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JOURNAL

DETERMINANTS OF REPURCHASE INTENTION: A STUDY ON GENERATION Z ONLINE CINEMA TICKET APPLICATION USERS IN JAKARTA

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Abstract

This study aims to analyze the factors influencing repurchase intention among Generation Z users of the TIX ID application in Jakarta. It examines the effects of perceived ease of use, discount, trust, and customer satisfaction on repurchase intention. A quantitative approach was employed using an online survey distributed via social media platforms such as WhatsApp and Instagram. The study population consisted of individuals aged 17–27 who had used and intended to repurchase tickets via TIX ID. Purposive sampling was applied, resulting in 292 respondents. Data were analyzed using Structural Equation Modeling (SEM) with AMOS 26 software. The results show that perceived ease of use has a positive and significant effect on repurchase intention but does not affect customer satisfaction. Discount and trust both have positive and significant effects on customer satisfaction and repurchase intention. Meanwhile, customer satisfaction does not significantly affect repurchase intention. These findings indicate that perceived ease of use, discount, and trust are the main drivers of repurchase intention among Generation Z TIX ID users. Future research is recommended to involve respondents from various regions and cinema e-ticketing applications, using a combination of online questionnaires and interviews to improve data validity. Furthermore, additional variables such as ticket price, service quality, user experience, and the effectiveness of digital promotions can be considered to provide a more comprehensive picture of the factors influencing repurchase intention.

Keywords: perceived ease of use, discount, trust, customer satisfaction, repurchase intention, TIX ID

BACKGROUND

In Indonesia, the trend of internet usage has increased significantly since 2020, although it slowed down after 2022. This increase is also driven by the dominance of generation Z, known as digital natives with the highest level of digital literacy (Limilia et al., 2022). The high involvement of Gen Z in the digital ecosystem can be seen from the use of various applications, including online movie ticket booking applications such as TIX ID.

This condition encourages industry players to develop e-ticketing systems to facilitate online ticket booking and avoid queues. One application

that stands out is TIX ID, with the highest rating and number of users among its competitors such as MTix, CGV Cinemas, and Cinepolis. This advantage makes TIX ID a relevant object to study the factors that drive customer loyalty.

Table 1.1 Downloader Data and Rating of E-Ticketing Applications in Indonesia

No.	Application Name	Number of Downloaders	Rating
1.	TIX ID	10 million+	4,8
2.	Cinema 21 (MTix)	10 million+	4,7
3.	CGV Cinemas Indonesia	5 million+	4,8
4.	Cinepolis Cinemas Indonesia	1 million+	3,8

Source: Play Store (2025)

In the context of digital services, repurchase intention is an important indicator of application success. Consumers who are willing to make repeat purchases reflect a high level of trust and satisfaction with the service (Qibtiyah et al., 2021). Therefore, it is important to understand the factors that influence repurchase intention, especially among generation Z as the dominant users of TIX ID.

Based on this description, this study aims to analyze the effect of perceived ease of use, discount, trust, and customer satisfaction on repurchase intention in TIX ID application users among generation Z in Jakarta. This research is important because there have not been many previous studies that have tested the five variables simultaneously in the local context of Jakarta, and have not considered the typical digital characteristics of Generation Z. This generation has a high level of digital literacy, tends to be responsive to application design, ease of transactions, and user reviews, but is less influenced by influencer trends (Limilia et al., 2022)

THEORETICAL FRAMEWORK

Technology Acceptance Model (TAM)

This study uses Davis's (1989) Technology Acceptance Model (TAM) approach, in which perceived ease of use plays an important role in influencing customer satisfaction and repurchase intention. The variables of discount and trust are added as extensions to TAM, as discounts enhance the economic value of the application and trust reinforces users' confidence in the security and reliability of the system. In this study, customer satisfaction serves as the dependent variable influenced by the three independent variables, which in turn impact the intention to repurchase.

