

The Mediation Role of Customer Satisfaction and Trust in The Effect of Online Shopping Experience on Repurchasing Intention

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ABSTRACT

The purpose of this study is to examine and explain the effect of the online shopping experience on customers' repurchase intentions mediated by customer satisfaction and trust of Traveloka users. This research is included in quantitative research in associative form. This research was conducted in Denpasar City with a total sample of 112 respondents. The results of respondents' answers were collected through questionnaires with validity and reliability tests. The analysis technique in this study uses the Structural Equation Model (SEM) and SmartPLS 3.2.9 software. The results show that the online shopping experience has a positive and significant effect on repurchase intentions, satisfaction, and customer trust. Customer satisfaction and trust have a positive and significant effect on customers' repurchase intentions and can partially mediate the influence of online shopping experience variables on customers' repurchase intentions.

Keywords: Customer Satisfaction, Customer Trust, Online Shopping Experience, and Repurchase Intention.

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I. INTRODUCTION

Rapid technological progress in this era of economic globalization is the impact of globalization which causes changes in people's behavior. One form of the results of technological advances that are developing today is the internet. In this decade, it is undeniable that people from all kinds of backgrounds have started to live dependent on the internet. The internet has not only changed the way we socialize with the world around us which is facilitated through social media, but it has also changed many industries as a whole (Tao, 2021). This causes intense competition among entrepreneurs and has the effect of changing the world economy. In addition, the Internet has made a strong impression on marketing and created a new form of buying and selling transactions called online commerce (e-commerce). E-commerce provides access to distant markets because it is said to blur international boundaries (Suwarni *et al.*, 2020). The e-commerce business is also growing rapidly in Indonesia, both for selling products and services, one of which is Traveloka.

Traveloka is one of the well-known Online Travel Agents (OTA) in Indonesia. Traveloka has online services that make it easy for users to access, get information and transact anywhere and anytime at the lowest prices, such as booking tickets or hotel reservations. This advantage has become one of the attractions of the millennial generation to use the Traveloka application, thus making Traveloka the most well-known mobile ticket application by the Indonesian millennial generation and has received the Indonesian Top Brand reward in the online flight and travel booking site category from 2016 to 2020. Although Traveloka remains the leader among other

OTAs in Indonesia, Traveloka has experienced a decrease in the Top Brand Index (TBI), which is calculated using 3 indicators, namely brand awareness, recent use, and repurchase intention. This decrease will have an impact on decreasing sales. Similar new companies operating in the field of Online Travel Agent (OTA) are starting to develop in Indonesia, causing a narrower market share and increasing competition between similar service sectors.

The decrease is thought to be influenced by a lack of attention to the trust and satisfaction of its customers so that the shopping experience of the customer's interest in shopping again is not achieved optimally. The experience of shopping and consuming a certain product will have an impact on a customer's decision-making whether he will continue to carry out his shopping activities in that way or switch to another shopping method. A pleasant and satisfying experience when making an online purchase transaction had a positive effect on information-seeking intentions and future online purchase intentions (Shareef *et al.*, 2019).

In addition, satisfaction is also based on customer experience. Customers will feel satisfied if the product purchased is the same as expected. According to Wu & Tseng (2015), customer satisfaction is the result of customer evaluation based on pre-purchase expectations and post-purchase experience. In addition, the relationship that occurs between companies and customers is largely determined by trust and commitment. Trust is a company's willingness to rely on business partners. Without trust, companies will find it difficult to establish long-term relationships with their customers (Setyorini & Nugraha, 2016). The dimensions of trust include security, privacy, and reliability (Harwood & Garry, 2017). In improving the online shopping experience

through customer satisfaction and trust, the intention to repurchase a product or service will appear when customers feel that the product received can provide satisfaction. Purchase intention is a decision made by customers who verify a brand in particular by ignoring other brands (Shareef *et al.*, 2019).

Tufahati *et al.* (2021) state that customers who have experience in buying a product have a significant influence on the intention to repurchase. Semet *et al.* (2021) stated that the experience of buying through the internet has a substantial impact on future purchases.

H1: "Online shopping experience has a positive and significant effect on repurchase intention."

Tjandra & Widayarni (2018) stated that customers who often make online purchases get experience in online shopping and experience increased satisfaction. The experience of buying online has a positive and significant influence on customer satisfaction

H2: "Online shopping experience has a positive and significant effect on customer satisfaction."

