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**THE INFLUENCE OF INFORMATION QUALITY AND CUSTOMER TRUST ON CUSTOMER SATISFACTION  
AND REPURCHASE INTENTION E-COMMERCE SHOPEE IN BEKASI COMMUNITY**

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**Abstract:**

This research aims to determine the influence of information quality and customer trust and repurchase intention *e-commerce* Shopee for the Bekasi community. The population of this research is the Bekasi community with a sample of 200 Shopee user respondents who live in Bekasi. This type of research is quantitative research using a survey method via questionnaires distributed online. The analytical techniques used to process the collected data are validity and reliability tests with SPSS software, model suitability tests and hypothesis tests with AMOS 24 software. The results of the research show that information quality influences customer satisfaction, customer trust influences customer satisfaction, customer satisfaction influences repurchase intentions, information quality influences repurchase intentions, while customer trust does not influence repurchase intentions.

**Keywords: Repurchase Intention; Customer Satisfaction; Customer Trust, Information Quality**

**Background**

The emergence of e-commerce several years ago in Indonesia has become a new phenomenon in the world of internet-based business. The presence of e-commerce in Indonesia changes new habits in society, therefore, e-commerce people can shop anywhere and anytime. According to the .We Are .Social .April 2021 survey, Indonesia is ranked among the ten countries with the most e-commerce users in the world. Indonesia is in first place with a percentage of 88.1% of the Indonesian population purchasing products using e-commerce.

Competition for e-commerce sites in Indonesia has its own map. Based on the results of research conducted by Iprice, Shopee is ranked second in terms of monthly web visitors in Indonesia with 132.8 million visitors. Shopee also received first place in top downloads on Appstore and Playstore (Iprice.co.id, 2022). On the other hand, in the article written by Aldi (2021), consumers felt disappointed with Shopee, because users were not free to choose expeditions when using Shopee. Several users submitted their complaints by writing reviews about Shopee on the Play Store, most users expressed disappointment over the difficulty of choosing a shipping service on Shopee, this made users uncomfortable when the shipping service had to be determined by Shopee. Based on these problems, researchers also conducted an initial survey of 70 respondents, with a population of



Bekasi residents who had shopped and used Shopee e-commerce. From the questions that researchers asked respondents, 90% or 63 respondents had experienced problems and 10% or 7 respondents had never experienced problems when shopping for Shopee e-commerce.

One of the factors that influences repurchase intention is customer satisfaction. This causes consumers who experience problems feeling dissatisfied which can influence their intention to repurchase when using Shopee e-commerce. If customers are less satisfied with the performance of the products or services provided by the company, the company's profitability tends to decrease. Therefore, it is very important for a company to be able to fully satisfy its customers, because customer repurchase intentions can generate several economic benefits for a company's consumers (Keni, Wilson, & Tan, 2019). This is also supported by research by Elbeltagi and Agag (2016) which states that customer satisfaction can influence repurchase intentions.

Getting customer satisfaction is not easy for companies, many factors influence customer satisfaction. One factor that can influence customer satisfaction is the quality of information. The influence of information quality and customer satisfaction is stated based on research conducted by Cegielski, Jia, and Zhang (2014) which explains that information quality has a positive and significant effect on satisfaction. Information quality refers to customer perceptions about the characteristics and presentation of information on online shopping websites. It deals with attributes such as relevance, understanding, accuracy, completeness, and timeliness. Since the main role of e-commerce is to provide information about products, transactions, and services, higher quality information leads to better levels of customer satisfaction (Fang, Chiu, & Wang, 2011).

Trust is an important factor that determines customer satisfaction when shopping online. Trust is the most important thing when consumers want to shop online (Alfiyan, 2019). Trust in e-commerce as the main driver of consumer satisfaction (Kalinic, 2017). This is also in line with research conducted by Yee and Chong (2013) which explains that trust has a positive and significant effect on customer satisfaction.

