

Continuance Intention on Online Shopping A Systematic Literature Review

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This research looks at *Continuance intention* in *online shopping* using the *systematic literature review method*. *Continuance intention* is an important factor for the company Because related to sustainability business and understand the factors that influence an individual's decision to continue using online shopping services. Survival of a business relies on repeat customer purchases. This research used a systematic literature review with 41 articles selected for reviewed in the period 2016-March 2023. The selected articles were thoroughly reviewed to identify significant variables that influence continuance intention in online shopping, as well as the relationships and influences between these variables. The results of this review show that there are a number of factors that significantly influence continuance intentions in online shopping. *Continuance intention* focus main that is level strength an individual's intention to make repeat purchases.

Keywords: Continuance Intention, Online shopping;

Penelitian ini membahas continuance intention dalam belanja online dengan menggunakan metode systematic literature review. Continuance intention merupakan faktor penting bagi perusahaan karena berkaitan dengan keberlanjutan bisnis dan pemahaman mengenai faktor-faktor yang memengaruhi keputusan individu untuk terus menggunakan layanan belanja online. Keberlangsungan sebuah bisnis bergantung pada pembelian ulang oleh pelanggan. Penelitian ini menggunakan systematic literature review dengan 41 artikel yang dipilih untuk ditinjau pada periode 2016–Maret 2023. Artikel-artikel yang dipilih ditelaah secara mendalam untuk mengidentifikasi variabel-variabel signifikan yang memengaruhi continuance intention dalam belanja online, serta hubungan dan pengaruh antarvariabel tersebut. Hasil tinjauan ini menunjukkan bahwa terdapat sejumlah faktor yang secara signifikan memengaruhi continuance intention dalam belanja online. Fokus utama dari continuance intention adalah tingkat kekuatan niat individu untuk melakukan pembelian ulang.

Kata Kunci: Belanja Online, Continuance Intention;

INTRODUCTION

Online shopping has become a phenomenon that has changed the way we shop (Nguyen Thi et al., 2022) . Over the past few decades, advances in technology and the internet have created opportunities for new entrants in the world of commerce, allowing consumers to make purchases in a simple and secure manner through *online platforms* (Oláh et al., 2019) . The *online shopping* phenomenon accelerates the process of purchasing goods and services via websites, *mobile applications* or *e-commerce platforms* (Yen et al., 2019) (Nguyen Thi et al., 2022) . Consumers can now purchase a wide variety of products, including clothing, food, electronics, and even airline tickets, with just a few clicks. This phenomenon has a significant impact on our daily lives and our business in general. The ease and enjoyment of internet shopping is one of the most important factors driving its growth (Saleem et al., 2022) (Susilo et al., 2022) . By buying *online*, we no longer need to visit physical stores or spend time in queues just by having a good internet connection.

Technological advances such as fast shipping and easy return policies have also increased consumer confidence in making *online purchases* (Habib & Hamadneh, 2021) (Constantinides, 2004) . However, with the *online shopping phenomenon* also poses various challenges (Lindh et al., 2020) (Kraeuter, 2002) . One of the main challenges is security and privacy. Consumers need to ensure that their personal and financial information is properly protected when shopping *online*. Additionally, product authenticity, service quality, and delivery issues can also affect the *online shopping experience*.

In the context of *online shopping* , the concept of *continuance intention* or the intention to continue shopping *online* is an important factor (Al-Maghrabi et al., 2011) (Shang & Wu, 2017) . *Continuance intention* refers to an individual's desire to continue *online shopping behavior* after they have used it in a previous period. When consumers adopt *online shopping*, an important next step is to encourage them to continue shopping *online* by maintaining their intent and loyalty towards a particular *e-commerce platform* or *online store*. *Continuance intention* in *online shopping* is important because it influences the long-term success of the *e-commerce platform* , consumer satisfaction and business performance. (Maduku & Thusi, 2023) (KURT et al., 2022) . The importance of *continuity intention* in the context of *online shopping* lies in several factors. First, online shopping has different characteristics from conventional shopping (Roy Dholakia & Uusitalo, 2002) , such as ease of access, convenience, and greater product variety. However, the success of an *e-commerce business* depends not only on the conversion of the first customer, but also on their ability to continue using the platform and make repeat purchases (Khalifa & Liu, 2007) . In addition, online shopping often involves different risk perceptions, such as transaction security, delivery reliability, and user experience satisfaction (Chen et al., 2015) (Masoud, 2013) . *Continuance intention* can help overcome these concerns by building trust and ensuring a continued positive experience for consumers (Susilo et al., 2022) (Liébana-Cabanillas et al., 2021) .

