



RESEARCH ARTICLE

Repurchasing Affecting Factors on Sacred Object by Electronic Media in Thailand

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ARTICLE INFO	ABSTRACT
Received: May 21, 2024	<p>This study aimed to develop factors affecting the intention to repurchase sacred objects through electronic media in Thailand. The population consisted of 405 people who had experience in purchasing sacred objects from sacred object shops through electronic media. The questionnaires were given through electronic media. Data were analyzed by the Smart PLS. The findings are as follows: (1) Beliefs indirectly influenced the intention to repurchase sacred objects through electronic media through perceived value and satisfaction. (2) Social media marketing indirectly influenced the intention to repurchase sacred objects through electronic media through satisfaction. (3) Social media marketing indirectly influenced the intention to repurchase sacred objects through electronic media through perceived value. (4) Social media marketing indirectly influenced the intention to repurchase sacred objects through electronic media through perceived value and satisfaction. The findings could be utilized as a guideline for starting a sacred object business through electronic media. Moreover, academics could employ research findings to develop their research work while private and public sectors could employ the findings as a guideline for strategic planning to promote and support sacred object business entrepreneurs through electronic media to globally enhance business through storytelling through Thai sacred objects.</p>
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INTRODUCTION

In Thailand, freedom in the practice of religion is obvious. Most population is Buddhist, accounting for 92.52% (Central Religious Information Centre, 2021). Buddhism has been practiced for a long time until it became the foundation of belief. Thais who believe in Buddhism often have sacred objects as a refuge for protection from dangers. Nowadays, despite advanced technology, most Thai people are still hooked on sacred objects. Belief has created a business. In the past, numerous businesses were related to belief, including sacred objects, which became valuable collections, creating an annual turnover of more than 7 billion to 15 billion baht. Apart from Thai people who believe in sacred objects, many foreigners also believe in sacred objects. Foreigners who are major purchasers in the sacred objects market include China, Malaysia, Singapore (Campbell, 1996; Chanabowornwat, 2017).

Due to advanced technology, there is a convenient distribution channel for sacred objects and the market can be expanded quickly. In the past, customers had to travel to purchase sacred objects at temples or shops. Instead, customers can now purchase sacred objects through their smartphones anywhere, anytime, especially electronic media which is very famous at 73.8%. Therefore, most

sacred objects business entrepreneurs shared knowledge and opportunities for customers to participate in opinion sharing through electronic media. As a result, the sacred object business had the opportunity to continue growing sustainably. Moreover, due to the continuous growth of online business and the changing behavior of today's customers, there is an opportunity to expand online business channels to meet more customers' needs (Chokthaworn, 2020; Siriwanich, 2020).

Due to the current business operating model and changing consumer behavior, online business entrepreneurs need to find new methods to keep up with this change. The keys include factors that cause today's consumers to want to buy, to be satisfied, and to repurchase to create increased sales and relationships in the long term, causing profit to the business. Therefore, to reach a more precise conclusion, this study studied the pattern of repurchase intention of current online consumers by using the Theory of Repurchase Decision-making (TRD) by Han and Ryu (2012) as a model for the research to improve the ability to predict the repurchase decision making of individuals with psycho-social theory since these factors were integrated with marketing concepts and consumer behavior that can explain the process of repurchase. The theoretical framework explains factors, such as beliefs, perceptions, satisfaction, and repurchase intention. The theory of reasoned action and the theory of planned behavior were employed to explain the beliefs of the individuals. In addition, the valuables, namely electronic service quality, customer experience, and social media marketing were employed to explain the causal relationship model of factors affecting the intention to repurchase sacred objects through electronic media. Factors that cause repurchase intention in this study include satisfaction, perceived value, electronic service quality, customer experience, beliefs, and social media marketing.

Therefore, the research objective of this study is, to develop factors affecting the repurchase intention of sacred objects through electronic media in Thailand. The findings of research would be beneficial to those who start a sacred objects business through electronic media as guidelines for a career and those who conduct business on sacred objects through electronic media as guidelines for developing the business to create repurchase intention in the future. In addition, researchers, academics, students, or those interested in the sacred object business would attain knowledge about the history and background of Thai sacred objects. The findings are useful to those interested in learning about business on online sacred objects in academics and research findings could be utilized to develop research work in the future.

LITERATURE REVIEW

Sacred objects refer to things that people respect without reason or things that have sacred power, both natural or man-made, based on the belief that they may be the reason for success, happiness, prosperity, good fortune, or protection against various dangers. Sacred objects include amulets, lucky coins, cloth amulets, and various types of talismans (Suriyan, 1972).

The Theory of Reasoned Action (TRA) was developed in 1975 by Icek Ajzen and Martin Fishbein. Later, Ajzen saw that one of the limitations of the Theory of Reasoned Action was its limitation of the transition from intentional behavior to actual behavioral action. It was seen that whether the intention to execute the behavior predict the behavior or not will depend on another key condition which is the behavior that will be performed under the control of the doer or the ability to do it. Therefore, Ajzen developed the model by adding factors in the ability to control behavior in the model called Perceived Control Behavior and this theory is called 'Perceived Control Behavior'. The Theory of Planned Behavior (TPB), developed in 1985, was developed in 2002 to solve the limitations in the behavior of individuals to control behavior which is not mentioned in the theory of reasoned action (Ajzen, 1985; Ajzen, 2002).