Santoso & Aprianingsih (2017) state that customer satisfaction has a positive relationship with repurchase intention. Research conducted by Oyedele *et al.* (2017) stated that customer satisfaction has a significant effect on repurchase intentions, where if young customers are satisfied with the product, they will intend to repurchase the product.

H3: "Customer satisfaction has a positive and significant effect on repurchase intentions."

According to Wibowo & Mudiantono (2016), the results of the analysis show that experience has a positive and significant effect on trust in Customer to Customer (C2C) E-commerce customers in Semarang. This indicates that the more experiences customers have about the positive value of online shopping, the more confidence they have in online shopping. Then, the shopping experience can increase customer confidence in the system, which may be difficult to understand before until the user can get the experience.

H4: "Online shopping experience has a positive and significant effect on trust."

Aurelia & Nawawi (2021) shows that customer trust has a strong impact on customer repurchase intentions. The higher the level of customer trust in a website, the higher the likelihood that customers will intend to shop on that website. The formation of customer trust and a sense of security towards sellers and online buying and selling sites can increase customer buying interest on these sites.

H5: "Trust has a positive and significant effect on repurchase intentions."

Dewi & Kusuma (2019) state that customer satisfaction mediates the relationship between shopping experience and product repurchase intention where the higher the satisfaction

felt by customers, the shopping experience felt by customers will also increase so that they are interested in repurchasing. Based on these studies, the following hypotheses can be formulated:

H6: "Customer satisfaction mediates the effect of online shopping experience on repurchase intention."

Trust and experience are some of the indicators used in measuring customer intention to use or repurchase intention. Ari Putra & Pramudana (2021) indicates trust as a perfect mediating variable in online purchase experience and intention.

H7: "Trust mediates the effect of the online shopping experience on repurchase intention."

II. METHODOLOGY

The scope of research in the field of customer behavior. There is an assessment of how society's acceptance of technological advances in the online shopping experience creates customer satisfaction and trust. This will later shape the behavior of Traveloka users' repurchase intentions. This research is classified as causality associative research.

This research was conducted in Denpasar City. The population in this study are all millennial generations who live in Denpasar City and have made reservations or online bookings using the Traveloka application. The sample used in this study amounted to 112 samples. Collecting data using questionnaires. The statement items are measured by a Likert scale. This scale measures a person's attitudes, opinions, and perceptions of a social phenomenon.

III. RESULTS AND DISCUSSION

A. Measurement Model Testing

The outer model test in this study was carried out in two stages, namely first by analyzing the validity through convergent validity and discriminant validity. The second is analyzing reliability through Cronbach's alpha and composite reliability.

TABLE I: OUTER LOADING RESULTS

	Trust (T)	Customer satisfaction (CS)	Repurchase Intention (RI)	Online Shopping Experience (OSE)
T1	0.911			
T2	0.825			
T3	0.734			
CS1		0.863		
CS2		0.934		
CS3		0.854		
CS4		0.899		
RI1			0.836	
RI2			0.850	
RI3			0.849	
OSE1				0.800
OSE2				0.856
OSE3				0.909
OSE4				0.711

The analysis of convergent validity in Table i shows that each research indicator has an outer loading value greater than 0.5 in accordance with the criteria that must be met. Thus, it can be concluded that the data has met the requirements of convergent validity

TABLE II: DISCRIMINANT VALIDITY TEST RESULTS

	AVE	T	RI	CS	OSE
Trust	0,683	0.826			
Repurchase Intention	0,714	0.695	0.845		
Customer satisfaction	0,789	0.724	0.724	0.888	
Online Shopping Experience	0,676	0.684	0.728	0.753	0.822

The discriminant validity analysis in Table II explains that the AVE value obtained for each research construct is above 0.50. The result of the square root of the AVE obtained is higher than the correlation between latent variables. Therefore, it can be concluded that the research data has met the requirements of discriminant validity.

TABLE III: RELIABILITY TEST RESULTS

	Composite Reliability
Trust	0.865
Repurchase Intention	0.882
Customer satisfaction	0.937
Online Shopping Experience	0.892

Composite reliability is a block indicator that measures the internal consistency of the construct forming indicators, indicating the degree to which it identifies common latent (unobserved). The results of the reliability test in Table 3 show that each research construct has a Composite Reliability value greater than 0.7. Thus, it can be concluded that all research statement items have met the reliability requirements.

B. Structural Model Testing

The inner model test aims to measure the causality relationship between research constructs through significant values and R-square (Fig. 1).

