

The Role of E-Service Quality and E-Trust on Repurchase Intention Mediated by E-Satisfaction in Tokopedia E-Commerce Users in Surakarta

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ABSTRACT: This study aims to investigate the connection between Surakarta's Tokopedia e-commerce customers' e-satisfaction and e-service quality. With the goal of learning how Surakarta Tokopedia's e-service quality affects customers' propensity to make repeat purchases. In order to discuss how e-trust and e-satisfaction impact Tokopedia online buyers situated in Surakarta. To examine how Tokopedia e-commerce consumers in Surakarta are affected by e-trust on their intention to repurchase. To investigate how e-satisfaction influences Surakarta Tokopedia e-commerce customers' propensity to purchase more. The demographic utilized consists of Surakarta Tokopedia e-commerce consumers. However, the sample consists of 160 respondents who utilize Surakarta's Tokopedia e-commerce platform. Electronic Satisfaction is significantly contributed by Electronic Service Quality, from this result. There is a correlation between electronic satisfaction and electronic belief. From a significant and optimal technique with statistics, the enemy of electronic services contributes to shopping intentions. There is a significant contribution between shopping intentions and electronic satisfaction. Consumers who are satisfied with online services will contribute to shopping potential. Satisfaction from electronic services plays a role as a mediator between intentions and service quality in shopping. Its contribution with statistics is very significant. Strong relationship with electronic belief and E-Satisfaction substantiates the validity of the seventh hypothesis.

KEYWORDS: E-Service Quality, E-Trust, E-Satisfaction, and Repurchase Intention

I. INTRODUCTION

One of the demands on modern civilization is the fast advancement of communication and information technologies. The very nature of technological progress has far-reaching consequences, influencing spheres as diverse as politics, culture, the economy, and society at large. Technology's quick progress has also altered people's lifestyles in this day and age, including how they buy, sell, and shop for others. Originally conducted through in-person meetings between buyers and sellers, buying and selling transactions are now beginning to shift. Consumers may purchase and sell products and services with the touch of a finger, for example, by using an electronic network-based smartphone, eliminating the need for them to spend time in shopping malls. Electronic commerce, or E-commerce, is the term used to describe this development.

A commercial process that uses electronic technology to link businesses, customers, and the general public through electronic transactions and the electronic exchange or sale of products, services, and information is known as e-commerce (Abid & Dinalestari, 2019). Even though there are a lot of e-commerce businesses growing globally right now, there aren't many in Indonesia alone. One of the many e-commerce businesses in Indonesia is Tokopedia. William Tanuwijaya and Leontinus Alpha Edison created Tokopedia on February 6, 2009, and on August 17, 2009, it was formally introduced to the public under the sponsorship of PT Tokopedia. Today, Tokopedia has become a unicorn that has sway not just in Indonesia but across Southeast Asia. Home appliances, sports gear, cosmetics, fashion, electronics, and airline, rail, and hotel ticket booking are just a few of the many product categories that Tokopedia provides.

This demonstrates that Tokopedia remains the e-commerce platform that Indonesians are most interested in using. Approximately 60.43% of visitors are males, and as of February 2025, Tokopedia received 61.6 million visits, with 21 million unique visitors and an average visit time of 11 minutes and 28 seconds. The distribution of visitor devices is 54.84% desktop and 45.16% mobile web. Tokopedia consistently offers its app users coupons for free delivery. The service is intended to satisfy existing clients and draw in new, prospective clients who have never used it. The term "e-service quality" refers to the level of service delivered by an online enterprise. Creating value for customers when it comes to online buying depends heavily on the calibre of electronic

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services, or "e-services". According to (Archana Raje, 2012) According to his study, customers' decisions to buy are no longer influenced by promotions. Online shoppers, in his view, will judge businesses based on the quality of their service. Customers are more likely to be pleased and return for future purchases when they receive high-quality service.

An intent to repurchase a previously acquired good or service is an activity that leads to a subsequent purchase of that good or service (Ibzan et al., 2016). Considering one's situation, a customer decides to repurchase a service from the same provider (Kotler, 2003). The buyer's pleasure with the purchase he made is the condition of the individual in issue; specifically, e-satisfaction, or electronic contentment, influences the desire to repurchase.