## **THEORETICAL FRAMEWORK**

### **Repurchase Intention**

Repurchase intention is often interpreted as part of consumption behavior. Repurchase can describe a high level of customer satisfaction when consumers want to decide to buy a product. According to Miao et al. (2021) repurchase intention is defined as the opportunity that a consumer will repeatedly purchase a product or service from the same seller. Meanwhile, Ibizan, Balarabe, and Jakada (2016) also stated that repurchase intention is defined as customer behavior in purchasing or using a product more than once on the same site. Meanwhile, according to Pitaloka and Gumanti in Purnapardi (2022), consumers are willing to buy the same brand or product again because they have had a good experience or their expectations have been met.

According to Trisnawati in Dewi and Giantari (2023) Repurchase intention is a consumer attitude which is known as a response to something that shows the consumer's desire to buy again in the future. Hellier in Nisaa and Susanto (2021) believes that the intention to repurchase occurs because of consumers' assessment of products or services which are directed at the company to determine their next purchase in the future. It can be concluded that repurchase intention is consumer behavior in purchasing or reusing a product or service more than once on the same site in the future.



### **Information Quality**

According to Liu and Arnet in Tajuddin, Nimran, Astuti, and Kertahadi (2016), information quality is the level of relevance, timeliness, safety and presentation with good information design on a website. This means that the information provided by a website is in the hope of providing relevant, timely, safe and useful information for consumers. According to Davis in Mutasab Arung Prajoko, Effendi, and Sugandini (2022) The information displayed by the company must be high quality information, by providing relevant information it can predict the quality and usefulness of the product or service. Consumers also need information about products or services that is up to date, to help consumers make purchasing decisions.

Kim and Park in Meilatinova (2021) argue that information quality is an important characteristic that comes from the behavior of online shopping sites, because customers usually depend on the information provided by online shopping sites about products and services. Sharma and Juan in Hardiyanto and Firdaus (2021) stated that the quality of information on e-commerce websites can create value for customers as seen from the information provided about the products offered to customers. This means that the level of benefit expected by the customer corresponds to the customer's desire that the information provided by the service provider can help the customer. It can be concluded that information quality is the perception of product or service information provided by a website with the hope that the information provided is in accordance with customer needs.

### **Customer Trust**

Customer trust is an important aspect in increasing customer satisfaction when making a purchase. According to Priansa in Savila and Tjahjaningsih (2023) Customer trust is the basis of business where trust can build and attract consumers. High trust must be built so that consumers are willing to visit and use shopping websites. Indriyani and Helling (2018) also stated that trust is the foundation of a business, the relationship between sellers and buyers will run well if they trust each other.

According to Tatang and Mudiantono (2017), customer trust is the customer's expectations that the service provider can be trusted or relied upon in fulfilling its promises. Meanwhile, according to Karsono in Suprpto and Azizi (2020), trust exists if customers believe that the service provider can be trusted and also has high integrity. It can be concluded that customer trust is a person's willingness to rely on another party that that party can fulfill its promises according to expectations, so that they feel trust and continue to depend on that party.

### **Customer Satisfaction**

Customer satisfaction is the key to future purchasing behavior, so that as satisfaction increases, customers are more likely to buy. According to Kotler in Fang et al. (2011) satisfaction is a customer's feeling of happiness or disappointment that arises from an assessment or impression of the service or perceived results based on their expectations, if the service does not meet the customer's expectations, then the customer will feel dissatisfied, and vice versa if the service meets the customer's expectations, then the customer will be very satisfied. Not much different from Robbins in Parnawi (2020), satisfaction is a positive feeling of a person (customer) about a person's work which is the result of an evaluation of its characteristics and after comparing the perceived performance or results (service felt and received) with what they expected. According to Firmansyah (2018) customer satisfaction is an assessment of the satisfaction of customers and users of the company's products with the goods or services they receive.



According to Kotler and Armstrong (2018) customer satisfaction is the key to building profitable relationships with consumers, to maintaining and growing customer satisfaction value in the long term. Meanwhile, according to Henkel in Rita, Oliveira, and Faranisa (2019), customer satisfaction is that customers who are satisfied with the services provided by the service provider will increase the level of use and intention to use it in the future. It can be concluded that customer satisfaction is a person's feelings after purchasing a product or service, where service performance and appropriate expectations determine satisfaction.