Therefore, Understanding the factors that explain *Continuance Intention* (CI) is of increasing relevance for researchers in the fields of digital marketing and Information Systems (IS) management (Yan et al., 2003) .

This research uses an approach *Systematic Literature Review* by selecting some articles that will review from multiple search sources and will answer *Research Questions* from this research.

METHODOLOGY

This Systematic Literature Review was created for define *Continuance Intention* in *online shopping*. At the beginning of the review, the research questions are clearly defined as the objectives to be discussed. Selected database for search specified, along with the search strategy used. Criteria used for evaluation and study selection as well described. Finally, at the end of the review, the publications are included introduced. This whole process is structured in three phase main that is select, identify, and synthesize. Technique review literature structured (SLR) is considered appropriate for answer questions review literature (LRQ) because possible an evidence-based approach to identifying, selecting , and analyzing secondary data of the most relevant articles that have contributed to the development of theory in the research field (Ghafar, 2015) (Colicchia And Strozzi , 2012).

Systematic Literature Review load six steps in the approach writing (Yusuf et al., 2023) (Cronin, 2011) , with the stages in SLR as following :

- 1) Determining research questions
- 2) Make research plan
- 3) Data collection
- 4) Evaluation study quality
- 5) Make data analysis
- 6) Create data synthesis

Determining research questions

Two questions will be the focus SLR efforts in this study plan:

- a) What definition of Continuance Intention in the context of online shopping?
- b) How to measure continuity intention in the context of online shopping?

Make research plan

Technique PICO is used for focus on the findings research screening. PICO framework depicted in Table 1:

Table 1
PICO

P	I	Co
Population	Interest	Context
Research on <i>Continuance Intention in online shopping</i>	<i>Continuance Intention</i>	<i>Continuance Intention in online shopping</i>

Data collection

Approach The data collection used in this research is Systematic Literature Review, namely the process of collecting data by analyzing various academic sources to obtain information related to a specified idea or theory. The concepts and theories in dispute in this case are related to continuity intention. Figure 1 illustrates procedure methodology data collection.

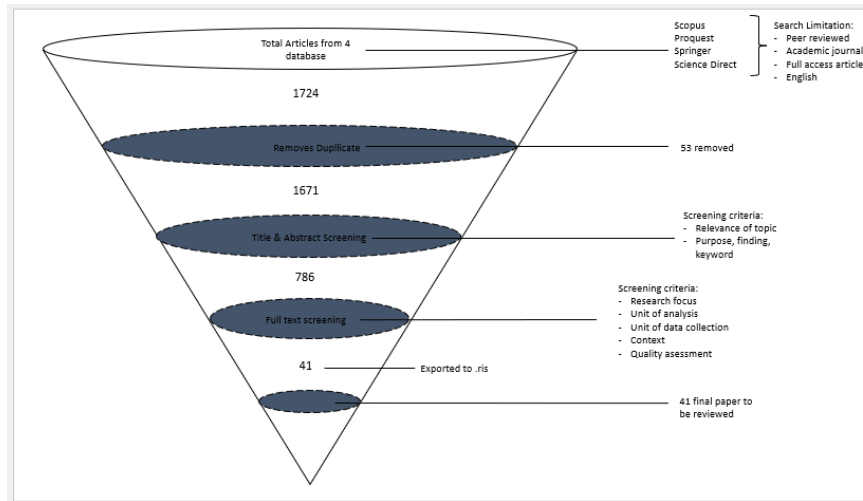


Figure 1
Data Collection Techniques

Develop Search String Search

Article search process begins by determining the keywords to be used followed by synonyms. When accessing the selected database, keywords are used to assist the string search process. Use AND/OR/NOT phrases in this search string operation. The electronic databases Scopus, Proquest, Springer and Science Direct were selected to do a review systematic this literature. Table 2 displays the Search String used in this research:

