832	0.870	0.774

Data source: Processed data results Wrap PLS 7.0

Reliability test is a test to measure internal consistency of measuring instruments. Reliability shows the accuracy, consistency, and precision of a measuring instrument in making measurements. Cronbach's Alpha and Composite Reliability results will show a satisfactory value if it is above 0.7. This study met the reliability requirements because the composite reliable value and Cronbach's alpha had a value greater than 0.7. It can be seen in Table 4. AVE, Composite Reliable and Cronbach Alpha values.

PLS SEM research using the wrap pls method displays model fit indices and P values with the results of ten fit indicators (model fit and quality indices) (figure 2). The main fit indicators, namely the average path coefficient (APC), average R-squared (ARS), and average full collinearity (AFVIF) are FIT/appropriate/significant because they have a P value <0.001 less than 0.05.

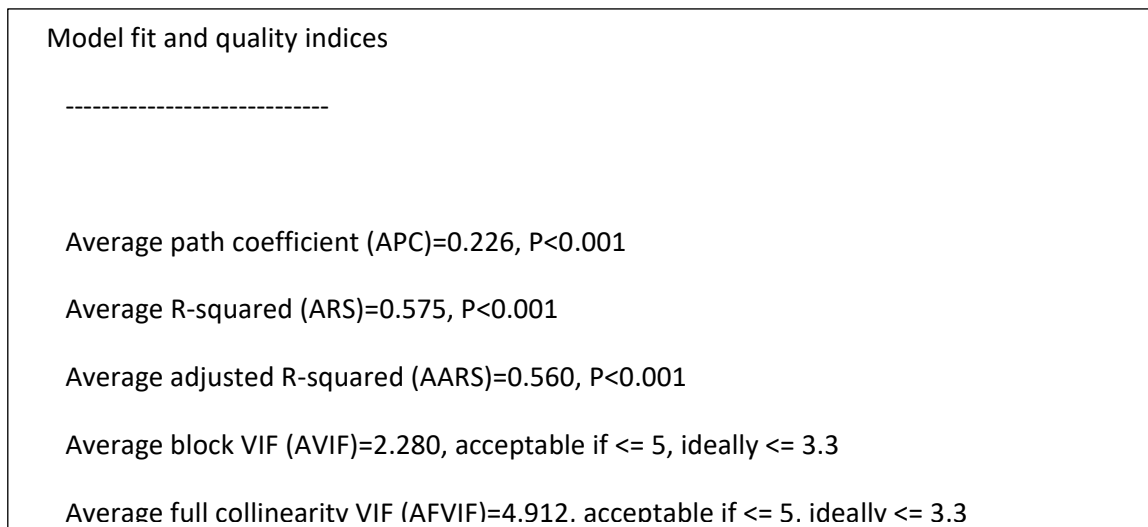


Figure 2. Research Model FIT

Data source: Processed data results WrapPLS 7.0

The model does not occur multicollinearity it can be concluded that it meets the criteria seen with the AFVIF value as an indicator of multicollinearity smaller than 5, which is equal to 4.912. Another fit indicator that is quite important is the Tenenhaus GoF which measures the explanatory power of the model (Kock, 2015). The estimation results show a GoF value of 0.664 or is included in the explanatory power category on the large criteria because it has a value above or equal to 0.35. Sympton's Paradox Ratio (SPR) is an indicator of the Sympton's Paradox problem-free model. This problem occurs when a path coefficient of two variables and the correlations associated with the two variables have different signs.

Furthermore, the results of the calculations can produce a model as follows:

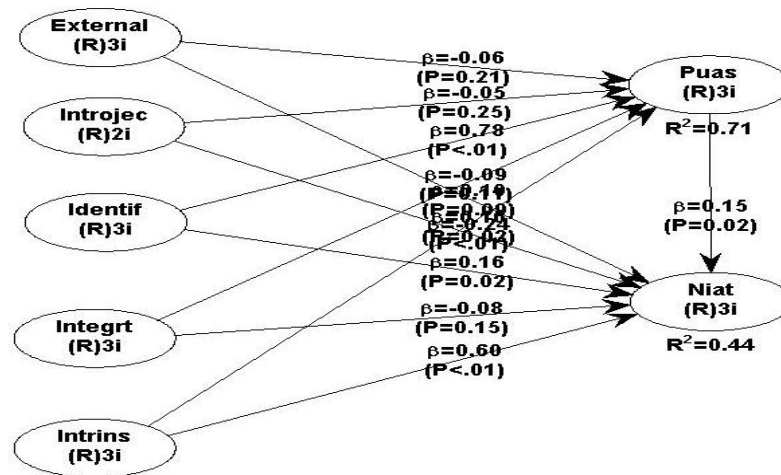


Figure 2. Research Model Output from WrapPLS

Data source: Processed data results Wrap PLS 7.0

### R-Square

The structural model in PLS is evaluated using R<sup>2</sup>. The higher the R<sup>2</sup> value means the better the prediction model of the proposed research model. The R square value in this study can be seen in table 3. The model is Self Determination Theory motivation, namely external regulation, introjected regulation, identified regulation of sustainable intentions to obtain a model value of 0.435 and the second model is the value of R Square for the motivation model using Self Determination Theory, namely external regulation, introjected regulation, identified regulation obtains a model value of 0.715 so that it can be concluded that motivation using the