The accumulation of customer happiness from each purchase and occasional experience using products or services on an internet platform is known as electronic contentment, or e-satisfaction (Kim, 2012). Satisfied customers are more likely to make additional purchases from the business and even refer its products to others in the community (Zeithaml et al., 2013).

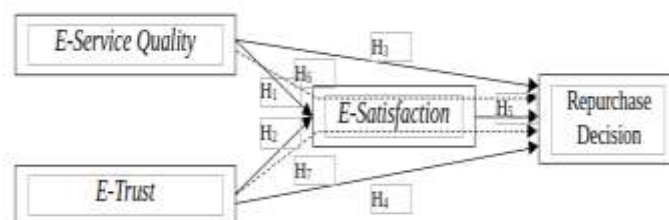
According to research (Wuisan et al., 2020), repurchase intention is unaffected by the quality of e-services. This goes against what was previously shown in the literature (Gounaris et al., 2010), which demonstrated a strong correlation between repurchase intention and an improvement in the quality of e-services.

II. RESEARCH PROBLEM STATEMENT

Consumer behaviour issues when an application is used to promote a product are based on how quickly and easily users can access and use the website or application. System accessibility on purchasing websites, and user evaluation of these websites in terms of preserving and safeguarding all client data.

The purpose of this lesson is to explore how e-satisfaction affects e-service quality, e-trust, and plans to buy again among Tokopedia online buyers in Surakarta. One of the goals is to investigate how satisfied Tokopedia shoppers in Surakarta are with the quality of their online service. Examining contribution of electronic service quality to repeat purchase potential among Tokopedia e-commerce consumers in Surakarta. Examining the effect of online trust and happiness on Tokopedia eCommerce consumers in Surakarta. Examining how e-trust affects Tokopedia e-commerce consumers' willingness to repurchase. Examining how e-satisfaction affects Surakarta Tokopedia e-commerce consumers' inclinations to make more purchases.

According to the previous description, the theoretical framework is shown below:



The following is the hypothesis that was created using the framework:

- H1: E-Service quality significantly influences E-Satisfaction
- H2: E - Satisfaction is significantly impacted by E-Trust
- H3: Repurchase decisions is influenced by the e-service quality
- H4 : E – Trust Have a significant impact on the responses decisions.
- H5: Repurchase decisions are significantly impacted by e - satisfaction.
- H6 : Through e-satisfaction, e-service quality affects repurchase decisions
- H7 : Through e-satisfaction, e-trust affects decisions to repurchase

II. RESEARCH METHODS

A specific form of causal research is quantitatively examined in this paper. Sekaran and Bougie (2016) define causal research as studies that look at the link between two or more variables. Causal research explains the impact of changes in one variable's variations on changes in the values of other variables.

Researchers choose products or individuals with specified quantities and features to form a population, which allows them to generalize and draw inferences from the data (Sugiyono, 2018). The study's participants were Surakarta Tokopedia users.

The sample is also part of the population at this time. In this investigation, non-probability sampling was the sample strategy employed. A non-probability sampling technique means that not every member of the population has an equal chance of being selected for the sample. Purposive sampling is the method used to determine sampling. One method of determination with specific

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concerns is purposeful sampling (Sugiyono, 2018). The following conditions must be met: Surakarta residents. any age group capable of reading and completing sentences. At least two times, own and utilize the Tokopedia e-commerce.

One way to find out how many samples to utilize for Structural Equation Modeling (SEM) is to multiply the number of indicators by five or ten (Ferdinand, 2014). Because there were a total of sixteen indicators used in the study, the lowest sample size was 80 samples (16 x 5= 80) and the maximum sample size was 160 samples (16 x 10= 160). According to (Ferdinand, 2014), 100–200 samples is the ideal sample size for SEM.