Table 2
Search String

No	Construct	Keywords	Codes
1	Definition”	Definition of, explanation, characterization, terminology, concept, interpretation	definition OR explanation OR characterization OR terminology OR concept AND or interpretation
2	Enablers”	Enablers, indicators, measurements, methods	enablers OR indicators OR measurement AND or methods
3	continuity intention	continuance intention, information technology continued use, continued usage, post adoption, post adoptive intention, repurchase intention	"continuance intention" OR "information technology continued use" OR "continued usage" OR "post adoption" OR "post adoptive intention AND repurchase Intention"
4	online shopping	online shopping, e-commerce, mobile apps, mobile applications, apps.	"online shopping" OR e-commerce OR "mobile apps" OR "mobile applications" OR apps
Search String		(TITLE-ABS-KEY (definition OR explanation OR characterization OR terminology OR concept AND or interpretation) OR TITLE-ABS-KEY (enablers OR indicators OR measurement AND or methods) OR TITLE-ABS-KEY ("continuance intention" OR "information technology continued use" OR "continued usage" OR "post adoption" OR "post adoptive intention OR repurchase Intention ") AND TITLE-ABS-KEY ("mobile applications" OR apps OR "mobile apps" OR "online shopping" OR e- commerce))	

RESULTS AND DISCUSSION

The search process is the stage where you look for appropriate sources with relevant research questions. After done search literature, researchers carry out a screening process and determine the criteria used Mendeley application for determining abstractions from literature and VOSviewer for know connection between say key Which found, like seen on Figure 2.

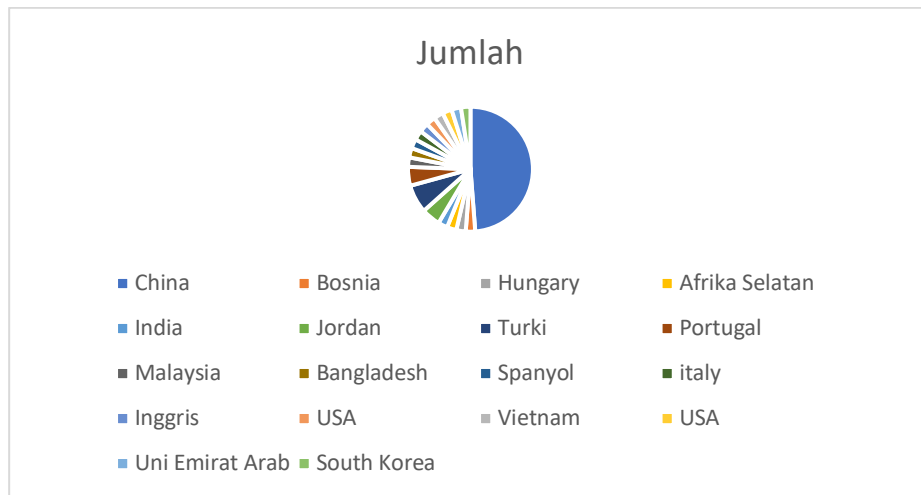


Figure 4
Country of origin of the author who conducted *Continuance Intention* Research

China has the largest number with a total of 20 studies. This shows that China is quite involved in conducting research on continuity intention in shopping online. Bosnia and Herzegovina, Hungary, South Africa, India, Malaysia, Bangladesh, Spain, Italy, England, America Union (reported twice), Union The Arab Emirates, Vietnam, and South Korea all had only 1 study. Although the amount small, this shows that these countries too interested to conduct research on *continuity intention*. Jordan has two articles, Turkey has 3 studies, and Portugal also has two studies. This shows that these countries are more interested and contribute to such research compared countries that only have one research. America Union were included twice in this study, each with one entry. China is the country most active in conducting research on *continuation intention* online shopping, followed by Turkey, Jordan, and Portugal. Additionally, a number of other countries have state his interest and contributed to this research, although in smaller numbers.

Table 3
The method used for measure *Continuance Intention*

No	Writer	Method
1	(Chin-Lung & Lin, 2020)	Expectation confirmation model (ECM)
2	(JW Kang & Namkung, 2019)	Expectation confirmation model (ECM)
3	(Hsu et al., 2018)	expectancy disconfirmation model (EDM) Theory of planned behavior (TPB)
4	(Grcić & Mekić, 2019)	Consumer innovativeness and m-continuance intention, Social Influence
5	(Lim et al., 2020)	Technology Acceptance Model (TAM)
6	(Daragmeh et al., 2021)	Health Belief Model (HBM) and Technology Continuous Theory (TCT)
7	(Li & Fang, 2019)	Expectation confirmation model (ECM)
8	Kim et al., 2019	Expectation Confirmatory Model (ECM), Value-Based Adoption Model,
9	Al-Debei et al., 2022	Mobile value-added services (MVAS)
10	Talwar et al., 202	Expectation confirmation theory (ECT)
11	(Silva et al., 2022)	The technology acceptance model (TAM) Health Belief Model (HBM)
12	(Liébana-Cabanillas et al., 2021)	Expectation confirmation model (ECM)
13	(Alalwan, 2020)	Technology Acceptance Model (TAM) Theory of Acceptance and Use of Technology (UTAUT)
14	(Al Amin et al., 2020)	Technology Acceptance Model (TAM)