## **METHOD**

This research uses a quantitative approach to examine the influence of Information Quality and Customer Trust and Shopee E-commerce Repurchase Intentions on the Bekasi community. Researchers used a survey method. The survey method is a research method that uses questionnaires as the main instrument for collecting data. In this study, the population used was the people of Bekasi with a sample of 200 respondents with the criteria of residing in Bekasi and having shopped using Shopee at least 2 times in the last 3 months. The analysis techniques used to process the collected data are validity and reliability tests with SPSS software, model suitability tests and hypothesis tests with AMOS 24 software.

## **RESULT**

### **1. VALIDITY AND RELIABILITY TEST**

#### **Repurchase Intention Variable**

The repurchase intention variable contains seven indicators that meet the validity test requirements, the results of the factor loading value exceed 0.40. The reliability test value of the repurchase intention variable is 0.955, meaning that this indicator can be said to be reliable for measuring the repurchase intention variable.

#### **Information Quality Variable**

The information quality variable contains nine indicators that meet the validity test requirements, the results of the factor loading value exceed 0.40. The reliability test value of the information quality intention variable is 0.976, meaning that this indicator can be said to be reliable for measuring the information quality intention variable.

#### **Customer Trust Variable**

There are four indicators for the customer trust variable that meet the validity test requirements, the results of the factor loading value exceed 0.40. The reliability test value of the customer trust intention variable is 0.946, meaning that this indicator can be said to be reliable for measuring the customer trust variable.

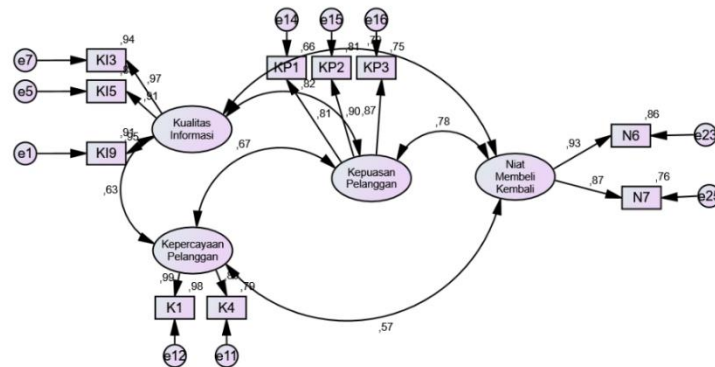
#### **Customer Satisfaction Variable**

The customer satisfaction variable contains seven indicators that meet the validity test requirements, the results of the factor loading value exceed 0.40. The reliability test value of the customer satisfaction variable is 0.960, meaning that this indicator can be said to be reliable for measuring the customer satisfaction variable.



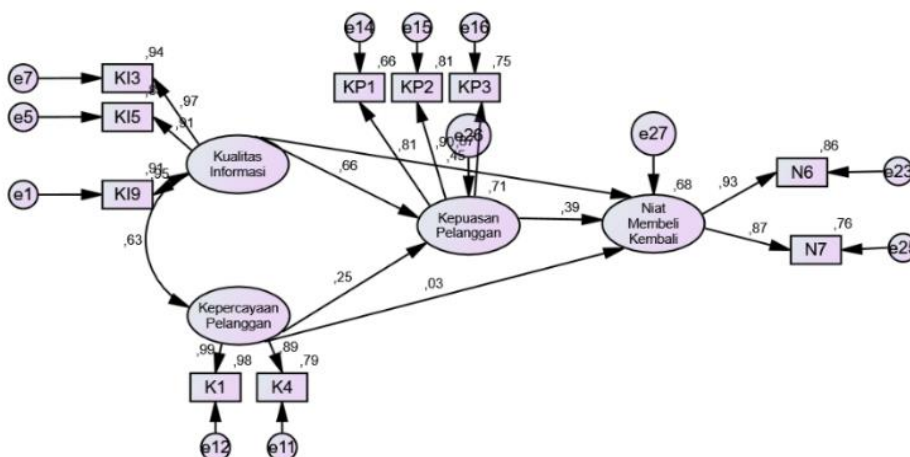
## 2. GOODNESS OF FIT TEST

Based on the results of data processing using AMOS 24, we obtained good fit results from all goodness of fit models, namely Chi-Square 31.711 with small value; probability value  $0.333 > 0.05$ ; RMSEA value  $0.022 < 0.08$ ; GFI value  $0.969 > 0.90$ ; TLI value  $0.998 > 0.95$ , CFI value  $0.999 > 0.95$ ; CMIN/DF value  $1.093 < 2.00$ .