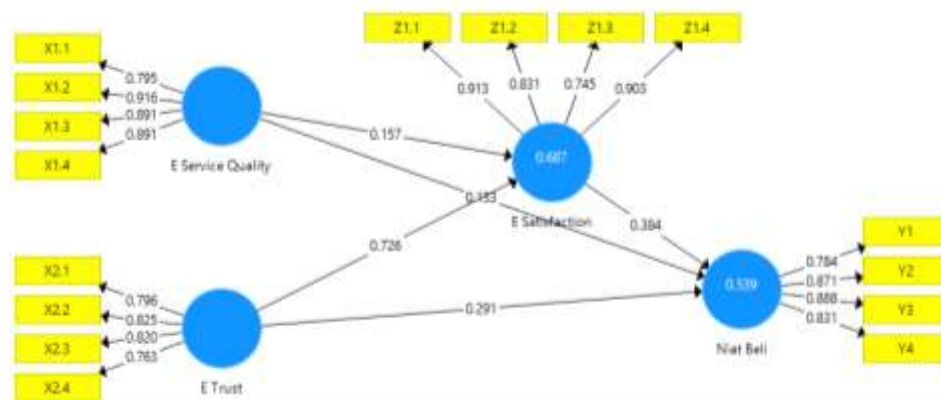
To uncover the suggested hypothesis, data is analyzed utilizing inductive and descriptive analysis methods, including Smart PLS 3.9 analysis.

IV. RESEARCH RESULTS AND DISCUSSION

1. Instrument Testing

A summary of the findings is displayed below:

Evaluation of Measurement Model (Outer Model)



Convergent Validity

The following are the findings of the convergent validity analysis:

The results indicate that the four variables, which rank higher than 0.6, are appropriate for an exploratory study.

Discriminant Validity

Variable	Indicator	Outer Loading	Description
E-Service Quality (X_1)	X1.1	0,795	Valid
	X1.2	0,916	Valid
	X1.3	0,891	Valid
	X1.4	0,891	Valid
E-Trust (X_2)	X2.1	0,796	Valid
	X2.2	0,825	Valid
	X2.3	0,820	Valid
	X2.4	0,763	Valid
E-Satisfaction (Z)	Z1.1	0,913	Valid
	Z1.2	0,831	Valid
	Z1.3	0,745	Valid
	Z1.4	0,903	Valid
Repurchase Decision (Y)	Y1.1	0,784	Valid
	Y1.2	0,871	Valid
	Y1.3	0,888	Valid
	Y1.4	0,831	Valid

The following average variance extracted (AVE) values and cross-loading were used to measure discriminant validity:

Variable	AVE	Description
<i>E-Service Quality</i>	0,547	Valid
<i>E-Trust</i>	0,596	Valid
<i>Repurchase Decision</i>	0,586	Valid
<i>E-Satisfaction</i>	0,523	Valid

The findings obtained are known to be larger than 0.5. This indicates that all of the study variable indicators' instruments have been deemed legitimate.

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Composite Reliability

These are the findings of the composite reliability:

Variable	Composite Reliability	Description
E-Service Quality	0.828	Reliable
E-Trust	0.880	Reliable
Repurchase Decision	0.849	Reliable
E-Satisfaction	0.846	Reliable

The composite reliability test found that all of the investigated variables had reliability values higher than 0.7. This demonstrates the dependability of the results.

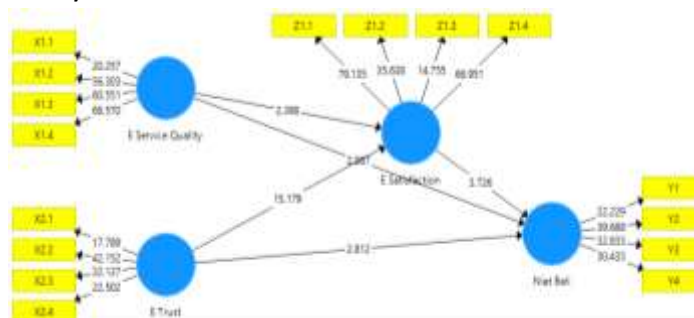
Cronbach's Alpha

The tests for composite dependability and reliability came to these conclusions:

Variable	Cronbach's Alpha	Description
E-Service Quality	0,765	Reliable
E-Trust	0,764	Reliable
E-Satisfaction	0,724	Reliable
Repurchase Decision	0,713	Reliable

All variables exhibit Cronbach's alphas over 0.7, signifying that the data is credible.

Structural Model Analysis (Inner Model)



Goodness of Fit Analysis Result

The data suggests that 0.683 (68.3% of the total) influences E-Satisfaction and 0.530 (54.0%) influences Purchase Intention when considering the three variables independent. The Q-Square value represents the evaluation of fit quality.