Repurchase intention is a personal decision-making related to purchasing a product or service again. The first purchasing decision is often a measure of behavior in the next repurchase (Gounaris et al.,

2010), caused by satisfaction with the product or service, including decisions from both internal and external factors related to the customers (Kim et al. 2012). Moreover, successful sales can be considered from the fact that customers come back to purchase again. Repurchases can occur from customers who have confidence in the product or service. Trust is a key factor for customers to choose to buy products from a particular salesperson. In general, the products are not necessarily of the highest quality or the details may not as accurate as the salespeople always say. Meanwhile, product delivery is not necessarily the fastest (Anderson, 2006), and this fosters successful business management.

Satisfaction refers to a response that meets customers' needs with a good feeling or a feeling of joy. It may be in terms of feeling evaluation from a positive attitude towards the stimulus both internal and external of the individual (Oliver, 1997; Hornby, 2000). It is also a feeling along with the emotional state of the customer towards learning from the experience and discovering that the actual benefits matched what was expected or more than expected. It also refers to satisfaction with the operating systems of the online sacred object stores, such as the quality of the sacred objects received, online sacred object purchase system, payment system, shipping system, and services of online sacred object purchase. Moreover, online consumer satisfaction is key for consumers to come back and repurchase. It was also found that satisfaction negatively influenced repurchase intention (Ginting et al., 2023; Napontun and Pimchainoi, 2023; Sudaryanto et al., 2021).

Perceived value refers to the benefit that customers receive, compared to the total cost of purchase. This can be measured by how customers evaluate the overall value of what the customers receive (Salegna and Goodwin, 2005) or the experience of utilizing the product or service through interpretation (Schiffman and Kanuk, 2000). Mostly, customers trust their senses. Sometimes, it is believed that experience is reality. This belief can cause problems. In particular, the perception of the reality of objects is distinct. This would possibly lead to misunderstandings. Customers choose the offers that deliver the most value as the sum of both tangible and intangible benefits and costs. Customers' perceived value increases by quality and service and decreases by price (Kotler and Keller, 2016). Moreover, the higher perceived value leads to the higher chance of repurchase intention. It was also found that perceived value directly influenced repurchase intention (Zahra et al., 2023; Yulianto, 2022; Ananda et al., 2021).

Electronic service quality refers to an electronic service to provide electronic tools to customers. An operating system is required for electronic services creating interactions between service providers and service users (Hopker and Hole, 2001). To assess the quality of a customer's website, it is not only the experience during interaction with the website but also after-sales service. Therefore, electronic service quality was broadly defined to cover all steps of interaction between electronic media customers to facilitate efficient purchasing and delivery in virtual markets (Lee and Lin, 2005). The provision of good services online to meet the expectations and needs of customers led to customers' maximum satisfaction in purchasing sacred objects, a good impression, and repurchase intention of sacred objects. Electronic service quality of the sacred object business was divided into 7 aspects, namely efficiency of use, goal achievement, privacy, system readiness, customer response, compensation for damage, and contact. It was also found that e-service quality directly influenced repurchase intention (Jayaputra and Kempa, 2022; Wiatna and Sanaji, 2022). E-service quality indirectly influenced repurchase intention through satisfaction (Julianto et al., 2023; Vo and Phan, 2023; Meisaroh et al. 2022). Also, e-service quality indirectly influenced repurchase intention through perceived value (Prasetyo et al., 2021; Wiryana and Erdiansyah, 2020).

Customer experience triggers awareness through interactions between customers and products, employees, or others in a business that stimulate an expression of reason, emotion, senses, and physical characteristics. Customer experience evaluation depends on the comparison between customer expectations from stimulation during the interaction (Gentile et al., 2007). Experiences

triggering emotion and feeling can stimulate perception from products or services. In this research, the concept of Schmitt (1999) was employed as a key foundation that creates customer experience. The concept consists of 5 aspects: sense, feeling, thinking, practice, and connection, and it was also found that customer experience directly influenced repurchase intention (Sari and Padmantlyo, 2023; Gunawan et al., 2023). In addition, customer experience indirectly influenced repurchase intention of sacred objects through satisfaction (Adi et al., 2022; Anifa and Sanaji, 2022; Somantri, 2020; Hasniati et al., 2021; Diyanti et al., 2021; Mulyono and Situmorang, 2018). Customer experience did not indirectly influence repurchase intention through perceived value (Yulianto, 2022; Realino et al., 2021).

Belief refers to the idea that an individual holds on to something. Belief may be affected by many factors, including knowledge, different perspectives, and faith (Kotler and Armstrong, 2018). Additionally, Thai scholars defined belief as an occurrence after consideration with reason so one should believe and have faith. It comes from an acceptance that it is true or exists. There may be evidence to prove it or it may not be proven. If people in a society accept it, it can be accepted (Phrathepvethi, 1989). If we have belief, there is an incentive to respond to such belief and behavior changes accordingly. In addition, various beliefs have often been told by past generations that there are mysterious powers that protect them. Therefore, a ceremony was held to pay respect to sacred things, spirits, ghosts, and demons in that society as a part of people's development. Human beings need to be bound by belief. Human life includes visible, understandable, and demonstrable things. Belief gives people confidence and comfort and helps humans to achieve success (Nimpanich, 2003; Jam et al., 2013). Belief in sacred objects is prominent and it will bring benefits, leading to concentration and wisdom as well as good fortune for worshipers and their families. The belief in the sacred object business was divided into 4 aspects, namely Buddhist virtues, Buddhist commerce, Buddhist faith, and Buddhist art, and it was also found that belief directly influenced satisfaction (Spiridigliozzi, 2022; Rathore and Bhatia, 2020) and belief directly influenced perceived value (Wang and Yu, 2016; Zhuang et al., 2015; Jam et al., 2017).