Repurchase Intention

Repurchase intention is the tendency of customers to repurchase products or services in the future. Satisfaction and convenience encourage customers to continue choosing the same service. Ismail (2022) states that this intention is measured through surveys that analyze consumers' tendency to repurchase brands or services from the same company. Qibtiyah et al. (2021) identified four dimensions: (1) transactional; (2) referential; (3) preferential; and (4) exploratory.

Perceived Ease of Use

Perceived ease of use is the user's belief that the application system can

reduce the time and effort required for transactions (Kim et al., 2025). Applications that are easy to use tend to be more accepted by users (Yu et al., 2024). Wirakanda and Agustina (2022) measured ease of use through five dimensions: (1) easy to learn; (2) controllable; (3) flexible; (4) easy to use; and (5) clear and easy to understand.

Discount

A discount is a price reduction subject to certain conditions that benefits both sellers and buyers (Hasbi et al., 2022). In online applications, discounts encourage purchases and create a sense of appreciation among customers (Setiawan et al., 2024; Ramantyo & Dhewi, 2022). Hamdani (2022) mentions four dimensions: (1) discount amount; (2) discount period; (3) types of products receiving discounts; and (4) types of discounts.

Trust

Trust is the belief in the actions of a party deemed trustworthy, which can be cognitive or emotional (Wu et al., 2024). Trust is built through practical interactions and is a crucial factor for industrial success as well as influencing customer purchase intentions (Venkatakrishnan et al., 2023). Moosa et al. (2021) identify three key attributes: (1) competence; (2) benevolence; and (3) integrity.

Customer Satisfaction

Customer satisfaction is the feeling of pleasure or disappointment that arises when comparing expectations with service performance (Le et al., 2024). Satisfaction is achieved when the service exceeds expectations, and dissatisfaction arises if the opposite is true. As an important concept in marketing, satisfaction is the ultimate goal desired by users (Haverila et al., 2021). Istianingsih & Defit (2021) measure it through four dimensions: (1) trust; (2) integrity; (3) pride; and (4) passion.

Hypothesis Development

Perceived Ease of Use on Customer Satisfaction

Research conducted by Cuong (2023) shows that perceived ease of use has a positive and significant effect on customer satisfaction. In line with research conducted by Wilson et al. (2021) concluded that there is a positive and significant relationship between perceived ease of use and customer satisfaction. This means that the easier a service is to use, the higher the level of customer satisfaction. This is supported by the research findings of Filieri et al. (2021) which shows that the perceived ease of use of Trip Advisor has a positive and significant impact on customer satisfaction. Based on the results of the studies and research above, the hypotheses that can be formulated are as follows:

H1: Perceived ease of use has a positive and significant effect on customer satisfaction.

Perceived Ease of Use on Repurchase Intention

Research conducted by Eine and Charoensukmongkol (2021) shows that perceived ease of use consumers has a positive and significant influence on

repurchase intention. In line with research conducted by Priyatma (2022) concluded that perceived ease of use has a positive and significant effect on repurchase intention among consumers of e-commerce users in Indonesia. This is supported by the results of research by Wafiyyah et al. (2021) concluded that perceived ease of use at Shopee has a positive and significant effect on repurchase intention.

H2: Perceived ease of use has a positive and significant effect on repurchase intention.

Discount on Customer Satisfaction

Research conducted by Tong and Shen (2021) which concluded that discounts have a positive and significant effect on customer satisfaction. This is supported by the research of Falito et al. (2024) shows that discounts have a significant positive effect on customer satisfaction. The higher the discount given by the application, the more customer satisfaction increases. Inline with research conducted by Bunarunraksa and Nuangjamnong (2022) which concluded that there is a positive and significant influence between discounts on customer satisfaction in online food applications in Bangkok. Based on the results of the studies and research above, the hypothesis that can be formulated is as follows:

H3: Discount has a positive and significant effect on customer satisfaction

Discount on Repurchase Intention

Previous research conducted by Yani and Maisarah (2023) showed thatdiscounts has a positive and significant effect on repurchase intention. In line with the research of Qibtiyah et al. (2021) which concluded that there is a positive and significant effect of discounts on repurchase intention. This shows that discounts can create customer repurchase intentions. This is supported by Ramantyo and Dhewi's research (2022) which states that discounts have a positive and significant effect on repurchase intention. Based on the studies and research results above, the hypothesis that can be formulated is as follows:

H4: Discount has a positive and significant effect on repurchase intention.

