



JOURNAL

THE INFLUENCE OF E-SERVICE QUALITY AND E-TRUST ON REPRUCHASE INTENTION THROUGH E-SATISFACTION AS AN INTERVENING VARIABLE IN E-COMMERCE: A STUDY OF E-COMMERCE USERS IN JABODETABEK

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Abstract:

The aim of this research is to test the influence of: 1) E-Service Quality on E-Satisfaction. 2) E-Trust towards E-Satisfaction. 3) E-Service Quality on Repurchase Intention. 4) E-Trust to Repurchase Intention 5) E-Satisfaction to Repurchase Intention 6) E-Service Quality to Repurchase Intention through E-Satisfaction 7) E-Trust to Repurchase Intention through E-Satisfaction. A total of 260 respondents were involved, data was analyzed using SPSS version 26 and Lisrel. A total of 260 respondents were involved, data was analyzed using SPSS version 26 and Lisrel. The results of this study based on the hypothesis indicate that the E-SQ hypothesis on E-Satisfaction is accepted and significant, E-Trust on E-Satisfaction is accepted and significant, E-SQ on Repurchase Intention is accepted and significant, E-Trust on Repurchase Intention is accepted and significant, E-Satisfaction to Repurchase Intention is accepted and significant, E-SQ to Repurchase Intention through E-Satisfaction is accepted and significant, E-Trust to Repurchase Intention through E-Satisfaction is acceptable and significant.

Keywords: *E-Service Quality, E-Trust, E-Satisfaction, Repurchase Intention*



Background

Human life today is greatly influenced by the increasingly rapid development of technology and the digital world. In this era, humans who individually or in groups are very dependent on technology and the digital world have caused a new paradigm shift in lifestyle, including in the pattern of sales transactions that do not have to be face to face. (Jayaputra & Kempa, 2022). The development of technology and the digital world has made changes in consumer behavior to meet their daily needs. One of the changes that occurred was in purchasing transactions. Consumers are starting to switch to online purchases which they feel are far more practical, fast, and effective compared to in-person purchases (Kasih & Moeliono, 2020).

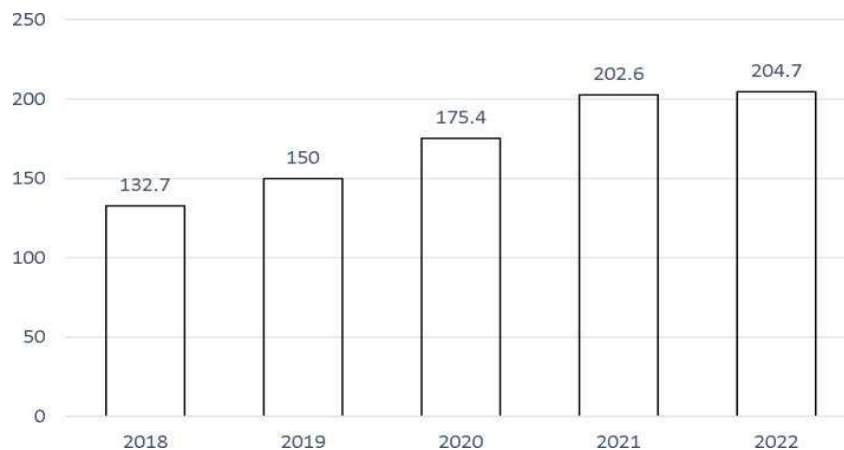


Figure 1.1 Number of Internet Users

Source : *we are social* (2022).

According to Figure 1.1 Internet users in Indonesia are very high, namely 204.7 million users out of 277.7 million population. With the growth of internet users, it shows that activities supported by the internet will continue to grow and develop, these activities are called online lifestyles. The trend of online shopping has an impact on the emergence of e-commerce in Indonesia, at this time e-commerce is one of the people's choices in shopping online. E-commerce is the fruit of technological developments that make it easier to get information and ease of communicating via the internet (Metin et al., 2020).

According to Katadata (2022), Tokopedia and Shopee became the most visited e-commerce leaders in the first quarter of 2022, besides that in the first quarter the value of e-commerce transactions reached IDR 108.54 trillion. During the pandemic, the use of digital



technology or transactions through e-commerce actually increased as evidenced by 21 million new consumers in e-commerce during March 2020 - first quarter of 2022.

