

The Influence of E-trust and E-Servqual on E-Repurchase Intention with E-Satisfaction as an Intervening Variable

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ABSTRACT

The significance of e-commerce in the digital economy relies on repeat customers for sustainable growth. Key factors influencing customer return visits include e-trust and e-service quality. E-trust involves trust in platform security, product reliability, and transaction transparency. E-service quality includes website quality, responsive customer service, and efficient shipping and returns processes. This research aims to analyze the influence of E-trust and E-Servqual on E-Repurchase Intention with E-Satisfaction as an intervening variable. The study adopts a quantitative research approach, with the sample selected using nonprobability sampling, specifically the purposive sampling technique. The sample for this study comprises 244 students from Putra Bangsa University. Data analysis employs the Structural Equation Model (SEM) approach. Based on the data analysis, the following findings emerge: (1) E-trust has a positive effect on E-satisfaction, (2) E-service quality has a positive effect on E-satisfaction, (3) E-satisfaction has a positive effect on E-revisit intention, (4) E-satisfaction mediates the influence between E-trust and E-revisit intention, and (5) E-satisfaction mediates the influence between E-service quality and E-revisit intention. The results of this research have significant implications for businesses using e-commerce platforms, indicating that building trust, improving service quality, and increasing customer satisfaction are important strategies for influencing repurchase intentions in the online environment.

Keywords: E-trust, E-servqual, E-satisfaction, E-Repurchase intention, E-commerce

ABSTRAK

Pentingnya e-commerce dalam ekonomi digital bergantung pada pelanggan tetap untuk pertumbuhan berkelanjutan. Faktor-faktor kunci yang mempengaruhi kunjungan kembali pelanggan meliputi kepercayaan elektronik dan kualitas layanan elektronik. E-trust melibatkan kepercayaan pada keamanan platform, keandalan produk, dan transparansi transaksi. Kualitas layanan elektronik mencakup kualitas situs web, layanan pelanggan yang responsif, serta proses pengiriman dan pengembalian yang efisien. Penelitian ini bertujuan untuk menganalisis pengaruh E-trust dan E-Servqual terhadap E-Repurchase Intention dengan E-Satisfaction sebagai variabel intervening. Penelitian ini menggunakan pendekatan penelitian kuantitatif, dengan sampel yang dipilih menggunakan nonprobability sampling, khususnya teknik purposive sampling. Sampel penelitian ini terdiri dari 244 mahasiswa Universitas Putra Bangsa. Analisis data menggunakan pendekatan Structural Equation Model (SEM). Berdasarkan analisis data, diperoleh temuan sebagai berikut: (1) E-trust berpengaruh positif terhadap E-satisfaction, (2) E-service quality berpengaruh positif terhadap E-satisfaction, (3) E-satisfaction berpengaruh positif terhadap E-

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satisfaction. berpengaruh positif terhadap niat E-revisit, (4) E-satisfaction memediasi pengaruh antara E-trust dengan niat E-revisit, dan (5) E-satisfaction memediasi pengaruh antara kualitas layanan E dan niat E-revisit. Penelitian ini memiliki implikasi yang signifikan bagi bisnis yang menggunakan platform e-commerce, menunjukkan bahwa membangun kepercayaan, meningkatkan kualitas layanan, dan meningkatkan kepuasan pelanggan merupakan strategi penting untuk mempengaruhi niat membeli kembali di lingkungan online.

Kata kunci: E-trust, E-servqual, E-satisfaction, E-Repurchase intention, E-commerce

INTRODUCTION

Indonesia, with a population of more than 270 million people spread across 17 thousand islands, faces unique communication challenges, making the internet important for economic and social development. In 2021, 62.1% of Indonesian people access the internet, which reflects society's acceptance of technology and openness of information (Central Statistics Agency, 2021). This growing internet user base places Indonesia as a promising e-commerce market. The country has witnessed rapid e-commerce growth, surpassing regional countries such as Malaysia and Thailand (Hatama et al., 2021). E-commerce sales are projected to increase by 42% from 2012-2015, with an estimated 17% increase in transactions by 2023 (Bank Indonesia). Leading platforms such as Tokopedia, Shopee, Lazada, Bukalapak, and Blibli dominate Indonesia's e-commerce landscape (Euromonitor, 2022).