Social media marketing refers to the development of business opportunities to reach a customer base and build strong marketing relationships with customers (Kelly et al., 2010; Rashid et al., 2023) by sharing events, articles, experiences, photos, videos, music, and opinions in the online world through the network quickly and efficiently (Minton, 2013). Moreover, it is also a tool for building an image. Electronic media was used to distribute and create market value through communication to achieve needs. Social media marketing can be considered a new trend in business that can easily reach customers. Various channels can be developed to reach selected customer groups in various means (Kaur, 2016; Kanval et al., 2024). Nowadays, all businesses employ online marketing to communicate with customers. Due to the advancement of modern technology, consumers are close to electronic media. Therefore, online marketing become a popular marketing tool in various businesses. Online marketing can be considered a new trend in the sacred object business that can easily reach the target group. Social media marketing of sacred object business was divided into 5 aspects, namely interaction, popularity, word-of-mouth marketing, entertainment, and specificity. It was also found that social media marketing directly influenced repurchase intention (Asyhari et al., 2022; Subawa et al., 2020). Social media marketing directly influenced satisfaction (Haryanti et al., 2022; Poluan et al., (2022). Social media marketing directly influenced perceived value (Juliana et al., 2022; Rachmania, 2021; Wahyudi and Parahiyanti, 2021).

Research Framework

The Figure 1 depicts the research framework that consists of four independent variables, two mediating variables, and one dependent variable, The hypotheses of the study were presented as follows:

H1: Satisfaction directly influences the intention to repurchase sacred objects.

H2: Perceived value directly influences the intention to repurchase sacred objects.

H3: Perceived value indirectly influences the intention to repurchase sacred objects through satisfaction.

H4: Electronic service quality directly influences the intention to repurchase sacred objects.

H5: Electronic service quality indirectly influences the intention to repurchase sacred objects through satisfaction.

H6: Electronic service quality indirectly influences the intention to repurchase through perceived value.

H7: Customer experience directly influences the intention to repurchase sacred objects.

H8: Customer experience indirectly influences the intention to repurchase sacred objects through satisfaction.

H9: Customer experience indirectly influences the intention to repurchase sacred objects through perceived value.

H10: Belief directly influences satisfaction.

H11: Belief directly influences perceived value.

H12: Social media marketing directly influences the intention to repurchase sacred objects.

H13: Social media marketing directly influences satisfaction.

H14: Social media marketing directly influences perceived value.

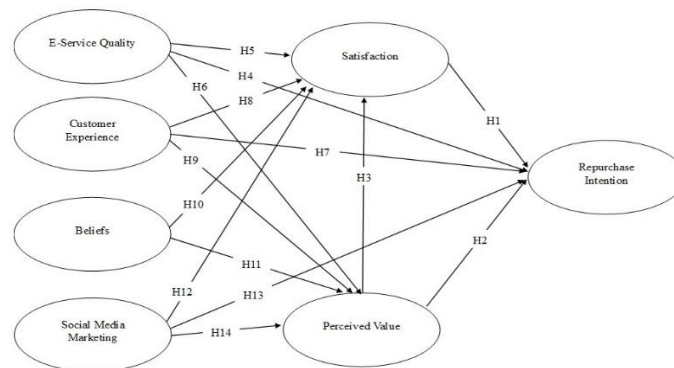


Figure 1. Research Model

MATERIALS AND METHODS

This was quantitative research on customers who had experience in purchasing sacred objects from sacred object shops through electronic media within 3 years. Online questionnaires were distributed to 405 people randomly for only those who purchased sacred objects through electronic media in Thailand. This study employed a structural equation model. Kline (2015) stated that the sample size should be at least 200 samples or more. This is consistent with Hair et al. (2010) that the appropriate sample for the structural equation model should be 200-300 samples. Therefore, at least 200 samples of questionnaires must be completed. However, questionnaires submitted to the researcher may be in incomplete condition. Therefore, a sample group larger than the minimum sample would be beneficial to the analysis results. Therefore, the sample size in the structural equation model would be 360 samples. However, the questionnaire that the sample answers may be incomplete. Additional questionnaires to 400 people were distributed, but questionnaires may be returned in an incomplete

condition, such as answering many questions in one question. A sample that is greater than the minimum sample would positively facilitate the analysis results. Therefore, the sample size was 400 samples. After collecting the questionnaires, 412 samples were obtained. Then, 405 complete questionnaires were obtained from screening. Convenience sampling was employed. Data were collected for 2 months (July-August 2023) and then analyzed by SPSS and SmartPLS.

RESULTS

The results of measurement analysis were illustrated the accepted values in terms of outer loadings, Cronbach's Alpha, CR and AVE. The results of discriminant validity in each variable must have an external component weight test value of greater than 0.7 (Hair et al., 2010), and an AVE and Cronbach Alpha should be greater than 0.5 (Hair et al., 2017; Hair et al., 2018) as shown in Table 1.

Table 1. Results of measurement analysis

Variables	Items	Outer Loadings	Cronbach Alpha	CR	AVE
Repurchase Intention (RI)	RL1	0.878	0.925	0.926	0.770
	RL2	0.877			
	RL3	0.893			
	RL4	0.875			
	RL5	0.853			
Satisfaction (S)	S1	0.876	0.923	0.924	0.766
	S2	0.863			
	S3	0.875			
	S4	0.896			
	S5	0.864			
Perceived Value (PV)	PV1	0.866	0.895	0.898	0.705
	PV2	0.863			
	PV3	0.871			
	PV4	0.818			
	PV5	0.774			
E-Service Quality (EQ)	EQ1	0.711	0.875	0.884	0.574
	EQ2	0.803			
	EQ3	0.739			
	EQ4	0.658			
	EQ5	0.732			
	EQ6	0.828			
	EQ7	0.816			
Customer Experience (CE)	CE1	0.826	0.861	0.871	0.646
	CE2	0.866			
	CE3	0.858			
	CE4	0.697			
	CE5	0.758			
Beliefs (B)	B1	0.808	0.768	0.786	0.595
	B2	0.616			
	B3	0.828			
	B4	0.812			
Social Media Marketing (SMM)	SMM1	0.824	0.870	0.875	0.658
	SMM2	0.789			
	SMM3	0.861			
	SMM4	0.774			
	SMM5	0.804			
	SMM1	0.824			