Table 1.1 User Reviews on Google Playstore

| Nama | Ulasan | E-commerce | Dimensi |
|---------------|---|-------------------|-------------------|
| Nida Pratiwi | Kenapa si lemot banget respon aplikasinya? Selalu coba lagi padahal udah di <i>update</i> jaringan juga stabil, <i>Device</i> RAM masih luas. Tingkatkan lagi performanya ya, Jangan yang penting banyak fitur tapi lemot. (22/02/23) | Shopee | <i>Efficiency</i> |
| Nabila Adinda | Aplikasi suka bug, Ini mau komplain pembelian karena penjual salah ngirim barang. Setiap upload video bukti malah keluar terus. Sekalinya udah mau selesai <i>upload</i> , malah ngulang <i>upload</i> sendiri. | Tokopedia | <i>Efficiency</i> |
| Sandra Dwiki | Iklannya sangat mengganggu, Sekarang tidak bisa lihat daerah toko yang akan mengirimkan paket. Selalu minta update aplikasi tetapi aplikasinya selalu gangguan. Perlu ditingkatkan lagi jika ingin banyak yang menggunakannya. (14/01/23) | Lazada | <i>Efficiency</i> |

Source: Data processed by researchers (2023).

Table 1.2 shows that e-commerce sites still experience slow, bug or slow access to e-commerce sites or applications, causing consumers to feel uncomfortable using the site. Confusing features and annoying advertisements are also still a problem that consumers complain about and do not meet the expectations of users who want to shop online.

According to the Ministry of Trade (2022), throughout 2022 there were 7,464 consumer reports and electronic trading system or e-commerce transactions still dominate, namely 6,911 services or 93% of the total number of consumer services received during 2022. Complaints about transactions via e-commerce include, Purchases goods that do not comply with the agreement or are damaged, goods not accepted by consumers, unilateral cancellations by business actors and refund problems. According to the Indonesian Consumers Foundation (2022), e-commerce consumer complaints will account for 10% of the total number of 882 consumer complaints in 2022.

According to the Indonesian Consumers Foundation (2021), shows e-commerce companies with the most consumer complaints to. In 2021 there were 535 consumer complaints and 17.2% of them were complaints or complaints related to online shopping through e-



commerce. The main problem of consumer complaints in 2021 is goods not received 29%. Furthermore, there are complaints about 14% refunds and 12% non-compliant goods (Sativa & Astuti, 2019).

Judging from the background that has been described, the researcher is motivated to carry out research with the title "The Influence Of E-Service Quality and E-Trust on Repurchase Intention Through E-Satisfaction as an Intervening Variable In E-Commerce : A Study Of E-Commerce Users In Jabodetabek"

THEORETICAL FRAMEWORK

Repurchase Intention

According to Xue et al. (2021), repurchase intention is an action by consumers to want to buy or not a product. Repurchase intention occurs when a consumer is satisfied with a previous purchase or consumption of a product or service. Consumers evaluate the benefits of the products or services they receive.

According to Ciu and Cho (2019), repurchase intention is the intention or desire that arises in consumers after experiencing a positive experience when purchasing a product. Repurchase intention shows the commitment of a consumer in making purchases, starting from an evaluation process, from the evaluation process a consumer recognizes the product, how the product meets expectations in fulfilling his wants and needs, so that it will create repurchase intention with the aim of using again the product or service, (Ramadhan, 2021).

According to Ferdinand (2006) in Wulandari et al. (2021), repurchase intention can be identified by 4 dimensions or indicators, namely transactional interest, referential interest, preferential interest and explorative interest.

E-Service Quality

According to Zeithaml et al. (2002) in Agmeka et al. (2019), introduced the concept of e-service quality, which is defined as the extent to which a website facilitates efficient and effective shopping, purchasing and delivery of products and services. This definition includes a complete customer service experience throughout all stages of online shopping. E-service quality is defined as a tool or instrument to obtain a measure of the level of customer satisfaction from an internet-based service consisting of purchases and delivery of products or services.



According to Parasuraman (2005) in Magdalena and Jaolis (2019), conceptualizing service quality as an E-SERVQUAL model which includes seven dimensions, namely efficiency, availability, fulfillment, privacy, responsiveness, compensation and contact.