Shopee, which was introduced in 2015, revolutionized Indonesian e-commerce with its consumer-to-consumer (C2C) model, which prioritizes safe, fun and convenient transactions. Shopee's IDR 0 Free Shipping Program, which addresses high logistics costs, is gaining popularity and contributing to rapid market penetration. The variety of services that Shopee has, including ShopeePay and ShopeeFood, has further strengthened its presence and competitiveness in the Indonesian e-commerce sector which continues to grow (Andhini, 2017). The research emphasizes the growth of internet penetration in Indonesia, the resulting e-commerce boom, and the important role played by major platforms such as Shopee in shaping the country's digital economy.

Shopee, Indonesia's leading e-commerce platform, has secured its position as the top-ranked company based on the Appstore and Playstore categories, highlighting its superiority in the Indonesian market (Iprice, 2022). Despite its success, Shopee faces challenges, particularly an anticipated increase in customer complaints in 2023 (Consumer Media Reports, 2023). These complaints cover a variety of aspects, including delivery issues, product quality differences, and inadequate customer support. The main concerns revolve around late or lost deliveries, which impact the overall customer experience. Users reported receiving products that deviated from the description in the app, such as the wrong size or color, adding to dissatisfaction. Apart from that, there are still challenges in reaching Shopee customer service, with long waiting times for responses and less than optimal problem resolution. These concerns raise questions about Shopee's ability to meet the increasing demands of its growing customer base. Pre-survey interviews with Putra Bangsa University students revealed additional complaints regarding the lack of transparency in the promo system and difficulties in understanding certain features on the Shopee application (Pre-survey Interview, 2023). Maintenance issues that occur at certain hours further contribute to user frustration. These insights highlight the complex dynamics that shape Shopee's user experience, highlighting the need for the platform to address these challenges to maintain and improve its market position.

E-commerce companies play an important role in fostering electronic repurchase intentions among consumers, with a primary focus on increasing customer satisfaction (Kotler & Keller, 2012). Customer satisfaction significantly influences subsequent purchasing behavior, with satisfied consumers showing a higher likelihood of repurchasing a product. Trust (e-trust) and service quality (e-service quality) are important factors that influence consumer satisfaction with online services (Al-Nasser et al., 2013).

Trust, often associated with security issues, is fundamental to building successful relationships, reducing uncertainty, and increasing willingness to buy (Taddeo, 2011). A number of studies emphasize the positive impact of e-trust on various consumer intentions in both online and offline environments (Verhagen et al., 2006; Gefen, 2002). Additionally, e-service quality, which reflects the level of service provided, significantly influences e-satisfaction and subsequently, e-repurchase intention (Gounaris et al., 2010). The company focuses on effective recovery services for consumer complaints, growing consumer loyalty and regaining cost advantages by retaining existing consumers. E-service quality and e-trust, collectively influence e-satisfaction, creating consumer-oriented companies that seek to understand and improve customer satisfaction (Sysmanski & Hise, 2000). This research aims to test whether Putra Bangsa University students' e-repurchase intentions towards Shopee e-commerce products are determined by electronic satisfaction, electronic trust, and electronic service quality.

LITERATURE REVIEW

E-repurchase intention

E-repurchase retention is the intention of consumers to consume a company's products/services by visiting again and responding positively to the company's electronic quality services (Hutama et al., 2018). Then Ilmiah et al. (2019) explained that when consumers obtain satisfaction from the services they consume, there will be an opportunity for consumers to make repeat purchases. Therefore, there is a positive relationship between consumer satisfaction and repurchase intentions. Perceived value can influence consumer choice behavior at the pre-purchase stage and can also influence satisfaction and intention to recommend the products and services used to others and repurchase at the post-purchase stage. In this study, dimensions from Hutama et al.'s research (2018) were used namely purchase frequency, namely the intensity of consumption in purchasing products or services that are the same as purchases made in the past. Then, customer commitment, namely, the consumer's commitment not to switch to products or services from competitors. Then, positive recommendations, namely providing references or positive information to other people about products or services that have been used.

E-satisfaction

E-satisfaction is a feeling of satisfaction regarding the similarity between expectations and what is obtained after making a purchase from a company via electronic services. Feelings are a form of assessment of product or service performance based on consumer expectations (Kasih & Moeliono, 2020). Keller (2014) explains that consumer satisfaction is a feeling that arises from consumers regarding their expectations of products and services, whether they are happy or disappointed. Satisfaction occurs if the service provided exceeds consumer expectations, conversely if the service provided does not meet expectations, then consumers will become disappointed and dissatisfied. This research uses dimensions from Tobagus's (2018) research, namely: convenience, merchandising, site design, security and service ability.

