



## Repurchase Interest Using ShopeeFood as an Impact of Online Customer Reviews and Promotions

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**Abstract:** Currently, online sales and purchases using electronic devices are very advanced and developing. The presence of Shopee, which is a buying and selling site, can make it easier for people to fulfill their needs and desires. This research aims to determine the condition of online customer reviews, promotions and repurchase interest on the ShopeeFood application. This research uses a sample of 111 Instagram followers @nursaharaaa who use ShopeeFood using descriptive and verification methods. The data collection technique used by researchers is by using primary and secondary data sources in the form of questionnaires. The analysis used is path analysis with the help of the SPSS program and hypothesis testing. The results of this research based on hypothesis testing show that Online Customer Reviews have a positive and significant effect on Repurchase Interest, Promotion has a positive and significant effect on Repurchase Interest, and Online Customer Reviews and Promotions simultaneously have a positive and significant effect on Repurchase Interest among ShopeeFood application users.

**Keywords:** Online Customer Review; Promotions; Repurchase Interest

### INTRODUCTION

Currently, technological developments are very sophisticated and developing, and this has a big influence on our lives, especially with the emergence of internet media which is a means to make it easier for everyone to fulfill their needs and desires. Nowadays, many people use this media as a platform to create businesses such as business websites, e-commerce, startup businesses, and other creative industries. Considering its rapid development from year to year, this can easily be used as a potential market for business people doing business online. E-commerce is a transaction carried out through a tool in cyberspace involving sellers and buyers and then carried out directly through websites and transaction sites such as tokopedia, shopee, lazada, jd.id, etc (Riswandi, 2019).

Consumers who are used to buying or shopping for food on online services have indirectly increased their repeat purchases. It can be said that people tend to prefer to fulfill their needs in ways that make it easier for them, one of which is using applications such as Shopee which provides delivery services. The presence of Shopee, which is a buying and selling site, can make it easier for people to fulfill their needs and desires. Most people prefer things that are easy and practical. PT. Shopee Internasional Indonesia continues to develop its innovations in April 2020 the company not only offers goods and equipment but also launched a new feature in its service, namely food and drink delivery called ShopeeFood. Below is presented Table 1 regarding the advantages that shopeefood services have compared to their competitors.



**Table 1. Shopeefood's Advantages Compared to its Competitors**

No	Shopeefood	Competitor	Reference Type
1.	Shopeefood always provides food discounts at almost all restaurants. Starting from 10k-23k. Postage discounts start from 1k-8k.	GoFood has started to provide minimal promotions. Vouchers are only available on certain accounts, and not evenly distributed to all users.	
2.	Shopeefood driver selection is fast and close to the restaurant.	The choice of GoFood drivers is uncertain, often they get those who are close, but sometimes they get drivers who are far away, almost 1km from the restaurant.	Quora (2021)
3.	Shopeefood vouchers are available almost every day.	GrabFood does not provide vouchers every day.	
4.	Shopeefood's service doesn't take long because it only delivers 1 order to 1 customer.	Grab food takes a long time because there are 3 orders from 3 different customers and restaurants.	
5.	The Shopeefood application is appropriate to use when ordering food in small quantities because the price will be relatively cheaper, but using the application is a little complicated, one of which is in terms of the appearance of the application.	Using the Gofood application is quite easy and there are quite a lot of food choices, but if the amount of food purchased is small, the prices on this application are quite expensive.	Uci (2022)

Source: Processed Data (2023)

Shopeefood is a food delivery service that is integrated with the Shopee application where the number of users will also be quite large. This food delivery service provides opportunities for drivers, Shopeefood merchants, and consumers. For Shopeefood merchants, the opportunity that can be taken is that the food business opportunity is much easier and quickly known to the public, then marketing food and drink products is much simpler and there is no need to spend money on promoting the food and drinks being sold. The opportunity that Shopeefood can bring to its consumers is a variety of food and drink menu choices so that consumers have many choices when ordering from this service, then the many price discounts such as food discount vouchers and free shipping vouchers can be used to reduce the costs incurred, and the process of ordering food can be done easily and the number of drivers in this application is large so that the ordering and delivery process can be done more quickly (Farah, 2023).