E-Trust

According to Kartono and Halilah (2019), e-trust is a general trust or an intention of trust that makes other parties trustworthy or provides a party's willingness to be sensitive to actions taken by other parties. According to Tran and Strutton (2020), in online shopping, e-trust refers to online consumers' beliefs about their expectations of online sellers. E-trust is the basis of a relationship that forms and maintains relationships between customers and online sellers, the feeling of confidence that consumers have in the company as the initial form in carrying out online media-based transactions.

In the e-commerce industry, e-trust remains an important issue in electronic transactions, one of the main roles in the e-marketplace is to convince and attract consumers to an e-commerce environment that is risk-free and safe to use and is an important factor in consumer-based transactions. online (Choi & Mai, 2019). According to Kim et al (2003) in Cahyanti et al. (2021), states that e-trust has 3 dimensions, namely ability, benevolence and integrity

E-Satisfaction

According to Rahman (2020), e-satisfaction is consumer satisfaction related to the experience provided by companies when making online purchases. By providing the best service to consumers, it will provide benefits for the company. E-satisfaction as consumer satisfaction with previous online purchasing experiences via online applications. If the results from using the online application match or exceed consumer expectations, consumers will feel satisfaction with the purchasing experience so that consumers will be more motivated to continue using the application (Alalwan, 2020).

Consumer satisfaction is the consumer's response to the perceived evaluation of the difference between the initial expectation and the actual performance of the product as expected by the consumer after consuming the product. E-Satisfaction is important in the success of electronic commerce, there are 3 dimensions that can be used to measure e-satisfaction, namely convenience, security and service ability (Tobagus, 2019).



METHOD

Based on all the variables described above, the model framework used in this study is as follows:

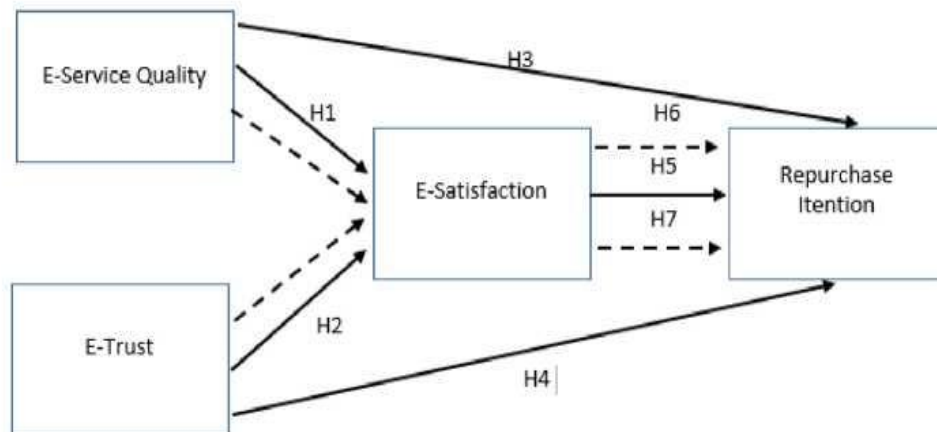


Figure 2.1 Hypothesis Framework.

Source: Data processed by researchers (2023).

The development of the hypotheses contained in this study is based on competent previous research journals, so that a framework model with seven hypotheses can be described as shown below.

H1 = E-service quality will have a positive and significant effect on E-Satisfaction

H2 = E-Trust will have a positive and significant effect on E-Satisfaction

H3 = E-Service quality will have a positive and significant effect on Repurchase Intention

H4 = E-Trust will have a positive and significant effect on Repurchase Intention

H5 = E-Satisfaction will have a positive and significant effect on Repurchase Intention

H6 = E-Satisfaction will have a positive and significant effect in mediating E-Service Quality and Repurchase Intention

H7 = E-Satisfaction will have a positive and significant effect in mediating E-Trust and Repurchase Intention.

The research method used is quantitative research. The type of data used in this research was collected from primary data sources, where primary data was used as the main data in



writing this research. The method used is a non-probability sampling method using a purposive sampling technique.

These criteria are prospective respondents who have used e-commerce:

1. E-commerce users domiciled in Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek).
2. E-commerce users who are at least 18 years old.
3. Have made e-commerce transactions at least three times in the last three months.