E-trust

Trust is an important key to a business. Building trust that is used for long-term relationships with consumers is an important factor in creating consumer loyalty. Trust does not just come without a process that is built from the start and proven. According to Pi, Liao, and Chen (2012) e-trust is the psychological state of internet users when facing risks in using online media. Based on the explanation above, it indicates that consumer trust is the most important thing in implementing an online system in a company. Without consumer trust, the online system provided by the company will not work well. This research uses dimensions from Wong's (2017) research, namely: ability, benovolence and integrity.

E-service quality

E-service quality is a theory that comes from service quality or the quality of service that runs with the help of an internet network connection. Service quality is the main force in supporting the sustainability of a business and becomes an advantage in competition (Puriwat & Tripopsakul, 2017). E-service quality can be summarized as to the extent of the company's ability to meet the needs of its consumers by using internet facilities. E-service quality is a way for consumers to experience service quality that is different from traditional services in a website or online environment. (Anggraini, 2018) This research uses dimensions from Nasution's research (2019), namely: reliability, responsiveness, privacy, information quality, ease of use, and app design.

Framework of thought in this research based on the research objectives, problem formulation, and framework of thought below (Figure 1), the researcher provides the following hypothesis:

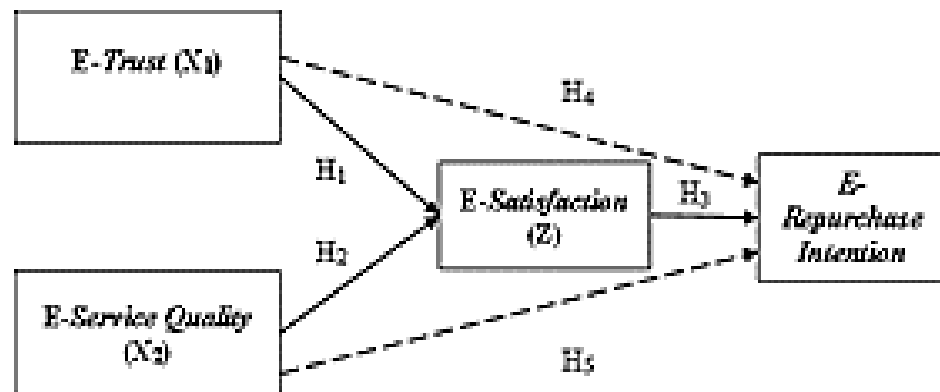


Figure 1. Framework

- H1: E-trust has a positive effect on e-satisfaction.
- H2: E-service quality has a positive effect on e-satisfaction
- H3: E-satisfaction has a positive effect on e-repurchase intention
- H4: E-satisfaction mediates the influence of e-trust on e-repurchase intention
- H5: E-satisfaction mediates the influence of e-service quality on e-repurchase intention

RESEARCH METHODS

This research method uses quantitative research methods. Quantitative research is a method that aims to convert a collection of raw data into a form that is easy to understand, in the form of concise information, where the research results and analysis are described in a scientific article from which a conclusion will be formed. The sample used in this research uses the SEM method, and the sample size is between 100-200. If parameter estimation uses the maximum likelihood estimation method, the recommended sample size is between 100 and 200, with a minimum sample of 50. A total of 5-10 times the number of parameters in the model. Equal to 5–10 times the number of indicators of all latent variables. Referring to the first point, the minimum sample size in this research is 200 respondents. In this research, samples were taken using non-probability sampling, namely using a purposive sampling technique. Determining certain criteria is intended to provide maximum information. The criteria for this sample are Putra Bangsa University students who have purchased Shopee e-commerce more than once in the last month.

The primary data source in this research was obtained through direct and online questionnaires using Google Form for Putra Bangsa University students. The secondary data source in this research is data obtained via the internet. In this research, 3 variables are used, the independent (free) variable, namely: E-trust (X1) and E-Servqual (X2), the mediating variable, namely: E-satisfaction (Z), the dependent (bound) variable, namely: E-repurchase intention (Y). To analyze the data, the Structural Equation Model (SEM) approach was used, which is a statistical modeling technique which is a combination of

principal component analysis and regression analysis. Confirming the unidimensionalization of various indicators for a construct/concept/factor. Testing the suitability or accuracy of a model based on the empirical data studied. Testing the suitability of the model as well as the causal relationship between factors built or observed in the research model.