15	(Ferreira et al., 2023)	technology readiness and acceptance model (TRAM) Technology Acceptance Model (TAM)
16	(Francioni et al., 2022)	Technology Acceptance Model (TAM)
17	(Odusanya et al., 2022)	Technology Acceptance Model (TAM)
18	(Liu et al., 2018)	Trust transfer theory Trust
19	(Amoroso & Lim, 2017)	Technology Acceptance Model (TAM)
20	(Yen et al., 2019)	The innovation diffusion theory
21	(Nguyen Thi et al., 2022)	Technology Acceptance Model (TAM)
22	(Wang et al., 2021)	D&M related models
23	(Yang & Jong, 2021)	unified theory of acceptance and use of technology (UTAUT)
24	(Han, 2018)	Expectation Confirmation Model (ECM)
25	(Singh & Srivastava, 2018)	Technology Acceptance Model (TAM)
26	(Mouakket, 2018)	Expectation–Confirmation Model (ECM)
27	(W. Kang et al., 2022)	DeLone and McLean's IS
28	(Aydınliyurt et al., 2021)	Technology Acceptance Model (TAM), Theory of Reasoned Action (TRA), and the Theory of Planned Behavior (TPB)
29	(Yin & Lin, 2022)	Technology Acceptance Model (TAM)
30	(Murillo-Zegarra et al., 2020)	Technology Acceptance Model (TAM)
31	(Yang & Jong, 2021)	Unified Theory of Acceptance and Use of T echnology (UTAUT)
32	(Ge et al., 2021)	Technology Acceptance Model (TAM)
33	(Yan et al., 2021)	Expectation Confirmation Theory (ECT) the Technology Acceptance Model (TAM)
34	(Shang & Wu, 2017)	TAM and ECM with the influence factors of PV as
35	(KURT et al., 2022)	TAM, TRA, Expectancy Confirmation Theory and the IS Success Model
36	(Nguyen & Ha, 2021)	Expectation-Confirmation Model (ECM)
37	(Ma et al., 2019)	Technology Acceptance Model (TAM)
38	(Bölen & Özen, 2020)	Expectation -confirmation model (ECM) within
39	(Hidayat-ur-Rehman et al., 2016)	Technology Acceptance Model (TAM) and Expectation Confirmation Model (ECM)
40	(Lu et al., 2017)	Unified Theory of Acceptance and Use of T echnology (UTAUT)
41	(Maduku & Thusi, 2023)	Expectation Confirmation Model (ECM)

The Expectation Confirmation Model (ECM) and Technology Acceptance Model (TAM) methods are the most popular methods

widely used in research on continuance intention in online shopping. Apart from that, there are several other methods that were also used significantly in this research. The use of these methods reflects the diversity of approaches used in understanding the factors that influence a person's continued intention to continue shopping online. Based on search And Data collection from research results is discussed as following:

Table 4
Research Result

Writer	Method	Definition of Continuance Intention	Driving factors / Measuring Continuance Intention	Journal Name	Field
1. (Chin-Lung & Lin, 2020)	Quantitative	Intention To continue using the information system	Perceived utilitarian benefits, Perceived hedonic benefits, Confirmation, Product information intensity, Searching costs, Monitoring costs, Adapting costs, Satisfaction.	Electronic Markets	Online to offline (O2O)
2. (JW Kang & Namkung, 2019)	Quantitative	Consumers' behavioral intentions	Perceived benefits, perceived Risk and perceived ease of use, Perceived value of disclosure, technology anxiety, personalization and trust.	International Journal of Contemporary Hospitality Management	Food Mobile apps service
3. (Hsu et al., 2018)	Quantitative	User continuity Behaviour	Attitude , Subjective norms , Perceived behavioral control , Disconfirmation , Satisfaction	<i>International Journal of Electronic Commerce Studies</i>	Mobile Telecommunication Services
4. (Grcić & Mekić, 2019)	Quantitative	The level of strength of an individual's intent to make a purchase repeatedly via financial mobile app , a proxy of actual continuance behavior and the individual's perception on the likelihood that he/she will engage in continuance behavior , continued usage , the users' long-term use of a specific m-service on a regular basis , a significant outcome leading to the performance of a specific behavior .	<i>consumer innovativeness. social influence</i>	Economic Review – Journal of Economics and Business	<i>m-commerce</i>
5. (Lim et al., 2020)	Quantitative		perceived enjoyment, perceived usefulness, perceived ease of use, perception, trust and social influence	<i>International Journal of Business and Society</i>	mobile shopping applications
6. (Daragmeh et al., 2021)	Quantitative	consumers' continued usage	perceived severity, perceived susceptibility, SE = self-efficacy, CF = confirmation, PU = perceived usefulness, PEU = perceived ease of use, SF = satisfaction, ATT = attitude, CIN = continuous	J. Open Technol. Mark. Complex	E-Wallet