Trust on Customer Satisfaction

Research by Venkatakrishnan et al. (2023) which concluded that trust has a positive and significant effect on customer satisfaction. This is supported by Seo and Lee's research (2021) which shows that trust has a positive and significant effect on customer satisfaction. Other research results by Arthur et al. (2024) shows the results that trust has a significant and positive effect on customer satisfaction. Based on the results of the studies and research above, the hypothesis that can be formulated is as follows:

H5: Trust has a positive and significant effect on customer satisfaction

Trust on Repurchase Intention

Research conducted by Shabankareh et al. (2024) shows that trust has a significant positive effect on repurchase intention on airlines. Another study conducted by Laparojkit and Suttipun (2022) concluded that there is a positive and significant influence between trust on repurchase intention. This shows that when customers have a high level of trust, their repurchase intention will be

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stronger. In line with research by Jiang et al. (2024) which states that trust has a positive and significant effect on repurchase intention. Based on the studies and research results above, the hypothesis that can be formulated is as follows:

H6: Trust has a positive and significant effect on repurchase intention

Customer Satisfaction on Repurchase Intention

A study conducted by Nangpiire et al. (2024) concluded that customer satisfaction positively and significantly affects repurchase intention for hospitality services. The results of other research conducted by Cha and Lee (2021) concluded that satisfaction resulting from user experience has a positive and significant effect on repurchase intention. The desire to make repeat purchases is a reflection that user expectations are met. In line with Cuong's research (2023) shows that customer satisfaction has a positive and significant effect on repurchase intention. Based on the studies and research results above, the hypothesis that can be formulated is as follows:

H7: Customer satisfaction has a positive and significant effect on repurchase intention

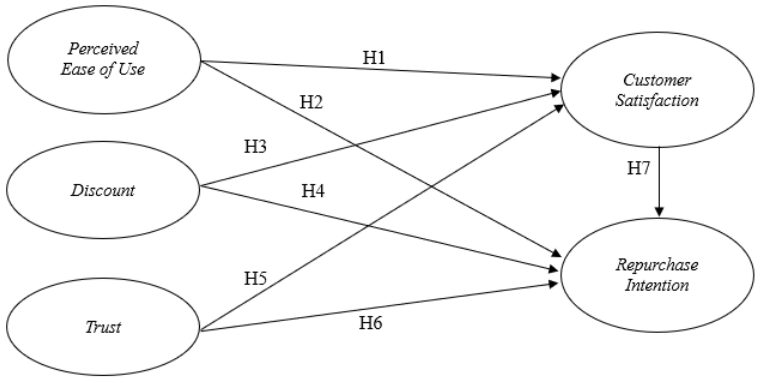


Figure 2.1 Theoretical Framework
Source: Data processed by the author (2025)

METHOD

This study uses a quantitative approach with a survey method. The survey was conducted in the Jakarta area on respondents aged 17 to 27 who are users of the TIX ID application. The data used in this study is primary data, obtained directly from respondents. The data collection technique used in this study is a questionnaire. In this study, the Likert scale was used as the questionnaire measurement scale.