RESULTS

Questionnaires were distributed online using Google Form and directly to Putra Bangsa University students. The distribution was carried out from September 10, 2022, to January 23, 2023, and received responses from 244 questionnaires. The following characteristics of respondents from the research that has been carried out can be identified in Table 1.

Table 1. Descriptive Characteristics of Respondents

Profile	Frequency	Percentage
<i>Gender</i>		
Man	99	41%
Woman	145	59%
	244	100%
<i>Age</i>		
< 20 Year	50	3%
21 – 23 Year	116	14%
> 23 Year	78	14%
	244	100%
<i>Income/Pocket Money</i>		
< IDR 500 thousand	3	1%
> IDR 500 thousand – 1 million	82	34%
> IDR 1 million – 5 million	150	62%
> IDR 5 million	8	3%
	244	100%
<i>E-commerce other than Shopee, which is often used</i>		
Tokopedia	119	49%
Zalora	25	10%
Lazada	28	12%
Bukalapak	62	25%
Other	10	4%
	244	100%

The results showed that the respondents in this study were mostly women, 165 respondents or 59%, while the rest were men, 115 or 41%. In terms of age classification, the respondents in the study were 50 respondents or 20% aged 17-20 years, 116 respondents or 48% aged 21 -23 years and 78 respondents aged over 23 years or 32%. In the income or pocket money classification, respondents in this study who earned < IDR 500 thousand were 3 or 1%, respondents who earned > IDR 500 thousand – 1 million were 82 or 34%, respondents who earned > IDR 1 million – 5 million were as many as 150 or 62% and respondents with income > 5 million were 8 or 3%. In the classification of respondents who use e-commerce other than Shopee, the majority use e-commerce other than Shopee, namely Tokopedia with 119 respondents or 49%, using Zalora e-commerce with 25 respondents or 10%, using Lazada e-commerce with 28 respondents or 12 %, using Bukalapak e-commerce as many as 62 respondents or 25% and using other e-commerce which is not listed in the questionnaire as many as 10 respondents or 4%. The results of normality calculations can be seen in Table 2.

Hair et al (2009) and Wijanto (2008) stated that an indicator is declared worthy of being a variable construct if it has a factor loading of > 0.5. Based on Table 3, it can be seen that each indicator from each dimension of all research variables has a factor loading value of > 0.5. Thus, it can be stated that all indicators in this research are valid or suitable to be used as constructs for variables. Discriminant Validity Test, Construct Reliability and Variance Extract.

Table 2. Data Normality Test

Variable	Indicator	Loading Factor	Information
<i>E-trust</i>	ETR1	0.944	Valid
	ETR2	0.902	Valid
	ETR3	0.927	Valid
	ETR4	0.733	Valid
	ETR5	0.864	Valid
	ETR6	0.847	Valid
<i>E-servqual</i>	ESR1	0.788	Valid
	ESR2	0.806	Valid
	ESR3	0.786	Valid
	ESR4	0.808	Valid
	ESR5	0.798	Valid
	ESR7	0.838	Valid
	ESR8	0.845	Valid
	ESR9	0.745	Valid
	<i>E-satisfaction</i>	EST1	0.889
EST2		0.873	Valid
EST3		0.851	Valid
EST4		0.865	Valid
EST5		0.863	Valid
EST6		0.820	Valid
EST7		0.808	Valid
EST8		0.791	Valid
EST9		0.802	Valid
EST10		0.782	Valid
EST11		0.739	Valid
EST12		0.778	Valid
EST13		0.632	Valid
<i>E-revisit intention</i>	ERI1	0.838	Valid
	ERI2	0.842	Valid
	ERI3	0.749	Valid
	ERI4	0.721	Valid

Table 3. Discriminant Validity Test, Construct Reliability, and Variance Extract

Variable	Construct Reliability	Variance Extracted (AVE)	Discriminant Validity
<i>E-trust</i>	0.950	0.761	0.872
<i>E-servqual</i>	0.935	0.692	0.832
<i>E-satisfaction</i>	0.961	0.701	0.837
<i>E-revisit intention</i>	0.868	0.676	0.822

Based on Table 3, the construct reliability value data is in accordance with the construct reliability recommendations, namely more than 0.7. All variance extracted values are greater than 0.5, so the variance extracted value is in accordance with the recommended value; namely, the recommended variance extracted value is greater than 0.5. So it can be stated that the variable indicators in this research are reliable. Meanwhile, the square root value of AVE is higher than the correlation value between the constructs. So the assumption of discriminant validity is met. Model suitability testing is carried out by reviewing the goodness of fit criteria which include goodness of fit: Chi-square, probability, RMSEA, CMIN/DF, GFI, AGFI, TLI, CFI and DF. The complete statistical suitability test calculation results for the model can be seen in Table 4.