Writer	Method	Definition of Continuance Intention	Driving factors / Measuring Continuance Intention	Journal Name	Field
			intention		
7. (Li & Fang, 2019)	Quantitative	Expectation confirmation theory ECM framework to the context of branded apps is appropriate because repeated app usage represents continuity intention repurchase decision repurchase intention	Brand self-congruity , expectation confirmation, perceived complementarity, perceived usefulness, brand attachment, satisfaction.	Telematics and Informatics	smartphone apps
8. (Kim et al., 2019)	Quantitative	Expectation Confirmatory Model (ECM), Value-Based Adoption Model,	perceived benefit, Satisfaction, Enjoyment, Usefulness, Confirmation, Perceived value, Privacy risk, Perceived fee, Technicality, Perceived sacrifice	Sustainability 2019 www.mdpi.com/journal/sustainability	accommodation app services
9. (Al-Debei et al., 2022)	Quantitative	repurchase intention, Continuance Usage Intention (CUI),	Mobile Network Quality (MNQ), Service Content Quality (SCQ), Customer Service Quality (CSQ), Perceived Value (PV), Customer Satisfaction (SAT), Continuance Usage Intention (CUI).	Journal of Innovation & Knowledge	mobile value-added services (MVAS)
10. (Talwar et al., 2020)	Quantitative	Willingness to continue to use IT-based products on the basis of confirmation of expectations.	Initial trust (InT) , Perceived information quality (PIQ) , Perceived service quality (PSQ) , Perceived asset specificity (PAS) , Perceived uncertainty (PrU) , <i>IT continuance model</i> Confirmation (CNF) , Perceived usefulness (PU) , Dissatisfaction (DSAT)) .	Journal of Retailing and Consumer Services 55 (2020) 102086	Mobile-payment
11. (Silva et al., 2022)	Quantitative	an individual's intention to continue to use an information system, a user's decision to continue using a specific IT that an individual has already used.	Perceived Susceptibility, Perceived severity, Self-efficacy, Perceived usefulness, Perceived ease of use, Self-efficacy (SE), Technology readiness.	J. Open Innovation . Technol. Mark. Complex. 2022	Food Delivery Apps
12. (Liébana-Cabanillas et al., 2021)	Quantitative	continuity of intention to use technology	Subjective norms, Perceived usefulness, Hedonic motivation, Personal innovation, Consumer brand engagement, Perceived trust, Perceived risk, Satisfaction.	Information Technology and Management	NFC mobile payments
13. (Alalwan, 2020)	Quantitative	customers' continued intention to reuse	Performance Expectancy, Effort Expectancy, Social Influences, Facilitating Conditions, Hedonic	International Journal of Information Management	Mobile food ordering