Shopeefood itself has differences in payment methods from its competitors, namely Gofood and Grabfood. Gofood has several payment methods including Gopay, Link only, Credit or debit card, Paylater, and cash. Grabfood has 3 payment methods including Ovo, Cash, and Ovo points. Meanwhile, Shopeefood only has 2 payment methods, namely COD (Cash on Delivery) and Shoppepay. This company carries out a digital marketing strategy to reach young people and adults who are its target market. Social media is the right place to target Shopeefood's market, one of which is through Instagram followers. Nowadays many people use this media not only to upload stories but also as a means of finding information about this food delivery service. The reason this research was conducted on followers is because the majority of accounts that follow @nursaharaaa are young people who are active on social media, therefore most of them

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are suitable to be used as respondents in this research, then this is supported by the large number of accounts that follow so that researchers are interested. chose them as respondents in this research. The services provided by this company to meet the needs and desires of consumers have their respective advantages and disadvantages, in this case, several factors can influence them to make an interest in repurchasing, including customer reviews, promotions, and consumer tastes.

When consumers want to purchase a food delivery service, they will compare one service with similar services. Of course, they will look at reviews from other consumers and promotions offered at Shopeefood as well as which services provide more discounts to save costs. Reviews from consumers are important to pay attention to. When consumers want to purchase the Shopeefood service, they will find out some of the information they need to consider choosing that service.

It's not just reviews that consumers pay attention to; promotions are also the main thing to consider. The promotion provided by this shopeefood service has 3 (three) options including a free delivery voucher up to Rp. 12,000 then a discount promo voucher of 50% up to Rp. 18,000-Rp. 20,000 and finally a discount voucher of 60% up to Rp. 25,000. This will be the main consideration for consumers because they will see whether the discount given is appropriate, and then they will evaluate whether the discount offered is comparable to the product they will later get.

Repurchase interest cannot be separated from consumers' tastes when they want to buy a product from a food delivery service that matches the reviews and promotions offered. In general, increasing a person's taste for a product will increase demand for that product, and conversely, if a person's taste for a product decreases, consumer demand for that product will decrease.

As a company that provides food delivery services, Shopeefood will of course carry out marketing activities to achieve its targets and market share. By carrying out attractive offering strategies through social networks to attract consumers' buying interest in these services. The large number of competitors offering food delivery services means Shopeefood must be able to compete with its competitors. The problem faced by this company is that it faces intense competition in the field of food delivery services such as gofood and grabfood. Based on the explanation above, this research was conducted to determine consumer responses regarding online customer reviews and promotions and repurchase interest in the Shopeefood Application.

## METHODS

This research uses descriptive and verification analysis techniques. Descriptive analysis in this research aims to see an overview of research results from online customer reviews ( $X_1$ ), promotions ( $X_2$ ), and repurchase interest ( $Y$ ). The results of the descriptive research for this discussion, through a description of the response data from respondents, can show how the respondents relate to the variables studied. Meanwhile, verification analysis is used to describe the characteristics of respondents and research variables as well as to determine the ranking of each research variable which can be seen from the comparison between ideal scores. Where to determine the magnitude of the direct or indirect influence. This research uses path analysis and hypothesis testing with the help of the SPSS 24 program.

This research uses a sample of 111 Instagram followers @nursaharaaa who use Shopeefood. Data collection carried out in this research was by distributing questionnaires to respondents via Google Form. This research uses a closed type of



questionnaire that is given a score, where the data obtained will be transferred into numerical form using a Likert scale.

## RESULTS AND DISCUSSION

### Descriptive Analysis

Based on the distribution of questionnaires carried out to 111 respondents regarding the Online Customer Review variable, the results of the recapitulation on the Online Customer Review variable are presented below based on the average value per dimension as follows.