RESULT

Table Hypothesis Test Results

| Hipotesis | Variabel Bebas | | Variabel Terikat | C.R. (t-value) | Criteria | Standardized Regression Weight | Hasil Uji Hipotesis |
|----------------|----------------|---|------------------|----------------|----------|--------------------------------|---------------------|
| H ₁ | ESQ | □ | ES | 4,641 | 1,96 | 0,064 | Diterima |
| H ₂ | ET | □ | ES | 5,677 | 1,96 | 0,067 | Diterima |
| H ₃ | ESQ | □ | RP | 6,590 | 1,96 | 0,060 | Diterima |
| H ₄ | ET | □ | RP | 7,250 | 1,96 | 0,063 | Diterima |
| H ₅ | ES | □ | RP | 6,286 | 1,96 | 0,064 | Diterima |
| H ₆ | ESQ | □ | RP | 3,842 | 1,96 | 0,031 | Diterima |
| H ₇ | ET | □ | RP | 4,442 | 1,96 | 0,034 | Diterima |

Source: Data processed by researchers (2023).

Based on Table it shows that H₁ is acceptable because it has a path coefficient of 0.064 with a T-Value of 4.641. In these results H₁ has a path coefficient value above 0 and a T-Value above 1.96 which makes e-service quality have a positive influence and significant to e-satisfaction. Next H₂ can be accepted because it has a path coefficient of 0.067 with a T-Value of 5.677. Where in these results H₂ has a path coefficient value above 0 and a T-Value above 1.96 which makes e-trust have a positive and significant influence on e-satisfaction.

Next H₃ is acceptable because it has a path coefficient of 0.060 with a T-Value of 6.590. In these results H₃ has a path coefficient value above 0 and a T-Value above 1.96 which makes e-service quality have a positive and significant influence on repurchase intention. . Next, H₄ can be accepted because it has a path coefficient of 0.063 with a T-Value value of 7.250. Where in these results H₄ has a path coefficient value above 0 and a T-Value above 1.96 which makes e-trust have a positive and significant influence on repurchase intention.

Next H₅ is acceptable because it has a path coefficient of 0.064 with a T-Value of 6.286. In these results H₅ has a path coefficient value above 0 and a T-Value above 1.96 which makes e-satisfaction have a positive and significant effect on repurchase intention. Next H₆ can be



accepted because it has a path coefficient of 0.031 with a T-Value of 3.842. Where in these results H6 has a path coefficient value above 0 and a T-Value above 1.96 which makes e-service quality have a positive and significant influence on repurchase intention indirectly or through e-satisfaction.

And finally H7 is acceptable because it has a path coefficient of 0.034 with a T-Value of 4.442. Where in these results H6 has a path coefficient value above 0 and a T-Value above 1.96 which makes e-trust have a positive and significant influence on repurchase intention indirectly or through e-satisfaction.

DISCUSSION

1. Based on the data that has been obtained from this study, it shows that e-service quality has a positive and significant influence on e-satisfaction. This is shown by the results of the path coefficient of 0.064 which is a positive lift with a T-Value of 4.641 or more than 1.96. The e-service quality variable has a positive and significant influence on e-satisfaction. This shows that the better the quality of electronic services perceived by e-commerce users in Jabodetabek will affect the e-satisfaction of e-commerce users in Jabodetabek.
2. Based on the data that has been obtained from this study, it shows that e-trust has a positive and significant influence on e-satisfaction. This is shown by the results of the path coefficient of 0.067 which is a positive lift with a T-Value of 5.677 or more than 1.96. The e-trust variable has a positive and significant effect on e-satisfaction. This shows that the better the e-trust felt by e-commerce users in Jabodetabek will affect the e-satisfaction of e-commerce users in Jabodetabek. This is in line with research conducted by Choi and Mai, (2019) in their research confirming that C2C e-commerce consumer confidence will increase if the marketplace has a joint account payment system (rekber) and if the seller has a good reputation
3. Based on the data obtained from this research, it shows that e-service quality has a positive and significant influence on repurchase intention. This is shown by the path coefficient result of 0.060, which is a positive figure with a T-Value value of 6.590 or more than 1.96.



The e-service quality variable has a positive and significant effect on repurchase intention. This shows that the better e-service quality felt by e-commerce users in Jabodetabek will influence the repurchase intention of e-commerce users in Jabodetabek. This is in line with research conducted by Kotler (2012) in Setyawati, (2019) which states that consumers will repurchase if they feel satisfied and may even recommend it to other people.