The discriminant validity test was to consider the level of the latent variable as presented in Table 2. The latent variable scores must not be highly correlated based on the Fornell-Larcker criterion with a value of 0.779-0.877. Discriminant validity was also found which was less than 1 (Hair et al., 2017; Hair et al., 2018), indicating that all latent variables had satisfactory discriminant validity (Lowry and Gaskin, 2016).

Table 2. Discriminant Validity

Issue	Value	Criterion
SRMR	0.051	Should be less than 0.08
d_ ULS	1.46	Less than P95
d_ G	0.699	Less than P95
Chi-square	1874.867	-
Normed Fit Index (NFI)	0.848	Between 0 to 1

For structural analysis, this study used SmartPLS to analyze data and the results was showed as Figure 2. The R-square value of RI was 0.63, indicating all latent can be explained the repurchase intention of this research model. In addition, the findings illustrated three factors influence on repurchase intention, such as satisfaction, perceived value, and social media marketing. In contrast, customer experience cannot be the factor of repurchase intention in scared object. Furthermore, customer’s satisfaction was the mediator of RI and three factors (perceived value, customer experience, and E-service quality). Additionally, perceived value also was the mediator of RI and customer experience.

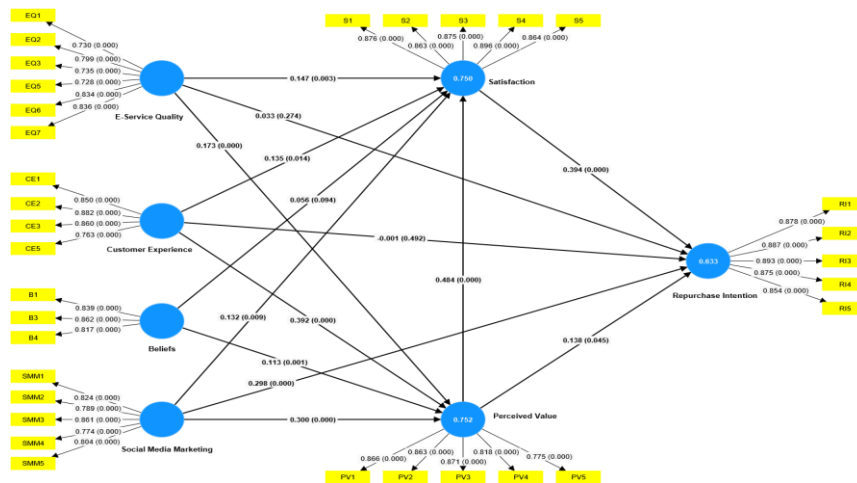


Figure 2. Result of structural analysis

In hypothesis testing, the results indicated four hypotheses were not support, such as H4, H6, H7, and H10. However, the other hypotheses were supported as presented in Table 4.

Table 4. Results of hypothesis testing

Hypothesis	Path	Beta	P-Values	Result
H1	Satisfaction-> Repurchase Intention	0.394	***	Supported
H2	Perceived Value-> Repurchase Intention	0.138	*	Supported
H3	Perceived Value-> Satisfaction-> Repurchase Intention	0.190	***	Supported
H4	E-Service Quality->-> Repurchase Intention	0.033	-	Not Supported
H5	E-Service Quality->Satisfaction-> Repurchase Intention	0.058	**	Supported

H6	E-Service Quality-> Perceived Value -> Repurchase Intention	0.024	-	Not Supported
H7	Customer Experience -> Repurchase Intention	-0.001	-	Not Supported
H8	Customer Experience-> Satisfaction-> Repurchase Intention	0.053	*	Supported
H9	Customer Experience-> Perceived Value -> Repurchase Intention	0.054	*	Supported
H10	Belief-> Satisfaction	0.056	-	Not Supported
H11	Belief-> Perceived Value	0.113	**	Supported
H12	Social Media Marketing-> Repurchase Intention	0.298	***	Supported
H13	Social Media Marketing-> Satisfaction	0.132	**	Supported
H14	Social Media Marketing-> Perceived Value	0.300	***	Supported