Table 4. Structural Equation Modeling Feasibility Testing Index

Goodness of fit index	Cut-of value	Analysis results	Analysis results
X ² -Chi-square	86,79	1218.229	Not good
Significancy probability	≥ 0,05	0,000	Marginal
RMSEA	≤ 0,08	0,124	Not good
GFI	≥ 0,90	0,598	Not good
AGFI	≥ 0,90	0,539	Not good
CMIN/DF	≤ 2,00	4.753	Not good
TLI	≥ 0,95	0,771	Not good
CFI	≥ 0,95	0,788	Not good

The results of the goodness of fit test revealed that the majority of model evaluations do not meet the criteria or are in the poor category, therefore, further model modification is needed. Model modifications were carried out to reduce the chi-square value and the model became fit. If researchers want to modify the model, this can be done by connecting variables that are not estimated. The modification index provides an illustration of the reduction in the chi-square value or reduction in the chi-square value when a coefficient is estimated. The modification index, or even larger ones, gives an indication that if the coefficients are estimated, there will be a significant reduction in the chi-square value (Arbucke, 1996). However, it should be noted that even by following the modification index guidelines, a researcher can increase the level of suitability of his model, but this can only be done if there is sufficient support and justification to make these changes theoretically (Ferdinand, 2006). Model modification analysis, using the results of the output modification index, can be seen in Table 5 and Figure 2.

Table 5. Structural Equation Modeling Modification Testing Index

Goodness of fit index	Cut-of value	Analysis results	Model Evaluation
X ² -Chi-square	86,79	749.905	Expected to be small
Significancy probability	≥ 0,05	0,000	Marginal
RMSEA	≤ 0,08	0,046	Good
GFI	≥ 0,90	0,861	Marginal
AGFI	≥ 0,90	0,831	Marginal
CMIN/DF	≤ 2,00	1,507	Good
TLI	≥ 0,95	0,969	Good
CFI	≥ 0,95	0,973	Good

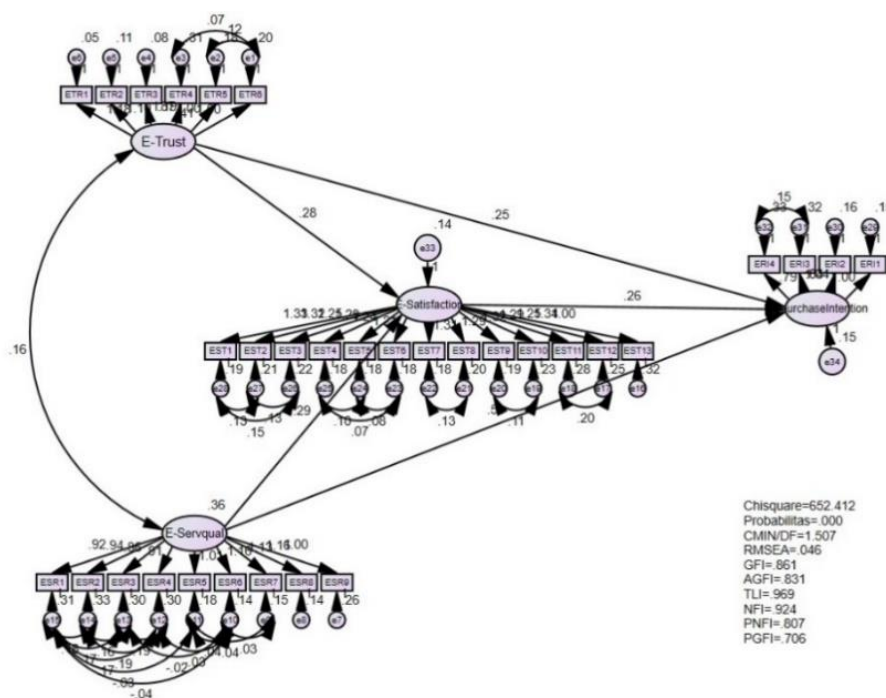


Figure 2. Structural Equation Modeling Modification Testing Index

The CMIN/DF, RMSEA, TLI and CFI values show model fit, in accordance with the recommended values. Ghozali (2011) states that if one or two goodness of fit criteria are met, then the model is said to be good. Based on the overall goodness of fit test results, it can be concluded that the feasibility of the SEM model is sufficient to meet the acceptance requirements. The results of the structural equation modeling (SEM) analysis processing can be seen in Table 6.