RESULT

Data Description

Table 4.1 Characteristics of Respondents Based on Several Criteria

Based on Gender			
No	**Gender**	**Number**	**Percentage**
1	Laki-Laki	176	60.3%
2	Perempuan	116	39.7%
	Total	**292**	**100.0**
Based on Age			

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No	Age	Number	Percentage
1	17-20	58	19.9%
2	21-23	180	61.6%
3	24-27	54	18.5%
	Total	**292**	**100.0**
	Based on Educational Status		
No	**Education Status**	**Number**	**Percentage**
1	SLTA	79	27.1%
2	Diploma	73	25.0%
3	Sarjana	140	47.9%
	Total	**292**	**100.0**
	Based on Employment Status		
No	**Employment Status**	**Number**	**Percentage**
1	Not Employed	119	40.8%
2	Not Working	18	6.2%
3	Employed	114	39.0%
4	Own Bussines	41	14.0%
	Total	**292**	**100.0**
	Based on Marital Status		
No	**Marital Status**	**Number**	**Percentage**
1	Not Married	224	76.7%
2	Married	64	21.9%
3	Divorced/Separated	2	0.7%
4	Spouse Died	2	0.7%
	Total	**292**	**100.0**

Source: Table processed by Researchers (2025)

Table 4.1 shows that the majority of respondents were male (60.3%), aged 21–23 years (61.6%), college graduates (47.9%), unemployed (40.8%), and unmarried (76.7%). The following is a description of the data for each variable based on the results of the field research.

Table 4.2 Descriptive Analysis of Perceived Ease of Use Variables

Item	Indicators	STS	TS	ATS	AS	S	SS
PEOU1	I find the TIX ID app easy to use	7 (2.4%)	4 (1.4%)	6 (2.1%)	51 (17.5%)	101 (34.6%)	123 (42.1%)
PEOU2	I feel that the TIX ID app helps me find and select tickets very easily	7 (2.4%)	6 (2.1%)	9 (3.1%)	102 (34.9%)	92 (31.5%)	76 (26.0%)
PEOU3	I feel that the TIX ID app makes the movie ticket transaction process more practical.	6 (2.1%)	6 (2.1%)	7 (2.4%)	69 (23.6%)	138 (47.3%)	66 (22.6%)
PEOU4	I find it easy to do what I want on the TIX ID app, such as buying tickets or viewing promotions.	6 (2.1%)	7 (2.4%)	4 (1.4%)	57 (19.5%)	156 (53.4%)	62 (21.2%)
PEOU5	Overall, I find the TIX ID app very easy to use.	8 (2.7%)	6 (2.1%)	3 (1.0%)	48 (16.4%)	137 (46.9%)	90 (30.8%)
	Total Frequency	**34**	**29**	**29**	**327**	**624**	**417**
	Percentage	**2.3%**	**2.0%**	**2.0%**	**22.4%**	**42.7%**	**28.6%**

Source: Table processed by Researchers (2025)

Descriptive analysis of the perceived ease of use variable in Table 4.2 shows that the percentage at points (STS) 2.3%, (TS) 2.0%, (ATS) 2.0%, (AS) 22.4%, Agree (S) 42.7% and Strongly Agree (SS) 28.6%.

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Table 4.3 Descriptive Analysis of Discount Variables

Item	Indicators	STS	TS	ATS	AS	S	SS
DISC1	I see that TIX ID regularly offers discounts to its users.	4 (1.4%)	5 (1.7%)	8 (2.7%)	58 (19.9%)	110 (37.7%)	107 (36.6%)
DISC2	I find the discounts offered by TIX ID to be consistently appealing and worth taking advantage of.	9 (3.1%)	6 (2.1%)	4 (1.4%)	92 (31.5%)	95 (32.5%)	86 (29.5%)
DISC3	I feel that TIX ID often offers discounts with fairly large amounts or values.	8 (2.7%)	7 (2.4%)	9 (3.1%)	80 (27.4%)	111 (38.0%)	77 (26.4%)
DISC4	I feel that the discounts from TIX ID help me save money when buying tickets.	6 (2.1%)	8 (2.7%)	6 (2.1%)	61 (20.9%)	125 (42.8%)	86 (29.5%)
DISC5	I find the discounts offered by TIX ID attractive and make me want to buy tickets.	10 (3.4%)	6 (2.1%)	5 (1.7%)	41 (14.0%)	148 (50.7%)	82 (28.1%)
	Total Frequency	**37**	**32**	**32**	**332**	**589**	**438**
	Percentage	**2.5%**	**2.2%**	**2.2%**	**22.7%**	**40.3%**	**30.0%**