	R-Square	Adjusted R-Square
E-Satisfaction	0.687	0.683
Repurchasing Decision	0.539	0.530

Q-squared analysis using this computation:

$$\begin{aligned}
 \text{Q-Square} &= 1 - [(1 - R^2) \times (1 - R^2)] \\
 &= 1 - [(1 - 0,530) \times (1 - 0,683)] \\
 &= 1 - (0,470 \times 0,317) \\
 &= 1 - 0,4899 \\
 &= 0,851
 \end{aligned}$$

The model is practicable based on the findings, which are 0.851 or 85.1%, and the fact that additional factors can still impact the dependent variable by up to 14.90%.

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Hypothesis Test Analysis

Result of Direct Testing (Path Coefficient)

	Sample Real (O)	t-stat	t- table	P- value s	Descriptio n
<i>E-Service Quality → E-Satisfaction</i>	0,157	2,398	1,984	0,017	Positive Significant
<i>Trust → E-Satisfaction</i>	0,726	15,179	1,984	0,000	Positive Significant
<i>E-Service Quality → Repurchase Decision</i>	0,133	2,067	1,984	0,039	Positive Significant
<i>E-Trust → Repurchase Decision</i>	0,291	2,812	1,984	0,005	Positive Significant
<i>E-Satisfaction → Repurchase Decision</i>	0,384	3,726	1,984	0,000	Positive Significant

E-service quality and e-satisfaction are significantly correlated, as shown by the results, which exceed the 1.984 t-table value. The P value, which comes out at 0.017, is less than 0.05, and the effect size is 0.331. Therefore, it is logical to infer that a positive and substantial correlation exists between satisfaction and quality of electronic services. E-Satisfaction impacted by E-Trust and has a greater direct impact on than does the t-table (1.984), which is 15.179 with a magnitude of 0.726 and a P value < 0.05 of 0.000. Because E-Trust and E-Satisfaction are strongly and favourably correlated. A t-table (1.984) of 2.067, a magnitude of 0.133, and a P value < 0.05 of 0.039 indicate that the direct impact The effect of electronic service quality on repurchase intention is statistically significant.

The Impact of Electronic Service Quality on Repurchase Intention strongly and favourably correlated. For a P value greater than 0.05, the t-table reveals that E-Trust's effect on purchase intention is less (1.984, 0.291, and 0.005). Accordingly, it appears that E-Trust has a little detrimental impact on customers' inclination to purchase. Impact of E-satisfaction The shopping intention is again relatively low given the facts from the t results of 3.726, a P value above 0.05 at 0.000, and a magnitude of 0.384. Thus, it is safe to say that E-Satisfaction significantly and positively affects Repurchase Intention.

Result of Indirect Effect Testing

<i>Indirects effect</i>	Real Sample (O)	t-stat	t-table	P value	Description
<i>E-Service Quality → E-Satisfaction → Repurchase Decision</i>	0,060	1,983	1,984	0,048	Positive significant
<i>E-Trust → E-Satisfaction → Repurchase Decision</i>	0,279	3,657	1,984	0,000	Positive significant

Repurchase decision and E-Service Quality are positively correlated, with a P value of 0.048 and an effect size of 0.060. This is more compared to the t table, namely 1.984. Repurchase Decisions is impacted by The electronic service quality of E-Satisfaction mediates the relationship. The t-table result (1.984) indicates that E-Trust contributes significantly to E-Satisfaction mediated Purchase Intention compared to E-Satisfaction alone (effect size: 0.279, p-value: 0.000). Because of this strong relationship, can state that E-Trust and E-Satisfaction-mediated reurchase decisions are closely associated.

VI. CONCLUSIONS

According to the statistics, the first assumption If the quality of electronic services contributes dominantly to Electronic Satisfaction., is correct. The null hypothesis is false as E-Trust considerably increases E-Satisfaction. The third reason is supported by the positive and significant impact that an online service's quality has on consumers' desire to purchase. The evidence supports the fourth hypothesis: Online shoppers' trust greatly affects their likelihood to make a purchase. Since electronic satisfaction contributes systematically to repurchase intention, the fifth hypothesis is assumed is correct. The sixth hypothesis is supported since E-Satisfaction moderates reurchash intention, which is in turn caused by the positive and strong effect Electronic service quality. Because Electronic trust contributes to satisfaction which has an effect on repeat purchases, the seventh hypothesis is supported.

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