**Table 2. Recapitulation of Online Customer Review Variable Dimensions ( $X_1$ )**

Variable	Dimension	Mean	Category	Mean	Category
$X_1$	The usefulness of Online Review	3,567	Good	3,343	Quite Good
	Reviewer Expertise	3,180	Quite Good		
	Timeliness of Online Reviews	3,384	Quite Good		
	Volume of Online Review	3,252	Quite Good		
	Comprehensiveness of Online Review	3,252	Quite Good		

Source: Processed Data (2023)

Based on the results of the average calculation per dimension in Table 2, it can be concluded that the dimension with the highest average value is the Usefulness of Online Review dimension and the one with the lowest value is the Reviewer Expertise dimension. Therefore, it can be concluded that based on the respondent's perception of the assessment regarding the Online Customer Review in the ShopeeFood application, it has been perceived as quite good as a review that has great benefits where online consumers provide clear reviews or information regarding how to use the application, one of which is about the ease of use. This ShopeeFood application provides convenience in this service, including the payment process, namely ShopeeFood provides 2 payment methods, ShopeePay and COD (Cash on Delivery) so that potential consumers will not experience difficulties when processing transactions. Then the convenience of the application instructions means that this service can be accessed directly from the Shopee application, therefore consumers no longer need to install a new application.

Four of the overall dimensions in the online customer review variable are known to have quite good category values where these dimensions (Review Expertise, Timeliness of Online Reviews, Volume of Online Reviews, Comprehensiveness of Online Reviews) have values in the quite good category, meaning that the researcher suspects that There is a problem that causes customers to give less value to the ShopeeFood application so that the Online Customer Review variable is considered not to meet their expectations.

The indicator that contributes a small value to the Reviewer Expertise dimension is the recommendation score indicator where respondents feel that the reviews given by other customers regarding the ShopeeFood application are not completely good, therefore they feel that the existing reviews do not meet their expectations. Then the indicator in the Timeliness of Online Review dimension, namely the actuality indicator, received a lower score because respondents were still doubtful about the suitability of the review given to the current state of ShopeeFood. Furthermore, the indicator in the Volume of Online Reviews dimension, namely the indicator for the number of reviews,





received a small value because respondents assumed that a large number of reviews on the Shopeefood application did not fully help them in the purchasing process. As well as the indicator in the Comprehensiveness of the Online Review dimension, namely the completeness indicator, has less value from respondents where the existing review does not meet their needs for food delivery services.

Research presented by Sari (2021) explains that reviews are part of Electronic Word of Mouth (EWOM) which is one of several factors that drive a person's purchasing decisions. Online Customer Reviews now not only have one option to consider when purchasing a product but can also describe expectations for a product. According to Li and Zhang in Nuraeni & Irawati (2021), reviews are one of the factors that influence several factors that determine a person's purchasing decision. This shows that people can take the number of reviews as an indicator of product popularity or the value of a product which influences purchasing decisions. So, referring to the theory above, if repurchase interest is high then the company needs to pay close attention to the reviews given by customers.

Online Customer Reviews are statements given by consumers, both positive and negative, on certain platforms, where these reviews can help other consumers get information regarding products or services. Apart from the reviews given by consumers, Online Customer Reviews contain product selection, product promotion, price, and quality, some of them even expressed their disappointment with the product through reviews. The results of the research conducted show that Online Customer Reviews on the Shopeefood application are still considered insufficient, but even though they are said to be insufficient, there are still results that show that Online Customer Reviews affect Repurchase Intention because the significance level is below 0.05. Previous research supports Stevanie (2020), namely the influence of food quality and online customer reviews on customer perceived value and repurchase intention, which states that online customer reviews have a significant effect on repurchase intention.

Furthermore, based on the distribution of questionnaires carried out to 111 respondents regarding promotion variables, the following results are presented from the recapitulation on social e-promotion based on the results of the average values per dimension as follows:

**Table 3. Recapitulation of Promotion Variable Dimensions**

Variable	Dimensions	Mean	Category	Mean	Category
X <sub>2</sub>	Advertising	3,031	Quite Good	3,374	Quite Good
	Sales Promotion	3,511	Good		

Source: Processed Data (2023)

Based on the results of calculating the average per dimension in Table 3, it can be concluded that the dimension with the highest average value was obtained in the Sales Promotion dimension and the one with the lowest average value was in the Advertising dimension. Therefore, it can be seen that based on the perception of research respondents regarding promotions on the Shopeefood application, it has been perceived as quite good, where the promotion program carried out by Shopeefood can steal the attention of consumers to make purchases. The many promotions such as free shipping, 50% and 60% discounts, and discount programs are factors that cause consumers to be interested in this service. However, the perception of this promotion is considered not good from the advertising aspect, where the large number of advertising programs



broadcast on social media is a factor causing consumers to miss the advertising programs carried out by ShopeeFood.