Note: Degree of confidence: ***=p<0.001, **=p<0.01, *=p<0.05

DISCUSSION

Satisfaction directly influenced the intention to repurchase sacred objects since people who purchase sacred objects through electronic media were satisfied with the quality of the purchased sacred objects. Moreover, the price of sacred objects through electronic media was different from the shop and there is advice and knowledge provision through electronic media to meet purchasers' questions. In addition, purchasing sacred objects through electronic media was easy, convenient, and fast for customers. Due to good service or the quality of the sacred object that meets the expectation, customers who purchased sacred objects through electronic media were satisfied and considered the repurchase intention of sacred objects in the future. Similarly, Oliver (1980) stated that satisfaction is the result of consumer evaluation by considering the difference between expectations and perceptions based on the use of a product or service. The level of consumer satisfaction depends on the management of the product or service providers that can meet the expectations of the consumer. Consumer satisfaction is a predictor of product purchasing behavior or consumers' return to use the service in the future. This is also consistent with the theory of repurchase decision-making, indicating that repurchase intention would be a result of satisfaction with the product or service. Repurchase intention can occur from the customer having confidence in the product or service. Trust is a key factor in the customer choosing to buy the product. Normally, the products sold are not necessarily of the highest quality or the product delivery is not necessarily the fastest. This is also consistent with the study of Cuong (2023) who discovered that satisfaction influenced repurchase intention. Satisfaction arises from using the product. Due to perceived worthiness, compared to purchasing products through traditional methods, customers saved more time purchasing products than purchasing products through other methods. As a result, they would continually use the online application to make purchases. In addition, consumers will come back to buy again. Therefore, online consumer satisfaction is key to increasing online repurchase intention. Online stores should enhance happiness for consumers and show consumers that this purchasing decision is the right decision. Therefore, online stores provide consumers with a satisfying experience, leading to a greater tendency to buy products from the same store in the future. Moreover, higher consumer satisfaction results in a higher chance of repurchase intention through online channels. On the contrary, a low level of consumer satisfaction also leads to a low level of customers' repurchase intention.

Perceived value directly influenced the intention to repurchase sacred objects since the reliability of sellers on electronic media was key in purchasing sacred objects through electronic media. Therefore, sellers be honest and sincere to customers who spend money to receive what can meet their expectations. In addition, this includes the customers receiving genuine sacred objects from the temple with an emphasis on offering guarantees, such as guaranteeing that sacred objects are genuine so that customers would have more confidence in sacred object shops through electronic

media and dare to purchase sacred objects through electronic media. This results in the repurchase intention of sacred objects in the future. This is also in line with the theory of repurchase decision-making, indicating that repurchase intention would be a result of the overall evaluation of the utility of the product and service based on the perception between what is given and what is received by comparing the benefits received from using and costs, both monetary and non-monetary, including receiving products and services that meet expectations. This is also consistent with the study of Zahra et al. (2023) who uncovered that perceived value directly influenced repurchase intention since perceived value has a significant impact on repurchase intentions, meaning that the higher perceived value led to a higher chance of repurchase intention. Customers consider the quality of the products sold. In addition, customer reviews show that the purchased products have a high economic value due to their high quality, including easy payment methods. Also, customers consider the products they purchase to be very useful. These may lead to customers repurchase intention. This is also in line with Moge et al. (2021) who studied the influence of the perceived value of customer trust and customer satisfaction on Shopee's repurchase intention and found that perceived value directly influenced repurchase intention since customers' perceived value affected the way customers think of the company. They consider many aspects and the product received from the company as being worthwhile or not that they would purchase again. Therefore, customers' perceived value is as meaningful as the benefits received from the product with the price they pay. If customers have a high level of perceived value, it will possibly increase online repurchase intention.

Perceived value indirectly influenced the intention to repurchase sacred objects through satisfaction since customers through electronic media received genuine sacred objects with a guarantee that is worth the money paid. Moreover, the price of sacred objects on electronic media is acceptable with product guarantees, leading to customers' confidence and trust in the product and daring to purchase sacred objects through stores on electronic media. In addition, information can be provided by the seller 24 hours a day with the reliability of the seller. When the customers received all the utilities from the service, including the emotional and sacred object value, customers were satisfied and repurchased sacred objects through electronic media in the future. This is also consistent with the theory of repurchase decision-making, indicating that the repurchase intention emerges from the overall evaluation of the utility of the product and service based on the perception between what is given and what is received by comparing the benefits received from using and costs, both monetary and non-monetary, including receiving products and services that meet expectations. Therefore, customers are satisfied and come back to repurchase products or services in the future. This is in line with the study of Cyntya and Berlianto (2023) who studied the influence of the reliability of online opinions, brand value, and customer satisfaction on the repurchase intention of the Bio Beauty Lab brand and discovered that perceived value indirectly influenced repurchase intention of the Bio Beauty Lab brand through satisfaction since the high perceived value of a brand increased customer satisfaction and vice versa. Perceived value is similar to customer satisfaction, which focuses on consumer expectations. Moreover, perceived value is the comparison between profit and loss when a customer assesses a product. Therefore, it affects the repurchase intention. This is also consistent with Shang and Zheshi (2020) who found that perceived value indirectly influenced repurchase intention through satisfaction. If the consumers' perceived value is good, the consumer will feel satisfied. When purchasing products, consumers will repurchase the products in the future.

Electronic service quality did not directly influence the intention to repurchase sacred objects since sacred objects were purchased through electronic media. Some stores did not have a genuine guarantee according to international standards. Also, the sellers did not have documents or membership cards for selling sacred objects and they may not be able to reveal identity or personal contact information. Therefore, the purchasers felt distrustful in purchasing sacred objects through electronic media. In addition, purchasing sacred objects through electronic media may be difficult to access or a sacred object that does not match the picture shown by the seller or personal information

may be disclosed without the purchaser's consent. In addition, some sellers could not buy sacred objects back. When a sacred object is damaged, the store is not responsible for compensation and the purchaser may not contact the store immediately. Accordingly, they did not purchase sacred objects through electronic media again in the future. Syachrony et al., (2023) studied the influence of electronic service quality, website quality, promotions, and electronic trust on the repurchase intention of Shopee in Jakarta and found that electronic service quality was not related to purchase intention. This demonstrates that electronic service quality did not influence consumers to repurchase through Shopee. Moreover, electronic service quality was not one of the main factors influencing repurchase intention. Therefore, an increase or decrease in electronic service quality did not affect consumers repurchase intention since consumers experienced satisfactory electronic service quality from Shopee. This is in line with Wahyuningtiyas and Ramadhan (2023) who studied the effectiveness of marketing through electronic media and electronic service quality on repurchase intention with brand loyalty and found that electronic service quality was not related to repurchase intention. Based on the analysis results, the influence of electronic service quality on repurchase intention was not significant. Repurchase intention would not occur solely because of electronic service quality, but it requires different variables. Improving electronic service quality leads to enhanced repurchase intention.