Table 6. Structural Equation Modeling Test Results

Connection	Estimates	SE	CR	P
<i>E-trust</i> → <i>e-satisfaction</i>	0.282	0.058	5.374	0.000
<i>E-servqual</i> → <i>e-satisfaction</i>	0.290	0.052	5.029	0.000
<i>E-satisfaction</i> → <i>e-revisit intention</i>	0.263	0.089	2.963	0.003
<i>E-trust</i> → <i>e-revisit intention</i>	0.248	0.061	4.089	0.000
<i>E-servqual</i> → <i>e-revisit intention</i>	0.589	0.075	7.838	0.000

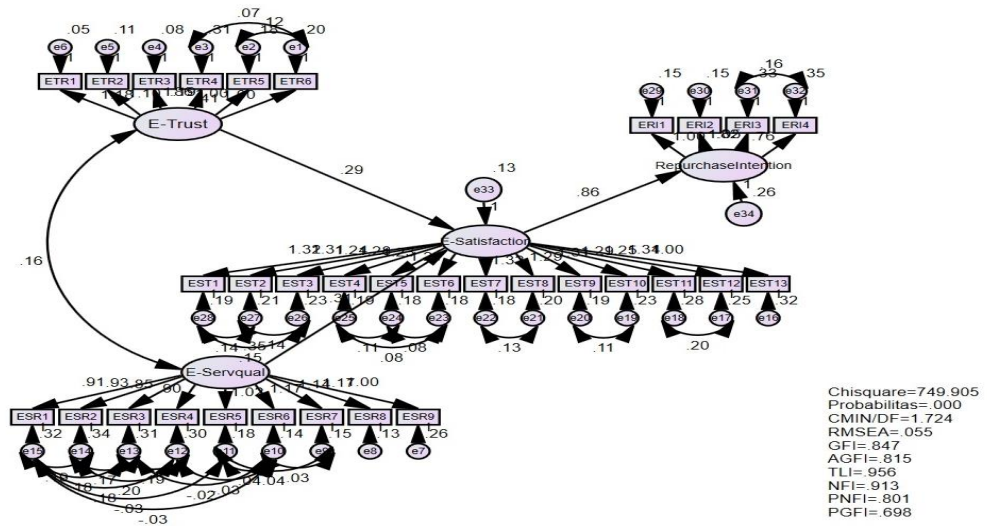


Figure 3. Structural Equation Modeling Test

Hypothesis testing uses structural equation model analysis, as illustrated in Figure 3. Evaluating the impact of e-trust on e-satisfaction, the analysis shows the estimated coefficient path of 0.282 with a significance value of 0.000. With a significance value below 0.05 and a positive path coefficient, it can be concluded that e-trust has a positive effect on e-satisfaction. These findings support the acceptance of H1, confirming that e-trust has a positive effect on e-satisfaction.

Examining the impact of e-servqual on e-satisfaction, the analysis produces an estimated path coefficient of 0.290 with a significance value of 0.000. With a significance value below 0.05 and a positive path coefficient, it can be concluded that the e-servqual variable has a positive effect on e-satisfaction. Therefore, H2 which states that e-servqual has a positive effect on e-satisfaction is accepted. Analyzing the effect of e-satisfaction on e-repurchase retention, the estimated path coefficient was 0.263 with a significance value of 0.003. With a significance value below 0.05 and a positive path coefficient, it can be concluded that e-satisfaction has a positive effect on e-repurchase retention. Therefore, H3 which postulates that e-satisfaction has a positive influence on e-repurchase intention is accepted.

The influence of e-trust on e-repurchase intention which is mediated by e-satisfaction. Researchers used the Sobel test to determine the relationship between e-trust and e-repurchase intention which is mediated by e-satisfaction. The Sobel test in this study used the Daniel Soper online application via www.danielsoper.com with the Statistics Calculator menu → Mediation Models → Sobel Test Calculator for Significance of Mediation. Table 7 shows the results of the Sobel test in this study.