continuum Self-determination theory through satisfaction has an effect on sustainable intentions of 71.5% while 28.5% is explained by variables other than the variables in this study. This model is better so that the optimization of online purchases can be increased by motivation by mediating satisfaction.

Table 3 : Value of R – Square

R-squared coefficients

external	Introje	Identical	Integrt	Intrins	Satisfied	Intention
					0.715	0.435

Data source: Processed data results Wrap PLS 7.0

### Data analysis

Satisfaction path analysis has an important influence in shaping the motivation of external regulation of 0.487, introjection regulation of 0.268, identification regulation of 0.561, integration regulation of 0.829, intrinsic regulation of 0.887. And satisfaction has a significant influence on sustainable intentions of 0.391. External regulation has a weak negative effect of -0.049. Introjection regulation has an important effect of 0.214 on intention to continue. Identification regulation has a significant influence of 0.171 on the intention to continue using online purchase transactions. Integration regulation has an important negative effect of 0.214 and the most influential in self-determination theory motivation is intrinsic regulation in the intention to continue a transaction of 0.361.

Furthermore, in this study what we need to interpret is the result of the estimated relationship between the hypothesized variables which can be seen in table 4 of the results of the hypothesis test.

Table 4: Hypothesis Test Results

hypothesis	Contact	Path Coefficient	P.Value	Results
H1a	External regulation of satisfaction	-0.062	0.210	Rejected
H1b	External regulation of continuing intent	0.102	0.089	Rejected
H2a	Introjected regulation of satisfaction	-0.053	0.246	Rejected
H2b	Introjection regulation of continuing intention	-0.242	<0.001	Accepted
H3a	Identified regulation of satisfaction	0.777	<0.001	Accepted
H3b	Identification regulation of continuance intention	0.162	0.016	Accepted
H4a	Integration regulation of satisfaction	-0.092	0.112	Rejected
H4b	Integration regulation of sustainable intention	-0.078	0.152	Rejected
H5a	Intrinsic regulation of satisfaction	0.161	0.016	Accepted
H5b	Intrinsic regulation of continuance intention	0.604	<0.001	Accepted
H11	Satisfaction with continuing intentions	0.153	0.021	Accepted

Data source: data obtained from Wrap PLS

H1a the first hypothesis is rejected, according to the P value of 0.210 greater than 0.05 meaning that there is no motivational effect by using external regulations, namely when various promotions, gifts, advertisements are purchased online, using because of necessity for school or office matters , threats get in trouble if not using online purchases will not create satisfaction. This is in accordance with the explanation from Peter and Olson that satisfaction is formed not

from motivation but how products and services are owned or called the degree to which a product or service is (Peter & Olson, 2010). Kotler also said that satisfaction is a manifestation of consumer expectations for products and services (Kotler, 2001). So that someone gets a promotion, or does it because of an obligation to purchase, it will not have an effect on satisfaction if the product and service are not appropriate.

H1b the sixth hypothesis is rejected, there is no motivational effect by using external regulations, namely when various promotions, gifts, advertisements in online purchases, use because of necessity for school or office affairs, the threat of getting in trouble if you don't use online purchases has an influence on repeat intentions. Repetitive intention intend to continue to use online shopping transactions in the future, I intend to continue to use online shopping transactions in my daily life, I plan to use online shopping transactions as often as possible. This is because consumers decide to buy a product because they want to learn more about the experience and in some cases grow personally towards the product (Solomon, 2018), (Ntoumanis et al., 2021), (L. Williams, 2019), (Azizah, 2023).

H2a The second hypothesis is rejected, namely introjected regulation has no effect on satisfaction with a value of 0.246 greater than 0.05 so that the motivation of introjection regulation, namely desire is seen as not being stupid so that using online purchase transactions, and the influence of friends who use online purchases does not affect satisfaction in online purchases. This is in accordance with the explanation from Peter and Olson that satisfaction is formed not from motivation but how products and services are owned or called the degree to which a product or service is (Peter & Olson, 2010). Kotler also said that satisfaction is a manifestation of consumer expectations for products and services (Kotler, 2001). Even though someone is motivated to purchase, this does not have an effect on satisfaction using online purchase transaction sites, satisfaction with online purchase transaction services, satisfaction with all transactions. online purchases.