Source: Table processed by Researchers (2025)

Descriptive analysis of the discount variable in Table 4.3 shows that the percentage at points (STS) 2.5%, (TS) 2.2%, (ATS) 2.2%, (AS) 22.7%, (S) 40.3%, and (SS) 30.0%.

Table 4.4 Descriptive Analysis of Trust Variables

Item	Indicators	STS	TS	ATS	AS	S	SS
TRU1	I believe that TIX ID is a reliable ticket booking application.	6 (2.1%)	7 (2.4%)	9 (3.1%)	46 (15.8%)	131 (44.9%)	93 (31.8%)
TRU2	I feel confident using TIX ID services to purchase tickets online.	7 (2.4%)	5 (1.7%)	7 (2.4%)	104 (35.6%)	90 (30.8%)	79 (27.1%)
TRU3	I am confident that TIX ID technology and security systems protect my data and transactions.	8 (2.7%)	6 (2.1%)	8 (2.8%)	66 (22.6%)	137 (46.9%)	67 (22.9%)
TRU4	I believe that all information presented by TIX ID is accurate and reliable.	6 (2.1%)	7 (2.4%)	6 (2.1%)	67 (22.9%)	143 (49.0%)	63 (21.6%)
TRU5	I feel that TIX ID cares about the needs and experiences of its users.	6 (2.1%)	8 (2.7%)	7 (2.4%)	59 (20.2%)	143 (49.0%)	69 (23.6%)
	Total Frequency	**33**	**33**	**37**	**342**	**644**	**371**
	Percentage	**2.3%**	**2.3%**	**2.5%**	**23.4%**	**44.1%**	**25.4%**

Source: Table processed by Researchers (2025)

Descriptive analysis of the trust variable in Table 4.4 shows that the percentage at points (STS) 2.3%, (TS) 2.3%, (ATS) 2.5%, (AS) 23.4%, (S) 44.1%, and (SS) 25.4%.

Table 4.5 Descriptive Analysis of Customer Satisfaction Variables

Item	Indicators	STS	TS	ATS	AS	S	SS
CS1	I am satisfied with the ticket transaction process through the TIX ID app.	6 (2.1%)	6 (2.1%)	6 (2.1%)	44 (15.1%)	110 (37.7%)	120 (41.1%)
CS2	I am pleased that promotional information and discounts on	10 (3.4%)	2 (0.7%)	5 (1.7%)	94 (32.2%)	107 (36.6%)	74 (25.3%)

Item	Indicators	STS	TS	ATS	AS	S	SS
	the TIX ID app are easily accessible and understandable.						
CS3	I am satisfied with my decision to use the TIX ID app to purchase movie tickets.	6 (2.3%)	4 (1.5%)	11 (3.8%)	77 (26.4%)	130 (44.5%)	64 (21.9%)
CS4	I feel that my decision to use TIX ID was the right choice.	6 (2.1%)	9 (3.1%)	6 (2.1%)	47 (16.1%)	151 (51.7%)	73 (25.0%)
CS5	I really enjoyed the experience of buying movie tickets through the TIX ID app.	8 (2.7%)	5 (1.7%)	7 (2.4%)	41 (14.0%)	142 (48.6%)	89 (30.5%)
	Total Frequency	**36**	**26**	**35**	**303**	**640**	**420**
	Percentage	**2.5%**	**1.8%**	**2.4%**	**20.8%**	**43.8%**	**28.8%**

Source: Table processed by Researchers (2025)

Descriptive analysis of the customer satisfaction variable in Table 4.5 shows that the percentage at points (STS) 2.5%, (TS) 1.8%, (ATS) 2.4%, (AS) 20.8%, (S) 43.8%, and (SS) 28.8%.