Writer	Method	Definition of Continuance Intention	Driving factors / Measuring Continuance Intention	Journal Name	Field
			Motivation, Price Value, Habit, Online Review, Online Rating, Online Tracking.	50 (2020) 28–44	apps
14. (Al Amin et al., 2020)	Quantitative	to repurchase a product or continue service use	Customers' Confirmation, Perceived usefulness and dining attitudes, Dining attitude and e-satisfaction, Customer e-satisfaction,	Evaluating the customers' dining attitudes	mobile food ordering apps (MFOAs)
15. (Ferreira et al., 2023)	Quantitative	intention to continue using applications	Perceived usefulness, Perceived ease of use, Satisfaction, Need for interaction, Perceived quality (second-order factor, Information quality, System quality, Service quality.	International Journal of Quality & Reliability Management Vol. 40 No. 2, 2023	mobile self-scanning applications in retail
16. (Francioni et al., 2022)	Quantitative	the individuals' intention to continue using/buying a brand, product or service after its initial acceptance	Perceived healthiness, Perceived hygiene, Quarantine procedures, Fear, Perceived risk, Perceived ease, Attitude toward, The moderating influence of gender,	International Journal of Retail & Distribution Management Vol. 50 No. 12,	online food delivery services
17. (Odusanya et al., 2022)	Quantitative	a consumer's desire to shop again on the internet. It is central to a retailer's marketing activities because it may cost many times more to attract new customers than retaining existing ones	Perceived usefulness . Information quality , Perceived ease of use , Perceived risk , Hedonic motivation , Social influence (Affect based) , Consumer trust in e-tail websites , Age , Gender , Frequency (Control variables)	Information Systems Frontiers (2022) 24:377–391	electronic retail (e-tail)
18. (Liu et al., 2018)	Quantitative	continuous participation and usage.	Perceived usefulness , Trusting beliefs , Perceived enjoyment , Satisfaction , Loyalty , Habit .	Technical Gazette 25, 5(2018),	Internet investment products
19. (Amoroso & Lim, 2017)	Quantitative	the strength of consumers' intention to perform a specified behavior. In the IT context intentionality predicts actual usage of a technology	Consumer attitudes, habits, consumer satisfaction	<i>International Journal of Information Management</i> 37 (2017)	mobile technologies
20. (Yen et al., 2019)	Quantitative	continue using intention	Purposive value, Self-discovery, Maintaining interpersonal interconnectivity, Social enhancement, Entertainment value, Compatibility, mobility, critical mass.	THE SERVICE INDUSTRIE S JOURNAL 2019, VOL. 39, NOS. 13–14, 983–1003	mobile social network service

Writer	Method	Definition of Continuance Intention	Driving factors / Measuring Continuance Intention	Journal Name	Field
21. (Nguyen Thi et al., 2022)	Quantitative	repurchase intention refers to the subjective likelihood that customers will continue to purchase products from an online seller or use a previous online channel to shop at a certain vendor	Perceived usefulness, Perceived ease of use, Perceived risks of online shopping, Satisfaction, Environmental awareness, Personalization.	<i>Cogent Business & Management</i> (2022),	online shopping
22. (Wang et al., 2021)	Quantitative	consumers to continue using it	Service workers, Platform quality, Content consistency, Platform trust, Satisfaction, product price (moderator)	Frontiers in Psychology www.frontiersin.org	Online Food Delivery
23. (Yang & Jong, 2021)	Quantitative	a situation in which an individual identifies a continuing use for an action or purpose that he or she has taken,	Perceived critical Mass, Image, Para-social Interaction. Social interaction Tie, Trust	Int. J Environ. Res. Public Health 2021	Online Health CareFood Safety
24. (Han, 2018)	Quantitative	user's decision to continue to use a specific product/service that users have already used, is different from the user's first-time usage, and is more able to promote the long-term subsistence of a corporation	Learning benefits, Self-realization benefits, Hedonic benefits, Social benefits, Customer satisfaction	J. Open Technol. Mark. Complex. 2018	Online China Brand
25. (Singh & Srivastava, 2018)	Quantitative	continued usage	Attitude, Subjective norm, Trust, Perceived Self-Efficacy. Perceived Risk Perceived Usefulness, Purchase Intention. Actual Purchase Behavior	Singh & Srivastava, Cogent Arts & Humanities (2018)	online shopping
26. (Mouakket, 2018)	Quantitative	ECM to examine users' intention to continue using	Satisfaction. Perceived usefulness, confirmation, conscientiousness. Extraversion, Neuroticism, Openness to experience. Agreeableness. Gender differences	Journal of High Technology Management Research xxx	Social media
27. (W. Kang et al., 2022)	Quantitative	customers' adoption and use	Network size, imitating others. discounting own information, Network size, perceived value, Perceived complementarity, moderator of financial literacy. Control variables age, gender, income, education.	Electronic Commerce Research	internet wealth
28 (Aydınhyurt et al., 2021)	Quantitative	users' intentions to continue using	Perceived Usefulness, Confirmation, Satisfaction, BAS (Behavioral activation system) - Reward Responsiveness, BAS – Drive , BAS - Fun Seeking, Behavioral Inhibition System	International Journal of Information Management 61 (2021)	gamified mobile applications