H2b The seventh hypothesis is accepted as having a P volume  $<0.001$  less than 0.05 of that value. It can be concluded that introjected regulation has no effect on repeated intentions. Introjected regulation, that is, motivation with desire is seen as inadequate so that they use online purchase transactions, and the influence of friends who use online purchases does not

affect satisfaction in online purchases. Recurring intentions like intend to continue to use online purchase transactions in the future, intend to always use online purchase transactions in everyday life, plan to use online purchase transactions as often as possible without being influenced by introjection regulation motivation. This is in accordance with the results of research from (Rahi & Abd. Ghani, 2019), (Azizah, 2023).

H3a is accepted, with a P value  $<0.001$  less than 0.05 giving an explanation that there is a motivational effect with identified regulation, that is, I need a purchase transaction, use an online purchase transaction because I realize that many buying activities use online media , online purchases match my purchase goals online satisfaction has an influence on satisfaction, namely satisfaction using online purchase transaction sites , satisfaction using online purchase transaction sites, satisfaction when the overall online purchase transaction is satisfactory will provide motivation externally, according to research from (Setiawan & Harahab, 2013)and also (Tamtomo & Putra, 2020).

H3b is accepted, that is, there is an identified regulation effect on sustainable intentions with a P Value of 0.016 greater than 0.05. Motivation with identified regulation, namely requiring purchase transactions, using online purchase transactions because I am aware that purchasing activities use a lot of online media, online purchase transactions according to my online purchase goals Repetitive intention intend to continue to use online purchase transactions in the future, intend to always use online purchase transactions in daily life, I plan to use online purchase transactions as often as possible (Ghani et al., 2017)and also(Rahi & Abd. Ghani, 2019b)

H4a The fourth hypothesis is rejected according to the results of P Volume 0.112 greater than 0.05 , the motivation is with regulatory integration, namely online purchase transactions according to a combination of needs and developments , online purchase transactions are the consistency of companies to serve the community , all transaction activities become easier no satisfaction effect. Even though someone is motivated to buy, this does not have an effect on satisfaction using online purchase transaction sites, satisfaction with online purchase transaction services, satisfaction with all online purchase transactions. This is in accordance with the explanation from Peter and Olson that satisfaction is formed not from motivation but how

products and services are owned or called the degree to which a product or service is (Peter & Olson, 2010). Kotler also said that satisfaction is a manifestation of consumer expectations for products and services (Kotler, 2001).

H4b The ninth hypothesis is rejected, integration regulation has no effect on repeated purchase intentions, which has a value of 0.152 greater than 0.05. So motivation with regulatory integration, namely online purchase transactions according to a combination of needs and developments, online purchase transactions are the consistency of the company to serve the community, transaction activities become easier, there is no influence on introjection regulations. Repetitive intention intend to continue to use online shopping in the future, I intend to continue to use online shopping in my daily life, I plan to use online shopping as much as possible.

H5a The fifth hypothesis is accepted, namely when someone is motivated because they enjoy online purchase transaction services, the features of online purchase transactions are attractive, using online purchase transaction sites is a pleasure, then it has an influence on satisfaction. Someone becomes satisfied using online purchase transaction sites, satisfied using online purchase transaction sites, satisfied when the overall online purchase transaction is satisfactory.

H5b The tenth hypothesis is accepted, that is, intrinsic regulation has an influence on sustainable intentions. Someone is motivated because they enjoy online purchase transaction services, online purchase transaction features are attractive, using online purchase transaction sites is a pleasure, so it has an influence on satisfaction. Repetitive intention intend to continue to use online shopping in the future, I intend to continue to use online shopping in my daily life, I plan to use online shopping as much as possible. Someone becomes satisfied using online purchase transaction sites, satisfied using online purchase transaction sites, satisfied when the overall online purchase transaction is satisfactory. This is in accordance with the results of research from (Bhattacharjee, 2001) (Tsai et al., 2014) and research (Lin et al., 2005)

H6 The eleventh hypothesis is accepted, namely that there is an effect of satisfaction on continuing intentions in making online purchase transactions in the post-pandemic digital era.



This is in accordance with the results of research from (Bhattacharjee, 2001) (Tsai et al., 2014) and research (Lin et al., 2005)

## CONCLUSION

Expectation confirmation theory and also self-determination theory on sustainable intentions in using online purchase transactions yields the result that confirmation of consumer expectations and perceived benefits has a strong influence on shaping consumer satisfaction. And it is able to foster motivation by using self-determination theory as measured by external regulations, introjection regulations, identification regulations, integration regulations, and intrinsic regulations. External regulations and identification regulations are not recommended to be used because they have no effect on the intention to continue using online purchase transactions. While the regulation of introjection, integration has an important influence. The dominant motivation is intrinsic regulation, namely growing customer value by knowing consumer preferences for attractive features or services.

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