Table 4.6 Descriptive Analysis of Repurchase Intention Variables

Item	Indicators	STS	TS	ATS	AS	S	SS
RI1	I intend to continue using the TIX ID app in the future.	9 (3.1%)	5 (1.7%)	6 (2.1%)	58 (19.9%)	106 (36.3%)	108 (37.0%)
RI2	I would like to recommend the TIX ID app to others, including those who already use it.	4 (1.4%)	7 (2.4%)	5 (1.7%)	89 (30.5%)	100 (34.2%)	87 (29.8%)
RI3	I look forward to new features or the latest promotions from the TIX ID app.	8 (2.7%)	7 (2.4%)	7 (2.4%)	73 (25.0%)	124 (42.5%)	73 (25.0%)
RI4	The TIX ID app will be my first choice when I want to buy movie tickets in the future.	7 (2.4%)	6 (2.1%)	6 (2.1%)	64 (21.9%)	146 (50.0%)	63 (21.6%)
RI5	I will most likely prioritize purchasing tickets through the TIX ID app over other platforms.	7 (2.4%)	7 (2.4%)	7 (2.4%)	50 (17.1%)	135 (46.2%)	86 (29.5%)
	Total Frequency	**35**	**32**	**31**	**334**	**611**	**417**
	Percentage	**2.4%**	**2.2%**	**2.1%**	**22.9%**	**41.8%**	**28.6%**

Source: Table processed by Researchers (2025)

Descriptive analysis of the repurchase intention variable in Table 4.6 shows that the percentage at points (STS) 2.4%, (TS) 2.2%, (ATS) 2.1%, (AS) 22.9%, (S) 41.8%, and (SS) 28.6%.

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Data Validity and Reliability Test

Explanatory Factor Analysis (EFA)

Table 4.7 Explanatory Factor Analysis of Each Variable

Variable	Item	Loading Factor	AVE	Cronbach's Alpa
Perceived Ease of Use	PEOU1	0.744	0.553	0.778
	PEOU2	0.647		
	PEOU3	0.685		
	PEOU4	0.775		
	PEOU5	0.788		
Discount	DISC1	0.671	0.516	0.762
	DISC2	0.620		
	DISC3	0.739		
	DISC4	0.723		
	DISC5	0.821		
Trust	TRU1	0.763	0.524	0.768
	TRU2	0.611		
	TRU3	0.707		
	TRU4	0.697		
	TRU5	0.824		
Customer Satisfaction	CS1	0.741	0.514	0.760
	CS2	0.593		
	CS3	0.713		
	CS4	0.704		
	CS5	0.816		
Repurchase Intention	RI1	0.769	0.520	0.766
	RI2	0.567		
	RI3	0.728		
	RI4	0.723		
	RI5	0.797		

Source: Table processed by Researchers (2025)

Confirmatory Factor Analysis (CFA)

Full Model

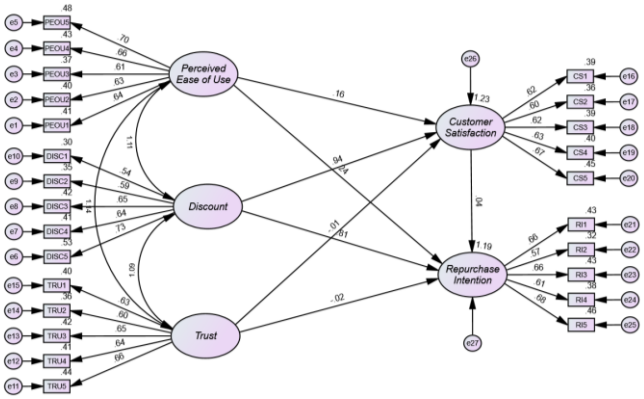


Figure 4.1 Result of the Structural Model

Source: Processed by Researchers (2025)

Table 4.8 shows that the model does not fit the data, as indicated by a P value of 0.000, CMIN/DF = 2.667, and GFI, RMSR, AGFI, TLI, and CFI indices that do not meet the criteria, even though RMSEA shows good fit. The model needs to be revised to improve fit.