Electronic service quality indirectly influenced the intention to repurchase sacred objects through satisfaction as those who purchased sacred objects through electronic media considered that purchasing sacred objects through electronic media had easy access to information. Shops through electronic media delivered the sacred object that matches the picture shown. Moreover, personal information was not disclosed. In addition, sacred objects through electronic media had no system errors. To return the sacred object, the shop will be happy to buy the sacred object back. If the sacred object is damaged, the shop will be responsible and the customer can contact the store immediately. When customers receive good service, answers that meet the needs of tenants, and the sacred object exactly as depicted, confidence will be built. Therefore, they were satisfied and likely to create repurchase intention through electronic media. This is consistent with concepts and theories regarding electronic service quality that electronic service creates interactions between service providers and users. The quality evaluation during interaction includes after-sales service to meet the expectations and needs of customers. This leads to maximum satisfaction caused by the efficient procurement and delivery of electronic services in the online market. This is also consistent with the study of Ginting et al. (2023) who found that electronic service quality indirectly influenced repurchase intention through satisfaction. This is consistent with Damayanti et al. (2022) who studied the influence of electronic service quality on repurchase intention through customer satisfaction with Shopee customers in Makassar and found that repurchase intention through customer satisfaction was proven to be positively and greatly influenced by electronic service quality. Therefore, this study has been proven, meaning that increasing electronic service quality would lead to an increase in customer satisfaction and the chance of repurchasing in the future. The electronic service quality ensures that every customer receives good service, especially all respondents involved in the service from the efficiency of use, the goal achievement, privacy, system readiness, customer response, compensation for damage, and contact. After considering the increase in available electronic services, customers will repurchase on Shopee.

Electronic service quality did not indirectly influence the intention to repurchase sacred objects through the perceived value as the customers on electronic media considered that there were many imposters or thieves in various forms, such as scamming and not delivering items, sending fake sacred objects, etc. In addition, some sacred objects shops may not pay attention to the sacred objects delivered, such as not clearly telling the details and taking blurry photos to hide damaged sacred objects. This creates disappointment when they receive damaged, unattractive products due to bad packaging. Moreover, what cannot be avoided is delivery that causes damage, such as a damaged box,

lost package, or damage during delivery. Therefore, purchasers feel worried about receiving a product that does not meet expectations. This reduces the reliability of purchasing sacred objects through electronic media and may not repurchase sacred objects through electronic media. To make customers repurchase sacred objects through electronic media, sellers must be honest and provide accurate, sincere, and fair price details with genuine products. This would make the customer see that it's worth the money they paid. In addition, product collateral and seller's reliability can lead to more confidence in sacred object shops through electronic media. This results in repurchasing sacred objects in the future. This is consistent with Bourdeau (2005) who remarked that the perceived value was caused by customers' observation, evaluated according to the utility of the product or services by comparing the benefits from use and costs, both in monetary and non-monetary terms as the result of experience from the purchase. The evaluation is made by asking the customer to compare the value of receiving the service with the amount paid. After careful consideration, it is the most correct decision to use the service. Moreover, the total value received from the service provider is the best. Similarly, Lapierre (2000) found that the perceived value was an overall comparative evaluation of the utility of the product or service with a total cost, leading to satisfaction, convenience, and social profit, which influences service use. In addition, service users felt that their needs must be satisfied, such as having a good service system, convenience in receiving service, time saving, and satisfaction. All mentioned above can be factors facilitating serviced decision.

Customer experience did not directly influence the intention to repurchase sacred objects since the customers had a bad experience. Due to a lack of care in steps in selling sacred objects through electronic media, the customers received an imperfect or damaged sacred object. This also reduces confidence in purchasing sacred objects through electronic media. In addition, sellers through electronic media may not guarantee sacred objects and cannot reveal their identities. Therefore, customers were not confident in purchasing sacred objects through electronic media and may lead to a decrease in purchasing sacred objects through electronic media. In addition, customers may not be able to study the details of sacred objects before deciding to purchase one. If the customers never used other types of electronic media, it is difficult to decide to purchase sacred objects through electronic media. Moreover, the fact that customers have a bad experience in purchasing sacred objects through electronic media results in a decrease in repurchasing sacred objects through electronic media. This is consistent with Chatzoglou et al. (2022); Handayani et al. (2022) who found that perceived value directly influenced repurchase intention. Customer experience was not related to repurchase intention, meaning that a higher level of customer experience led to a higher chance of repurchase intention. A simple regression analysis revealed that customer experience can predict the value of repurchase intention.

Customer experience indirectly influenced the intention to repurchase sacred objects through satisfaction since those who purchased sacred objects through electronic media had a good experience. Customers felt that the seller took good care in every step to deliver the perfect sacred object. Therefore, customers had more confidence in purchasing sacred objects through electronic media. In addition, customers can study the details of sacred objects, leading to a greater understanding of sacred objects. Due to experience in using other forms of electronic media, customers can purchase sacred objects through electronic media easily. A good service led to a good experience. As a result, customers were satisfied with sacred objects through electronic media and had repurchase intention of sacred objects through electronic media. This is consistent with concepts and theories about customer experience, stating that the interaction between consumers and brands through purchasing products or services is when the consumer spends valuable time with the product brand, resulting in memorable experiences and impressions for consumers. This would prevent consumers from changing their minds to use other products or services. This is in line with the study of Adi et al. (2022), Somantri (2020), Mulyono and Situmorang (2018), Hasniati et al. (2021) and Diyanti et al. (2021) who discovered that customer experience indirectly influenced

repurchase intention through satisfaction, indicating that customers' good experience led to satisfaction and even repurchase intentions in the future. This is also consistent with Anifa and Sanaji (2022) who studied the influence of perceived ease, benefits, and customer experience on repurchase intention and found that customer experience indirectly influenced repurchase intention through satisfaction. Since customers are satisfied with the quality of service, this leads to a good experience. Ultimately, this good experience would lead to repurchase intention in the future.