4. Based on the data obtained from this research, it shows that e-trust has a positive and significant influence on repurchase intention. This is shown by the path coefficient result of 0.063, which is a positive figure with a T-Value value of 7.250 or more than 1.96. The e-trust variable has a positive and significant influence on repurchase intention. This shows that the better e-trust felt by e-commerce users in Jabodetabek will influence the repurchase intention of e-commerce users in Jabodetabek. The results of research by Trisnawati et al. (2012) in Ikhsan and Lestari, (2021) found that e-trust has an effect on repurchase intentions, if consumers feel that e-commerce can be trusted, so consumers try to repurchase the e-commerce product.
5. Based on the data obtained from this study, it shows that e-satisfaction has a positive and significant effect on repurchase intention. This is indicated by the results of the path coefficient of 0.064 which is a positive lift with a T-Value of 6.286 or more than 1.96. Because repurchase intention can be influenced by e-satisfaction. This opinion is in line with the results of research by Lin & Lekhawipat (2014) in Miao et al., (2022) that satisfaction affects repurchase intentions, that consumers who have a higher level of satisfaction tend to engage in repurchasing activities with companies than consumers with a higher level of satisfaction. Lower.
6. Based on the data obtained from this study, it shows that e-service quality has a positive and significant influence on repurchase intention through e-satisfaction. This is shown by the results of the path coefficient of 0.031 which is a positive number with a T-Value of 3.842 or more than 1.96. Because the customer's intention to return to using company products/services is still difficult to predict, customer satisfaction is an important mediation mechanism in assessing how e-service quality can increase repurchase intention (Santoso & Aprianingsih, 2019).
7. Based on the data obtained from this study, it shows that e-trust has a positive and significant influence on repurchase intention through e-satisfaction. This is shown by



the results of the path coefficient of 0.034 which is a positive lift with a T-Value of 4.442 or more than 1.96. According to Pappas et al., (2014) in Wijayanti et al., (2021) repurchase intention arises when customers will have more trust in e-commerce that has good performance. When a customer has a good experience, the customer hardly needs further consideration to return to using the e-commerce so that the good experience experienced by the customer indicates that the e-commerce has succeeded in creating trust in the customer.

CONCLUSION

With the help of a sample of 260 respondents, this research aims to investigate various variables that influence repurchase intention. The distribution of the questionnaire was carried out offline. SPSS is used to test validity and reliability analysis and LISPS is used to test hypothesis analysis. The following is a description of the analysis conclusions.

- 1) The first hypothesis, e-service quality is proven to significantly influence e-satisfaction. Hypothesis test findings show standardized regression weights of 0.064, indicating a beneficial effect. The Critical Ratio (C.R.) value is 4.641, indicating a significant influence. So it can be concluded that H1 can be accepted.
- 2) The second hypothesis, e-trust is proven to significantly influence e-satisfaction. Hypothesis test findings show standardized regression weights of 0.067, indicating a beneficial effect. The Critical Ratio (C.R.) value is 5.677, indicating a significant effect. So it can be concluded that H2 is acceptable.
- 3) The third hypothesis, e-service quality is proven to significantly affect repurchase intention. The findings of the hypothesis test show standardized regression weights of 0.060, indicating a beneficial effect. The Critical Ratio (C.R.) value is 6.590, indicating a significant effect. So it can be concluded that H3 is acceptable.
- 4) The fourth hypothesis, e-trust is proven to be significant and influences repurchase intention. The findings of the hypothesis test show standardized regression weights of 0.063, indicating a beneficial effect. The Critical Ratio (C.R.) value is 7.250, indicating a significant effect. So it can be concluded that H4 is acceptable.
- 5) The fifth hypothesis, e-satisfaction is proven to be significant and affects repurchase intention. The findings of the hypothesis test show standardized regression weights of



0.064, indicating a beneficial effect. Critical Ratio (C.R.) 6.286, indicating a significant effect. So it can be concluded that H5 is acceptable.

- 6) The sixth hypothesis, e-service quality is proven to significantly influence repurchase intention through e-satisfaction as an intervening variable. The findings of the hypothesis test show standardized regression weights of 0.031, indicating a beneficial effect. Critical Ratio (C.R.) 3.842, indicating a significant effect. So it can be concluded that H6 can be accepted.
- 7) The seventh hypothesis, e-trust is proven to significantly influence repurchase intention through e-satisfaction as an intervening variable. Hypothesis test findings show standardized regression weights of 0.034, indicating a beneficial effect. The Critical Ratio (C.R.) value is 4.442, indicating a significant effect. So it can be concluded that H7 can be accepted.

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