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Table 4.8 Structural Model Result

Indeks	Cut of Value	Result	Evaluation Model
P	≥ 0.05	0.000	Lack of Fit
CMIN/DF	≤ 2.00	2.667	Lack of Fit
GFI	≥ 0.95	0.830	Lack of Fit
RMSR	≤ 0.05	0.064	Lack of Fit
RMSEA	≤ 0.08	0.076	Fitted
AGFI	≥ 0.90	0.792	Lack of Fit
TLI	≥ 0.90	0.883	Lack of Fit
CFI	≥ 0.90	0.897	Lack of Fit

Source: Table processed by Researchers (2025)

Fitted Model

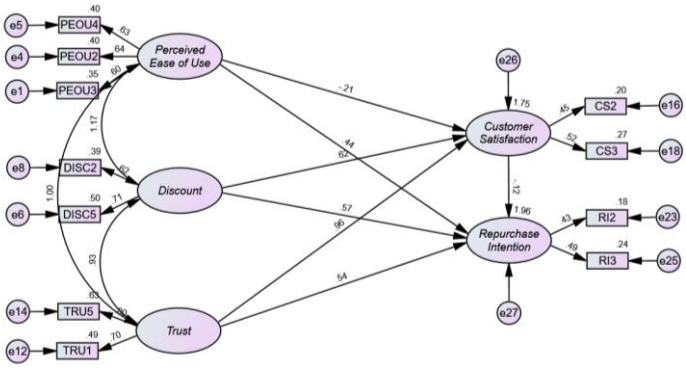


Figure 4.2 Result of the Structural Model

Source: Processed by Researchers (2025)

Table 4.9 shows that the model has good fit with a p-value of 0.093, CMIN/DF = 1.323, and GFI, RMSEA, and CFI indices that meet the criteria. This model is declared to be appropriate and consistent with the data.

Table 4.9 Structural Model Result

Indeks	Cut of Value	Result	Evaluation Model
P	≥ 0.05	0.093	Fitted
CMIN/DF	≤ 2.00	1.323	Fitted
GFI	≥ 0.95	0.971	Fitted
RMSR	≤ 0.05	0.035	Fitted
RMSEA	≤ 0.08	0.033	Fitted
AGFI	≥ 0.90	0.947	Fitted
TLI	≥ 0.90	0.987	Fitted
CFI	≥ 0.90	0.991	Fitted

Source: Table processed by Researchers (2025)

Hypothesis Test

Table 4.10 Hypothesis Test Results

Hypothesis	Independent Variable		Dependent Variable	C.R. (t-Value)	P	Standardized regression weight	Hypothesis Test Result
H1	*Perceived Ease of Use*	→	*Customer Satisfaction*	-0.828	0.408	-0.206	Rejected
H2	*Perceived Ease of Use*	→	*Repurchase Intention*	8.971	***	0.438	Accepted
H3	*Discount*	→	*Customer Satisfaction*	1.988	0.047	0.616	Accepted

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Hypothesis	Independent Variable		Dependent Variable	C.R. (t-Value)	P	Standardized regression weight	Hypothesis Test Result
H4	*Discount*	→	*Repurchase Intention*	8.971	***	0.572	Accepted
H5	*Trust*	→	*Customer Satisfaction*	2.254	0.024	0.962	Accepted
H6	*Trust*	→	*Repurchase Intention*	8.971	***	0.544	Accepted
H7	*Customer Satisfaction*	→	*Repurchase Intention*	-1.348	0.178	-0.121	Rejected

Source: Table processed by Researchers (2025)

DISCUSSION

The Effect of Perceived Ease of Use on Customer Satisfaction (H1)

The analysis results indicate that perceived ease of use does not significantly affect customer satisfaction (CR = -0.828; P = 0.408; SRW = -0.206), thus rejecting the hypothesis. This finding aligns with Laely et al. (2024) and Kenyta (2022) on OVO users. This indicates that for Generation Z, ease of use has become the minimum standard for digital applications, so it is insufficient to enhance satisfaction (Limilia et al., 2022).