Writer	Method	Definition of Continuance Intention	Driving factors / Measuring Continuance Intention	Journal Name	Field
29. (Yin & Lin, 2022)	Quantitative	an individual's intention to continue taking part in an activity after having previously experienced it	Electronic word of mouth, Perceived value, Website design quality, Trust, Perceived risk, Uncertainty avoidance index, satisfaction	Sustainability 2019, MDPI	Shopping Websites
30. (Murillo-Zegarra et al., 2020)	Quantitative	Repurchase intention	Perceived value, Perceived usefulness (PU), Perceived ease of use (PEOU), Attitude (ATT), Informativeness (INF), Personalization (PE), Credibility (CR), Irritation (IRR), Perceived control (PC), Mobile advertising alerts acceptance (ACC), Word of mouth on social media (WOM).	Sustainability 2020, MDPI	Mobile Apps
31. (Yang & Jong, 2021)	Quantitative	user's intention to continue using	Financial bonds, Social bonds, Structural bonds, Cumulative satisfaction, Affective commitment.	Sustainability 2022 https://www.mdpi.com/journal/sustainability	E-Commerce
32. (Ge et al., 2021)	Quantitative	The degree to which a user feels he or she will continue using a mobile application.	Enthusiasm, Genuineness, Sophisticated, Unpleasantness, Application Quality (AQ), Aesthetic (AES), Ease of Use (EOU), Perceived Control (PC), Application Usability (AU)	International Journal of Asian Business and Information Management	Mobile Applications
33. (Yan et al., 2021)	Quantitative	'an individual's intention to continue using an information system (in contrast to initial use or acceptance)	Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Subjective Norms (SN), Flow Experience (FE), Behavioral Change Techniques, Satisfaction (SAT), Health Consciousness (HC).	Technological Forecasting & Social Change 166 (2021)	Mobile apps
34. (Shang & Wu, 2017)	Quantitative	post-purchase or post-adoption satisfaction beliefs as a function of expectations and perceived performance	PEOU, PU, satisfaction, confirmation,	Industrial Management & Data Systems Vol. 117 No. 1, 2017 pp. 213-227 © Emerald Publishing Limited	mobile shopping
35. (KURT et al., 2022)	Quantitative	continue using online shopping	Information Quality, System Quality, Perceived	Pamukkale University	online shopping

Writer	Method	Definition of Continuance Intention	Driving factors / Measuring Continuance Intention	Journal Name	Field
			Usefulness, Social Influence, Satisfaction	Journal of Social Sciences Institute, Issue 50, May 2022 K. Kurt, B. Aktaş, AH Turan	
36 . (Nguyen & Ha, 2021)	Quantitative	reflecting mental states individual decision to repeat current behavior” (p . 138) and consider it as " intention to repurchase in marketing	Confirmation, perceived usefulness, Trust, satisfaction, Adaptation with m-shopping	Nguyen & Ha, Cogent Business & Management (2021), 8: 1980248	M-shopping
37. (Ma et al., 2019)	Quantitative	an individual's intention to continue taking part in an activity after having previously experienced it	Electronic word of mouth, Perceived value, Website design quality, Trust, Perceived risk, Uncertainty avoidance index, Satisfaction.	www.mdpi.com/journal/sustainability	Shopping Websites
38. (Bölen & Özen, 2020)	Quantitative	(continuous use) ECM and flow theory	Confirmation, perceived usefulness, satisfaction, enjoyment, concentration, and so on	Int. J. Mobile Communications, Vol. 18, no. 1, 2020	Mobile shopping
39. (Hidayatur-Rehman et al., 2016)	Quantitative	users' continuation intention and focuses on post-acceptance	PEOU, confirmation, Task Technology Fit, Perceived usefulness, perceived enjoyment, perceived trust, online shopping satisfaction	Mediterranean Journal of Social Sciences MCSER Publishing, Rome-Italy 2016	Online Shopping
40. (Lu et al., 2017)	Quantitative	intention to use	Perceived effort expectancy, mobile social influence, privacy protection, and inspired national culture	Computers in Human Behavior 75 (2017) 130e14	mobile shopping
41. (Maduku & Thusi, 2023)	Quantitative	continue using	Satisfaction, Perceived usefulness, Utilitarian value, Hedonic value, Perceived usefulness , Confirmation .	Journal of Retailing and Consumer Services	mobile shopping continuity

In this section, the data is collected from procedure review literature articulated in the research question. It will answer in order following:

What definition Continuance Intention in the context of online shopping?