One of the overall dimensions in the promotion variable is known to have a value in the quite good category where this dimension (Advertising) has a value in the quite good category, meaning that the researcher suspects that there is a problem that causes consumers to give less value to the ShopeeFood application so that the promotion variable is considered inappropriate consumer expectations. The indicators that contribute less value to the Advertising dimension that respondents feel are advertising indicators where respondents feel that the delivery of information related to promotions provided by ShopeeFood is less interesting so consumers' interest in making repeat purchases at ShopeeFood's services is still minimal.

Even though the research put forward by Permatasari et al. (2022) explains that promotion is communication between sellers and buyers that comes from the right information which aims to change the attitudes and behavior of buyers, who previously did not know them, become familiar so they become buyers and still remember the product. According to Kotler and Armstrong in Anggriani & Hamali (2020), sales promotions are short-term incentives to encourage the purchase or sale of products or services. The basic difference between sales promotions with advertising and personal selling is that advertising and personal selling offer reasons to buy a particular product or service, while sales promotions offer reasons to buy now. So, referring to the theory above, if repurchase interest is high, the delivery of information related to promotions provided by ShopeeFood needs to be carried out with newer innovations to be able to attract consumers' interest in making purchases.

Promotion is an important influence in purchasing decisions where promotion will be one of consumers' considerations in the purchasing process. The results of the research conducted show that promotions on the ShopeeFood application are still considered insufficient, but even though they are said to be insufficient, there are still results that show that promotions affect Repurchase Interest because the significance level is below 0.05. Previous research supports Luthfiana & Hadi (2019), namely the Influence of Sales Promotion and E-Service Quality on Repurchase Intention, which states that Promotion has a positive and significant influence on Repurchase Intention, which means that there is a relationship between sales promotion and repurchase interest. who simultaneously support each other.

Based on the distribution of questionnaires conducted on 111 respondents regarding the repurchase interest variable, the following are the results of the recapitulation of the repurchase interest variable based on the average results of the per-dimensional values as follows:

**Table 4. Recapitulation of Repurchase Interest Variable Dimensions (Y)**

Variable	Dimension	Mean	Category	Mean	Category
Y	Referential Interest	3,184	Quite Good	3,310	Quite Good
	Exploratory Interest	3,45	Good		
	Transactional Interest	3,238	Quite Good		
	Preferential Interest	3,441	Good		

Source: Processed Data (2023)



Based on the results of calculating the average per dimension in Table 4, it can be seen that the dimension with the highest average value is in the Preferential Interest dimension and the one with the lowest average value is in the Referential Interest dimension. Thus, it can be concluded that based on the respondent's perception of the assessment regarding Repurchase Interest in the Shopeefood application, it is perceived as quite good as a food delivery service that is often chosen, the reason why the majority of consumers choose this service is because of the many experiences of consumers who feel that the purchasing process in this application good impression or the quality of service perceived by consumers regarding the service is satisfactory so that consumers are interested in choosing the application as a means to meet their needs.

The indicators that contribute low scores to the Referential Interest dimension are the desire indicators where the respondent's desire to recommend the Shopeefood application to friends or other people is still low, this is because consumers do not fully trust the service, then the indicators on the Transactional Interest dimension are also desire indicators. obtained low scores from respondents, this is because respondents are not yet fully interested in making purchases on the Shopeefood application.

Research presented by Prawira et al. (2019) explains that according to Petter and Olson, consumers make repeat purchases because of repeated encouragement and behavior that can foster loyalty towards what they feel is appropriate for them. Meanwhile, in research by Hidayah & Apriliani (2019), according to Butcher, repeat purchases are customers who have purchased a product twice or more regularly. So, referring to the theory above, if repurchase interest is to be high, then the company needs to pay close attention to the reviews provided by customers, apart from that, the delivery of information related to promotions provided by Shopeefood or the company must be carried out more intensively and as attractively as possible so that consumers continue to show interest. purchases on the service.