The Effect of Perceived Ease of Use on Repurchase Intention (H2)

The analysis results show that ease of use has a positive and significant effect on repurchase intention (CR = 8.971; P = 0.001; SRW = 0.438). The easier the application is to use, the higher the users' intention to repurchase. This factor is important in fostering loyalty and repurchase behavior, especially in digital services like TIX ID, as it simplifies transactions and creates a positive experience (Ramdhani et al., 2024). These findings are consistent with the research of Eine & Charoensukmongkol (2021), Wafiyyah et al. (2021), Priyatma (2022).

The Effect of Discounts on Customer Satisfaction (H3)

The analysis results show that discounts have a positive and significant effect on customer satisfaction (CR = 1.988; P = 0.047; SRW = 0.616). The more attractive the discount offered, the higher the user satisfaction. In ticket booking applications such as TIX ID, discounts serve as a direct incentive that provides real economic value. These findings are consistent with the research of Tong & Shen (2021), Falito et al. (2024), and Bunarunraksa & Nuangjamnong (2022).

The Effect of Discounts on Repurchase Intention (H4)

The analysis results show that discounts have a positive and significant effect on repurchase intention (CR = 8.971; P = 0.001; SRW = 0.572). The more attractive and frequent the discounts are, the more they encourage users to repurchase, not only increasing immediate satisfaction but also long-term loyalty. In apps like TIX ID, discounts provide direct economic benefits, especially for regular users. These findings are consistent with the research of Yani & Maisarah (2023), Qibtiyah et al. (2021), and Ramantyo & Dhewi (2022).

The Effect of Trust on Customer Satisfaction (H5)

The analysis results show that trust has a positive and significant effect on customer satisfaction (CR = 2.254; P = 0.024; SRW = 0.962). The higher the user's trust, the higher the satisfaction felt. This finding confirms the important role of trust in building satisfaction in digital services such as TIX ID, in line with Venkatakrishnan et al. (2023), Seo & Lee (2021), and Arthur et al. (2024).

The Effect of Trust on Repurchase Intention (H6)

The analysis results indicate that trust has a positive and significant effect on repurchase intention (CR = 8.971; P < 0.001; SRW = 0.544), with a fairly strong influence. The higher the users' trust, the greater their tendency to repurchase through the application. This finding is consistent with the research of Shabankareh et al. (2024), Laparojkit & Suttipun (2022), and Jiang et al. (2024).

The Effect of Customer Satisfaction on Repurchase Intention (H7)

Based on the analysis, customer satisfaction does not significantly affect repurchase intention (CR = -1.348; P = 0.178; SRW = -0.121), leading to the rejection of this hypothesis. This is consistent with Alqueza et al. (2022) and Fausta et al (2023), who also found no significant relationship. Although theory and many studies consider satisfaction a key driver of repurchase, in this context the effect was not proven. This may occur when satisfaction is insufficient to directly influence behavior, with other factors such as discounts, ease of use, or trust playing a more dominant role (Miao et al., 2022).

CONCLUSION

Based on the analysis, perceived ease of use, discounts, and trust influence repurchase intention of TIX ID users among Generation Z in Jakarta. Specifically: (1) ease of use positively affects repurchase intention but not satisfaction; (2) discounts positively affect both satisfaction and repurchase intention; (3) trust positively affects both satisfaction and repurchase intention; and (4) customer satisfaction does not significantly affect repurchase intention.

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