Customer experience did not indirectly influence the intention to repurchase sacred objects through perceived value since those customers through electronic media had a bad experience. They felt that they may receive an imperfect or damaged sacred object. They may be deceived by a scammer or receive poor service from the seller. As a result, the customers would not repurchase sacred objects through electronic media since they thought that it was not worth the money they paid and did not receive the product as expected. This leads to a decrease in trust in purchasing sacred objects through electronic media. To improve the chance of repurchase intention, the sellers must be honest with the product guarantee. The credibility of sellers should be built, leading to a good experience among customers who purchase sacred objects through electronic media. They would have confidence in the shop through electronic media and the sellers as well. This results in the repurchase intention of sacred objects in the future. This is consistent with concepts and theories about customer experience, stating that the interaction between consumers and brands through purchasing products or services is when the consumer spends valuable time with the product brand, resulting in memorable experiences and impressions for consumers. This would prevent consumers from changing their minds to use other products or services. This is also consistent with the study of Watchara and Sripa (2020) who studied online product scams and found that customers who purchased products online experienced a scam. In deciding to order products online, customers considered the value they receive at a low price and thus decided to purchase the product. This leads to an increase in people being deceived by ordering products online. Moreover, the scam on online communities is still a problem, and more complicated methods have been seen, such as offering intangible products that make it impossible to be confident in the true quality or being cheated by the seller. With plenty of online stores, people who did not purchase products from a store that has standards or a seller with good ethics would be cheated. For example, when customers pay for a product, the seller does not deliver the product, including a product that does not match what was ordered or a broken product. In addition, the product may be damaged or lost during delivery. Due to poor shipping, the product may be lost. Some products may be out of stock. Although customers may receive compensation from the warranty of the shipping company, customers do not receive the product that meets their needs and feel disappointed. This is also consistent with Sitthiburanaya et al. (2022) who studied online scams and found that scams among buyers, including deceiving to sell products that don't exist, products that do not match the description, and falsification caused stress among customers, leading to fear of scams and a bad experience when purchasing products online.

Belief did not directly influence satisfaction since customers who purchased sacred objects through electronic media found that they did not enhance destiny, safety, prosperity, and fortune. In addition, it did not cause faith in the principles of Buddhism or respect in the monks who created the sacred objects and did not care about values, beauty, experience, and materials. Moreover, customers may purchase sacred objects based on the trend, not belief. When it did not meet their expectations, it caused dissatisfaction in purchasing sacred objects through electronic media. This includes the quality, price, process, services, and bad experiences in purchasing sacred objects through electronic media. Therefore, customers learned from the experience and found that the benefits did not match what was expected. They were not satisfied with the operating systems of online sacred object stores, such as the quality, payment system, shipping system, and service from the sellers. Therefore, belief did not directly influence satisfaction. This is consistent with Halstead (1989) who studied expectation and belief disconfirmation as predictors of consumer satisfaction and repurchase

intention and discovered that belief did not directly influence satisfaction. This is also in line with Nawi et al. (2019) who studied factors influencing the repurchase intention of Islamic travel packages in Malaysia and found that beliefs did not directly influence satisfaction.

Belief directly influenced perceived value since customers who purchased sacred objects discovered that they led to a better life or received a sacred object that met their expectations. Therefore, financial value was felt through electronic media. This includes quality and product guarantees, such as quality guarantees. If it is not authentic or damaged, the shop will be happy to take responsibility. The reliability of sellers is key in purchasing sacred objects through electronic media. Customers evaluated the difference between spent feelings, time, and expenses with the results received from purchasing sacred objects through online stores. Perceived value includes quality, value for money spent, time spent, convenience, guarantee, etc. This is consistent with the theory of reasoned action and the theory of planned behavior, stating that a personal belief regarding behavioral expression can control that behavior as intended. If a person believes that they can easily perform the behavior, the person will be able to control the outcome. This is consistent with the study of Wang and Yu (2016) who studied the influence of belief in the properties of ready-to-drink coffee on consumers' perceived value and repurchase intention and found that belief influenced perceived value. This is in line with Zhuang et al. (2015) who studied understanding the relationship between belief, perceived value, and behavioral intentions and found that belief influenced perceived value.

Social media marketing directly influenced the intention to repurchase sacred objects since customers could share knowledge about sacred objects between them and sellers. Therefore, customers trusted and received accurate information. They saved time and the cost of traveling to purchase sacred objects at the offline store. Importantly, purchasing sacred objects through electronic media was also easier to compare prices with other stores. This is an advantage. In addition, if the customers receive good service from sellers, they will recommend the sellers to friends and acquaintances through electronic media. This is to prevent friends and acquaintances from scams. In addition, customers can participate in the activities of the sacred object shop, such as live broadcasting so that customers will receive special promotions, such as cheap prices, gifts or discounts, etc. Also, Facebook is one of the first online channels for purchasing and sharing knowledge, stories, and information about sacred objects through electronic media. Therefore, most customers were confident in purchasing sacred objects through this channel and had repurchase intentions. This is also consistent with concepts and theories about social media marketing, stating that social media marketing can continuously respond to needs on electronic media. This is also consistent with the study of Asyhari et al. (2022) and Marphy (2021) who found that social media marketing influenced repurchase intention since social media marketing data analysis had a positive influence and a significant effect on repurchase intention. These stimulated consumers repurchase intention in the future.