Table 7. Estimation and Std. Error for Sobel Test

Variable	Unstandardized Coefficients	
	Estimates	std. Error
<i>E-trust</i> -----> <i>e-satisfaction</i>	0.282 (a)	0.058 (SEa)
<i>E-satisfaction</i> -----> <i>e-repurchase intention</i>	0.263 (b)	0.089 (SEb)

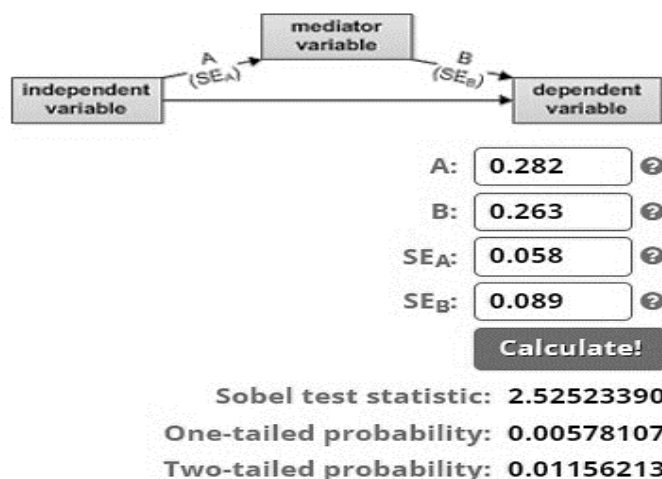


Figure 4. Sobel, I Test Results

Figure 4 shows the statistical value (z-value) for the influence of e-satisfaction as a mediating variable between e-trust and e-repurchase intention of 2.52523, a one-tailed probability with a value of 0.00057 and a two-sided probability (two-tailed probability) with a value of 0.00115. Because the z-value > 1.96 or p-value < $\alpha = 0.05$, it can be concluded that the e-satisfaction variable mediates the effect of e-trust on e-repurchase intention. It can be concluded that H4 (Hypothesis 4) is accepted. The influence of e-servqual on e-repurchase intention is mediated by e-satisfaction. Table 8 shows the results of the Sobel test in this study.

Table 8. Estimation and Std. Error for Sobel Test II

Variable	Unstandardized Coefficients	
	Estimates	std. Error
<i>E-servqual</i> -----> <i>e-satisfaction</i>	0.290 (a)	0.052 (SEa)
<i>E-satisfaction</i> -----> <i>e-repurchase intention</i>	0.263 (b)	0.089 (SEb)

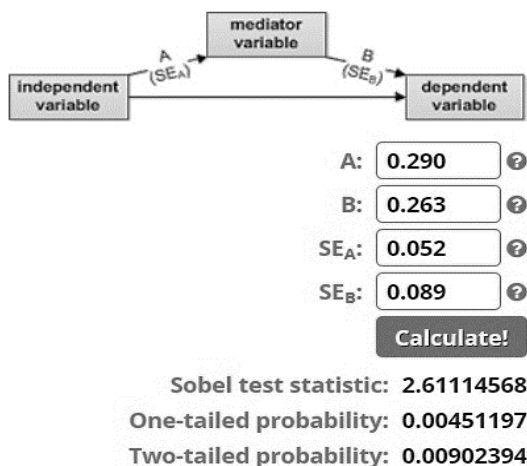


Figure 5. Sobel II Test Results

Figure 5 shows the statistical value (z-value) for the influence of e-satisfaction as a mediating variable between e-trust and e-repurchase intention of 2.61114, one-tailed probability with a value of 0.00045 and two-sided probability (two-tailed probability) with a value of 0.00902. Because the z-value > 1.96 or p-value < $\alpha = 0.05$, it can be concluded that the e-satisfaction variable mediates the effect of e-servqual on e-repurchase intention. It can be concluded that H5 (Hypothesis 5) is accepted.

DISCUSSION

This research investigates the impact of e-trust and e-service quality on e-satisfaction. In the case of e-trust, the analysis shows a positive path coefficient of 0.282 with a significance value of 0.000, supporting Hypothesis 1 (H1) and indicating that higher levels of e-trust lead to increased e-satisfaction. This is in line with the findings of Prakosa & Pradhanawati (2020) and Giao et al. (2020), emphasizes the big influence of e-trust on e-satisfaction. E-trust, representing trust in an online platform or system, plays an important role in reducing perceptions of risk and uncertainty, as well as driving an overall positive user experience. Likewise, in the context of electronic service quality (e-servqual), the analysis produces a positive path coefficient of 0.290 with a significance value of 0.000, confirming Hypothesis 2 (H2). These results show that the higher the e-servqual, the more e-satisfaction will increase. These findings are consistent with the conclusions of Magdalena & Jaolis (2018), Prakosa & Pandawati (2020), and Jayaputra & Kempa (2022), who highlight the positive impact of e-servqual on e-satisfaction. E-servqual, which reflects the quality of service provided by an e-commerce platform, is critical in shaping user perception and driving satisfaction.