#### Verification analysis

The first step in this analysis is to calculate the correlation coefficient between the variables being studied. The variables in this research are Online Customer Review ( $X_1$ ), Promotion ( $X_2$ ), and Repurchase Intention ( $Y$ ), the correlation coefficient between these variables is calculated using the correlation formula using IBM SPSS 24 with the following results:

**Table 5. Correlation between Variables  $X_1$  and  $X_2$**

		Correlations		
		Online Customer Review	Promotion	Repurchase Interest
Online Customer Review	Pearson Correlation	1	.791**	.844**
	Sig. (2-tailed)		.000	.000
	N	111	111	111
Promotion	Pearson Correlation	.791**	1	.806**
	Sig. (2-tailed)	.000		.000
	N	111	111	111
Repurchase Interest	Pearson Correlation	.844**	.806**	1
	Sig. (2-tailed)	.000	.000	
	N	111	111	111

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data that has been processed using SPSS (2023)



Based on Table 5 above, the SPSS output results show the results of correlation analysis between variables, namely the correlation value between Online Customer Review ( $X_1$ ) and Promotion ( $X_2$ ) of 0.791. In the correlation table, the correlation value classification is included in the strong category because it is found in the interval 0.600 – 0.799. The correlation value between Online Customer Reviews ( $X_1$ ) and Repurchase Intention (Y) is 0.844. In the correlation table, the correlation value is included in the very strong category because it is found in the interval 0.800 – 1.000. The correlation value between Promotion ( $X_2$ ) and Repurchase Intention (Y) is 0.806. In the correlation table, the correlation value classification is in the very strong category because it is found in the interval 0.800 - 1.000. The correlation coefficient between variables has been obtained, then the path analysis is as follows:

**Table 6. Coefficient of Online Customer Reviews and Promotion on Repurchase Intention**

Model		Coefficients <sup>a</sup>		t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
		B	Std. Error		
1	(Constant)	-1.716	1.677		
	Online Customer Review	.917	.127	.552	7.220 .000
	Promotion	.606	.126	.369	4.821 .000

a. Dependent Variable: Repurchase Interest

Source: Data that has been processed using SPSS (2023)

Table 6 In the Standardized Coefficients column there are each path coefficient between the variables  $X_1$  and the close relationship between these two variables and the Promotion variable ( $X_2$ ) on Repurchase Intention (Y), which is 0.369 or 36.9%, can be said to be low in the relationship between these two variables. Next, calculate the coefficient of determination which is used to determine the contribution of the influence of the independent variable to the dependent variable. The following are the SPSS output results:

**Table 7. Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874 <sup>a</sup>	.763	.759	3.905

a. Predictors: (Constant), Promotion, Online Customer Review

Source: Data that has been processed using SPSS (2023)

Based on Table 7, calculations are carried out to find out how big the impact of each variable is as follows.

$$\begin{aligned} \text{Online Customer Reviews} &= 0.552 \times 0.844 &= 0.465 \text{ or } 46.5\% \\ \text{Promotion} &= 0.369 \times 0.806 &= 0.297 \text{ or } 29.7\% \end{aligned}$$

Based on the calculations above, it is known that the Online Customer Review variable has a partial impact on Repurchase Interest of 46.5%, while the Promotion variable has an impact on Repurchase Interest of 29.7%. It is known that the correlation coefficient value obtained is 0.874.





Thus, the coefficient of determination can be calculated as follows:

$$Kd = (r^2) \times 100\%$$

$$Kd = (0,874)^2 \times 100\% \quad Kd = 76,3\%$$

Based on the calculations above, it can be seen that the Online Customer Review and Promotion variables have a simultaneous impact on Repurchase Interest of 76.38%. Meanwhile, the remaining percentage gap of 23.62 is a contribution from other factors.

#### Hypothesis testing

Hypothesis testing in this research uses the t-test and f-test, where the t-test is to test partial hypotheses while the f-test is to test simultaneous hypotheses. The t-test or partial hypothesis test is used to partially test whether Online Customer Reviews and Promotions have an impact on Repurchase Intention. The significance test is through path analysis, namely comparing the calculated  $t_{value}$  with the  $t_{table}$ , with a significance value of 5% or 0.05 assisted by the SPSS program, then the following results are obtained:

**Table 8. Partial Test of Online Customer Reviews and Promotions on Repurchase Intention**

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-1.716	1.677		-1.023	.308
	Online Customer Review	.917	.127	.552	7.220	.000
	Promotion	.606	.126	.369	4.821	.000

a. Dependent Variable: Repurchase Intention

Source: Data that has been processed using SPSS (2023)