Social media marketing directly influenced satisfaction since customers who purchased sacred objects through electronic media were satisfied with sacred objects through electronic media. Customers could share knowledge about sacred objects between them and sellers. Therefore, customers trusted and received accurate information. They saved time and the cost of traveling to purchase sacred objects at the offline store. Importantly, purchasing sacred objects through electronic media was also easier to compare prices with other stores. In addition, if the customers receive good service from sellers, they will recommend the sellers to friends and acquaintances through electronic media. This is to prevent friends and acquaintances from scams. In addition, customers can participate in the activities of the sacred object shop, such as live broadcasting so that customers will receive special promotions. Also, Facebook is one of the first online channels for purchasing and sharing knowledge, stories, and information about sacred objects through electronic media. Therefore, most customers were satisfied with purchasing sacred objects through electronic media. This is consistent with concepts and theories about social media marketing, stating that social

media marketing builds relationships between people through talking, exchanging opinions, and answering questions between buyers and sellers as a space for people to exchange opinions on electronic media. Therefore, businesses need to create electronic interactions with users that fulfill consumer needs, causing satisfaction. Also, friends are a key factor in spreading word of mouth and cause repurchase intention. This is consistent with Haryanti et al. (2022) who found that social media marketing directly influenced satisfaction and Wahyudi and Parahiyanti (2021) who studied social media marketing and consumer satisfaction and response and found that social media marketing directly influenced satisfaction since providing marketing information can increase consumer satisfaction. During online transactions, customers will be more satisfied with the website, and interaction and communication between users enhance loyalty, which is key in social media marketing. A good service through online channels can also lead to satisfaction.

Social media directly influenced perceived value since customers who purchased sacred objects through electronic media considered that it could build relationships and easily exchange knowledge about sacred objects between buyers and sellers, such as detailed information on sacred objects. They could recommend the sellers to friends and acquaintances through electronic media. Customers could join in the activities, such as live auctions for sacred objects. Sacred objects through electronic media are unique. Most of them are genuine sacred objects, worth the money spent, and have product guarantees, such as quality guarantees. If it is not authentic or damaged, the shop will be happy to take responsibility. In addition, the reliability of sellers is key in purchasing sacred objects through electronic media. Customers evaluated the difference between spent feelings, time, and expenses with the results received from purchasing sacred objects through online stores. Perceived value includes quality, value for money spent, time spent, convenience, guarantee, etc. This is also consistent with concepts and theories about social media marketing, stating that social media marketing boosts engagement in the form of social network media. The most important issue is that marketers must provide valuable content and shareable experiences following the intentions of consumers. This will lead to consumers' word of mouth. This is consistent with the study of Juliana et al. (2022) who studied the influence of social media marketing and perceived value and found that social media marketing directly influenced perceived value. This is consistent with Rachmania (2021) who studied social media marketing in Indonesia and found that social media marketing directly influenced perceived value. This is also consistent with Wahyudi and Parahiyanti (2021) who studied social media marketing and consumer satisfaction and response and found that social media marketing directly influenced perceived value.

CONCLUSION

This study examined factors influencing the intention to repurchase sacred objects through social media in Thailand. The findings revealed that satisfaction ($\beta = 0.394$), perceived value ($\beta = 0.138$), and marketing through social media ($\beta = 0.298$) directly influenced the intention to repurchase sacred objects through electronic media in Thailand with statistical significance. It was also found that social media marketing ($\beta = 0.139$) directly influenced satisfaction with statistical significance. Perceived value ($\beta = 0.190$), electronic service quality ($\beta = 0.058$), and customer experience ($\beta = 0.053$) indirectly influenced the intention to repurchase sacred objects through satisfaction with statistical significance. In addition, belief ($\beta = 0.113$) and social media marketing ($\beta = 0.300$) directly influenced perceived value and customer experience ($\beta = 0.054$) and indirectly influenced the intention to repurchase sacred objects through perceived value with statistical significance. Therefore, if online sacred object business entrepreneurs want customers to repurchase sacred objects through electronic media, satisfaction should be considered first.

Suggestions

1. This study examined factors influencing the intention to repurchase sacred objects through electronic media, such as electronic service quality and social media marketing. In the future,

consumer behavior will change. Other variables should be employed to match the behavior of consumers in that era, such as digital marketing, uncertainty, or superstitious behaviors.

2. New findings in this study are as follows: (1) Belief indirectly influenced the intention to repurchase sacred objects through electronic media through perceived value and satisfaction. (2) Social media marketing indirectly influenced the intention to repurchase sacred objects through electronic media through satisfaction. (3) Social media marketing indirectly influenced the intention to repurchase sacred objects through electronic media through perceived value. (4) Social media marketing indirectly influenced the intention to repurchase sacred objects through electronic media through perceived value and satisfaction. Therefore, findings can be employed for further study to confirm the relationship in this study.

3. This study only examined electronic media. Therefore, there should be a study of both purchasing sacred objects through electronic media and offline shops to compare and improve the results.

4. In this study, factors influencing the intention to repurchase sacred objects through electronic media were studied using a sample group of people with experience in purchasing sacred objects through electronic media. However, there is still a lack of factors from the perspective of business owners of sacred objects through electronic media. Therefore, factors affecting the intention to repurchase sacred objects through electronic media based on the business owner's perspectives and types of sacred object should be studied.

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