The success of e-commerce depends on customer satisfaction and service quality. To ensure customer satisfaction, e-commerce businesses must prioritize providing high-quality service throughout the purchasing process. This includes providing easy-to-use mobile apps, clear and accurate product descriptions, secure transaction processes, efficient shipping options, and responsive customer service. Additionally, businesses must continually assess the quality of their services to identify areas for improvement and to remain competitive in the market. To conduct a thorough analysis of satisfaction and quality of e-commerce services, businesses can collect feedback from customers through surveys, online reviews, or focus groups. Additionally, companies can benchmark against industry standards and best practices to identify opportunities for improvement. Overall, prioritizing customer satisfaction and service quality is essential for e-commerce businesses to maintain long-term success in the market. In conclusion, e-commerce businesses must place top priority on ensuring customer satisfaction and high-quality service to succeed in the competitive market.

This research investigates the relationship between e-trust, e-service quality (e-servqual), e-satisfaction, and e-repurchase intention in the context of e-commerce platforms. These findings confirm the positive influence of e-trust and e-servqual on e-satisfaction and subsequently on e-repurchase intention. The analysis shows a positive path coefficient of 0.282 for the influence of e-trust on e-satisfaction, supporting Hypothesis 1 (H1). These results are in line with previous research conducted by Prakosa & Pradhanawati (2020) and Giao et al. (2020), shows the importance of trust in online platforms and its positive impact on user satisfaction. Likewise for e-servqual, the estimated path coefficient of 0.290 indicates a positive influence on e-satisfaction, confirming Hypothesis 2 (H2). This is in line with the findings of Magdalena & Jaolis (2018), Prakosa & Pandawati (2020), and Jayaputra & Kempa (2022), which highlight the important role of service quality in shaping user perceptions and fostering satisfaction.

Furthermore, the analysis shows a positive path coefficient of 0.263 for the influence of e-satisfaction on e-repurchase intention, confirming Hypothesis 3 (H3). This is in line with previous research conducted by Abid & Dinalestari (2019) and Marsha (2021), which shows that satisfied users tend to show loyalty and engage in repeat purchases. In addition, this study explores the mediating role of e-satisfaction between e-trust and e-repurchase intention, as well as between e-service and e-repurchase intention. The Sobel test supports Hypotheses 4 (H4) and 5 (H5), which indicate that e-satisfaction mediates the influence of e-trust and servqual on e-repurchase intention. These findings are consistent with the work of Saleem, Zahra, and Yaseen (2017), Trivedi & Yadav (2018), Jayaputra & Kempa (2022), Ramadhan & Mulyaningsih (2022), and Kurniawan & Remiasa (2021), which emphasize the important role of e-satisfaction as a mediator in the relationship between trust, service quality, and repurchase intention in an e-commerce setting.

CONCLUSION

Based on the results of the analysis, it can be concluded that in this research the characteristics of Putra Bangsa University student respondents who took part in the online survey using Google Form on 10 September 2022 to 23 January 2023 have been carefully identified. The majority of respondents were women (59%), most of whom were aged between 21-23 years old (48%) and have income/pocket money between IDR 1 million to IDR 5 million (62%). As e-commerce users other than Shopee, Tokopedia dominates with 49%, followed by Bukalapak (25%), Lazada (12%), and Zalora (10%). Data analysis was carried out using normality tests, convergent validity, discriminant validity, construct reliability, and variance extraction. Overall the data shows good normality and validity. However, the goodness of fit test for the structural model showed several inconsistencies, requiring further modification.

Through Structural Equation Modeling (SEM) analysis, it was found that trust in the platform (e-trust) and electronic service quality (e-servqual) have a positive effect on user satisfaction (e-satisfaction). User satisfaction has also been proven to act as a mediator in the influence of e-trust and e-servqual on e-repurchase retention. These results are consistent with previous findings in the literature. Overall, this research provides valuable insights into e-commerce user behavior among Putra Bangsa University students. Managerial implications of these findings include an emphasis on increasing trust and service quality to increase e-commerce user satisfaction and repurchase intentions. However, keep in mind that some aspects of the model need to be modified to improve fit. These findings can serve as a guide for e-commerce companies to improve user experience and strengthen long-term relationships with customers.

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