Based on the data in Table 8, the calculated t value of Online Customer Review ( $X_1$ ) for Repurchase Intention is 7.220 with a probability value (sig) = 0.000. With the conditions in the  $t_{table}$ ,  $\alpha=0.05$  and  $df= (n-2)$  or  $111-2 = 109$ , which is 1.658. Because the results obtained  $t_{count} > t_{table}$  ( $7.220 > 1.658$ ) with a significance figure of  $0.000 < 0.05$ . So, the decision  $H_0$  is rejected, and  $H_1$  is accepted.  $H_1: \rho_{yx_1} \neq 0$ , meaning that partially Online Customer Reviews have a positive and significant effect on Repurchase Intention. Therefore, companies need to maintain the quality of their services so that the Online Customer Reviews given by consumers are positive to continuously increase purchasing interest because repeat purchase interest will decrease if the Online Customer Reviews circulating are negative.

Then, based on the data contained in Table 8, the  $t_{calculated}$  value of Promotion ( $X_2$ ) on Repurchase Interest (Y) is 4.821 with a probability value (sig) = 0.000. From the provisions of the  $t_{table}$ ,  $\alpha=0.05$  and  $df= (n-2)$  or  $111-2= 109$ , which is 1.658. Obtained  $t_{count} > t_{table}$  ( $4.821 > 1.658$ ) with a significance level of  $0.000 < 0.05$ . It can be concluded that the decision  $H_0$  is rejected and  $H_1$  is accepted.  $H_1: \rho_{yx_2} \neq 0$ , meaning that promotion partially has a positive and significant effect on repurchase interest. Therefore, Shopeefood needs to carry out wider promotions so that it can have a bigger target to increase purchasing interest. Apart from that, the delivery of information related to a product or service needs to be carried out with newer innovations so that the delivery of information related to the product or service offered is not monotonous. because



repurchase interest will be low if consumer interest in a product or service is small, so it is possible that the repurchase interest process will not occur.

Then an F-test or hypothesis test is carried out simultaneously to test whether online customer reviews and promotions affect repurchase interest. The following are the results of the F Test using SPSS which are displayed in Table 9 below:

**Table 9. Simultaneous Test of Online Customer Reviews and Promotions on Repurchase Intention**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5314.316	2	2657.158	174.251	.000 <sup>b</sup>
	Residual	1646.896	108	15.249		
	Total	6961.212	110			

a. Dependent Variable: Repurchase Intention  
 b. Predictors: (Constant), Promotion, Online Customer Review

Source: Data that has been processed using SPSS (2023)

Based on data from Table 9, the F value is 174.251 with probability (sig) = 0.000. The conditions in the  $f_{table}$  are  $\alpha = 0.05$  and  $dk = (n - k - 1)$  or  $111 - 2 - 1 = 108$ , which is 3.08. The results obtained are  $F_{count} > F_{table}$  ( $174.251 > 3.08$ ) with a significance figure of  $0.000 < 0.05$ . Therefore, the decision  $H_0$  is rejected and  $H_1$  is accepted.  $H_1: \rho_{yx_1} = \rho_{yx_2} \neq 0$ , meaning that simultaneously or together Online Customer Reviews and Promotions have a positive and significant impact on Repurchase Intention. This is because the large number of reviews can help consumers to make repeat purchases. Previous research supports according to Permatasari & Santosa, (2021) The Influence of Consumer Reviews, Service Quality, and Sales Promotion on Repurchase Intention through Consumer Satisfaction as an Intervening Variable which states that the promotion of consumer review variables and repurchase interest have a positive effect on consumer satisfaction. Based on this statement, it can be interpreted that there is a relationship between consumer reviews, promotions, and repurchase interest which simultaneously support each other.

## CONCLUSION

In this research, the Online Customer Review, Promotion and Repurchase Interest variables in the ShopeeFood application are in the quite good category. In this research, the Online Customer Review variable has a positive and significant effect on Repurchase Interest in the ShopeeFood application. Promotion variables have a positive and significant effect on repurchase interest in the ShopeeFood application. And simultaneously Online Customer Reviews and Promotions simultaneously have a positive and significant effect on Repurchase Interest in the ShopeeFood application.

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