## 3. HYPOTHESIS TEST

Hypothesis testing is carried out by showing the relationship between variables. In table 4.17 the probability value ( $P < 0.05$ ) and the Critical Ratio (CR) value  $> 1.96$  means that the hypothesis is accepted (significant) then the relationship value between variables is shown in the standardized regression weight.





			<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>	<b>Result</b>
Customer Satisfaction	<---	Information Quality	,500	,054	9,339	***	Accepted
Customer Satisfaction	<---	Customer Trust	,193	,048	4,048	***	Accepted
Repurchase Intention	<---	Customer Satisfaction	,537	,148	3,619	***	Accepted
Repurchase Intention	<---	Information Quality	,472	,101	4,677	***	Accepted
Repurchase Intention	<---	Customer Trust	,027	,071	,379	,705	Rejected

## DISCUSSION

### Information Quality to Customer Satisfaction

Based on the results of the descriptive analysis that has been carried out, it is stated that the indicator that has the highest score in the information quality variable is the third statement item with the indicator "Shopee e-commerce provides accurate information" with a total validity test score of 0.965. Consumers expect sellers to provide detailed and high-quality information to make decisions about whether the goods meet their needs (Cegielski et al., 2014). This shows that accurate information will help consumers when shopping using Shopee e-commerce so that consumers also feel satisfied.

### Customer Trust to Customer Satisfaction

Based on the results of the descriptive analysis carried out, it is stated that the indicator that has the highest score in the customer trust variable is the third statement item with the indicator "E-commerce Shopee can keep promises to customers" with a total validity test score of 0.961. Based on research by Latifah et al. (2020) explains that there are several potential risks when transacting via e-commerce, so trust plays an important role in various things. Consumers feel safe making transactions if marketers can maintain privacy, product quality, be honest and keep promises regarding the products offered and the promised time. So by keeping promises, customer trust will increase, because a lack of trust when shopping will result in a low level of customer satisfaction.

### Customer Satisfaction to Repurchase Intention

Based on the results of the descriptive analysis carried out, it shows that the indicator with the highest score in the customer satisfaction variable is the third statement item with the indicator "I have had a very good experience with Shopee e-commerce" with a total validity test score of 0.948. Satisfaction is obtained from the services provided by e-commerce, based on the experience felt by consumers when shopping using e-commerce, it can increase satisfaction so that consumers make consumers buy again at the same e-commerce (Nisaa & Susanto, 2021).

### Information Quality to Repurchase Intention

Based on calculations in descriptive analysis, the indicator that gets the highest score in the repurchase intention variable is the fifth statement item with the indicator "I am willing to continue buying the same product from Shopee e-commerce" with a total validity test score of 0.926. This means that customers are willing to continue buying the same product, so customers will return to buying at Shopee e-commerce.



### Customer Trust to Repurchase Intention

Based on the results of the descriptive analysis, the indicator that gets the lowest score in the customer trust variable is the fifth statement item with the indicator "E-commerce Shopee does not behave opportunistically" with a total validity test score of 0.888. This means that customers feel that Shopee behaves opportunistically so that their trust is low so it has no effect on their intention to repurchase.

### CONCLUSION

This research was conducted to answer the influence of information quality and customer trust and the intention to repurchase Shopee e-commerce on the people of Bekasi. Based on data analysis, this research found that information quality has a positive and significant effect on customer satisfaction, customer trust has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on repurchase intention, information quality has a positive and significant effect on repurchase intention, Customer trust has no effect on repurchase intentions

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