Of the 41 journals reviewed obtained various definition *continuity intention* that is:

Table 5
Definition of *Continuance Intention*

Draft	Definition
<i>Continuance Intention</i>	a. Strength level an individual's intention to make repeated purchases through the app mobile , proxy of actual sustainable behavior and the individual's perception of the possibility that he or she will engaging in sustainable behavior, sustained use , long- term , regular use of a particular m-service , significant outcomes leading to the performance of a particular behavior.
	b. User make acceptance decision to use a product or service, as distinct from decision continuation Because use Keep going Continuous is post behavior adoption , intention For keep buying things after which the customer has purchased the product or service , congruent with the repurchase decision (Kang et al., 2009). Intention Continuance or repurchase intention refers to an individual's judgment to repurchase a particular product or service from the same business, taking into account the current situation and the possibility circumstances .
	c. So far where user feel he will keep using the app mobile .
	d. The situation where an individual identifies ongoing use for an action or purpose that has been he take ,
	e. The individual's intention to Keep going taking part in an activity after previously experiencing it
	f. Willingness For continue to use IT-based products on the basis of confirmation of expectations
	g. The individual's intention to continued use of the information system (as opposed to initial use or acceptance)
	h. Decision user For continued use of a particular product/service that the user has used , different from first time use by users , and more capable promote long -term livelihood A corporation
	i. <i>Continuance intention</i> can be called Also <i>repurchase intention</i> refers to probability subjective that the customer will continue to buy products from online sellers or use previous online channels to shop at certain vendors.

Source: 2023 Research Results

From various from the definition above, it can be concluded that *continuance intention* is the same as *repurchase intention* that is decision user for continued use/ sustainable use of certain products/services that users have used in *online shopping* .

How to measure *Continuance Intention* in the context of online shopping?

Factors that are often used in measuring Continuance Intention in online shopping of the 41 articles that have been reviewed include perceived ease of use, perceived usefulness, satisfaction, confirmation, subjective norm, perceived risk, perceived trust and perceived enjoyment. Meanwhile, factors that are still rarely used in Continuance Intention in online shopping include:

Table 6
Measuring factor *Continuance Intention*

Measuring factor <i>Continuance Intention</i>	
1	Utilitarian value, Hedonic value
2	Perceived effort expectancy, performance expectancy, mobile social influence, privacy protection, and inspired national culture
3	Electronic word of mouth
4	Website design quality, Uncertainty avoidance index
5	Consumer lifestyles, Psychographics and lifestyle, Activities, interests, and opinions
6	Time-oriented lifestyle, Net-oriented lifestyle, Price-oriented lifestyle, Preference for a specific web site, Extraversion, Emotional stability
7	Flow Experience (FE), Behavioral Change

8	Enthusiasm, Genuineness, Sophisticated, Unpleasantness, Application Quality (AQ), Aesthetic (AES), Perceived Control (PC), Application Usability (AU)
9	Financial bonds, Social bonds, Structural bonds, Cumulative satisfaction, Affective commitment.
10	Attitude (ATT), Informativeness (INF), Personalization (PE), Credibility (CR), Irritation (IRR) , Perceived control (PC) , Mobile advertising alerts acceptance (ACC), Word of mouth on social media (WOM) .
11	Perceived Self-Efficacy
12	Environmental awareness, Personalization
13	Perceived utilitarian benefits, Perceived hedonic benefits, Product information intensity, Searching costs, Monitoring costs, Adapting costs
14	<i>consumer innovativeness and social influence</i>
15	<i>Adaptation with m-shopping</i>

Source: Research Results 2023

CONCLUSION

Research provides an overview of the latest research regarding *continuance intention in online shopping through a Systematic Literature Review*. This research collects comparable articles from previous years. In this *Systematic Literature Review*, 41 article which is reviewed. A number of definition of *continuity intention* stated in several articles reviewed *Continuance intention* is intention for keep buying things after which the customer has purchased the product or service, congruent with *repurchase intention*. Repurchase intention in the context of online purchasing refers to opportunity subjective that the customer will keep buying things from online sellers or use previous online channels to shopping at certain vendors (Khalifa & Liu, 2007) , *Continuance intention* depicted as an individual's decision to purchase a particular service from the same company again, taking into account the current situation and expected circumstances (Hellier et al., 2003) .

The current research provides strong empirical evidence regarding these aspects which one is significant influence happiness user to site online shopping as well their desire to use the site online shopping in the future (KURT et al., 2022) . These results are consistent with research conducted on individuals from various culture for learn long term intentions to use (Hsu et.al 2006) (Kang & Lee 2010) (Koppius et.al 2005; Mohamed et.al., 2014; Wen et.al. 2011) (KURT et al., 2022) . Companies must understand the influencing factors purchasing pleasure so that the company can make a long-term investment in the site shopping *online*. This information is very important for retain current consumers (KURT et al., 2022) .

Systematic Literature Review of this research emphasizes importance understand continuity of online purchasing *intention*. An effective strategic method for increase satisfaction and Consumer loyalty in the context of online purchasing can be designed with more knowledge about the driving factors *continuity intention*.

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