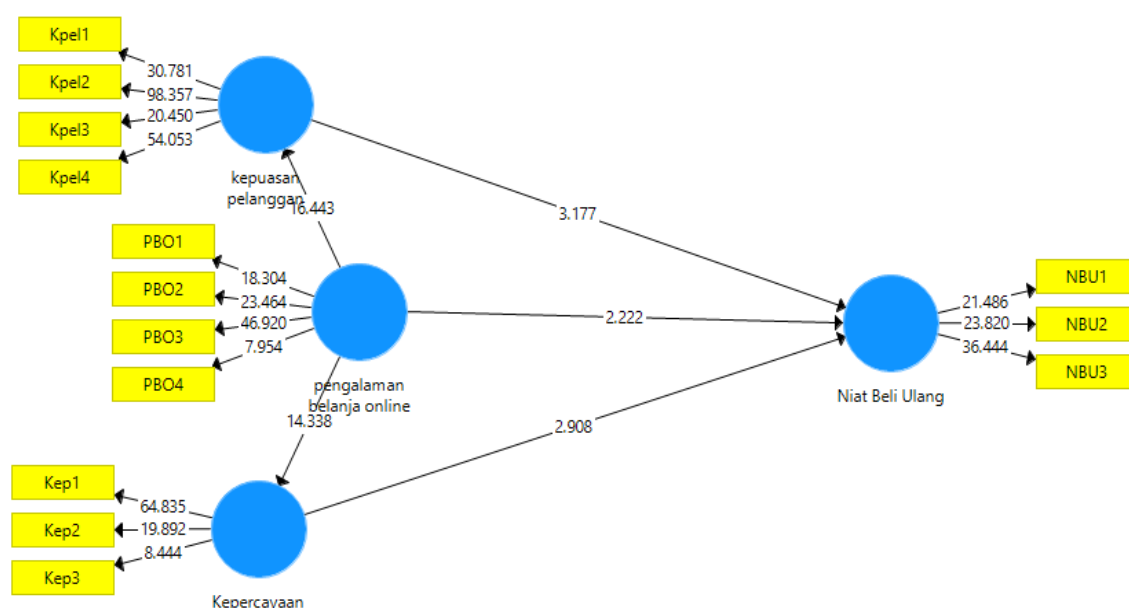


Fig. 1. Structural Model.

TABLE IV: R-SQUARE AND Q-SQUARE

Construct	R Square	Q-Square
Trust	0.468	$Q^2 = 1 - (1 - R^2) (1 - R^2) (1 - R^2)$
Repurchase Intention	0.630	$Q^2 = 1 - (1 - 0.468) (1 - 0.630) (1 - 0.567)$
Customer satisfaction	0.567	$Q^2 = 1 - (0.7810) (0.6031) (0.6785)$
		$Q^2 = 0.6661$

The results of the coefficient of determination test in Table 4 show that the R2 value for trust is 0.468 which means that the variation in trust can be explained by 46.8% by the online shopping experience variable. While the remaining 53.2% can be explained by other variables outside the research model. Furthermore, the R2 value of 0.630 indicates that the variation of repurchase intention can be explained by the construct of customer satisfaction, online shopping experience, and 63.0% trust. While the remaining 37.0% can be explained by other factors outside the model. Then the R2 value of 0.567 indicates that variations in customer satisfaction can be explained by the online shopping experience variable of 56.7%. While the rest, which is 43.3% can be explained by other variables outside the research model. From the results of the calculation of predictive relevance Q2, it can be explained that the research model has a value above 0 which is 0.6661 or 66.6%. These results mean that the research model is in a good category because it has a relevant predictive value of 66.6%. It can be concluded that the variable of repurchase intention can be explained by variables of customer satisfaction, online shopping experience, and trust of 66.6%, while the remaining 33.4% is influenced by other variables outside the research model.

TABLE V: RESULT OF DIRECT EFFECT TEST

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O-STDEV)/STDEV)	P Values
OSE -> RI	0.338	0.345	0.152	2.222	0.027
OSE -> CS	0.753	0.761	0.046	16.443	0.000
CS -> RI	0.281	0.275	0.088	3.177	0.002
OSE -> T	0.684	0.696	0.048	14.338	0.000
T -> RI	0.260	0.258	0.090	2.908	0.004

The results of hypothesis testing indicate that all research hypotheses can be accepted. This is indicated by the t-statistics value obtained which is greater than the t-table value (1.65) and the p-value is smaller than 0.05. The findings in the study show that customer trust and satisfaction are positively and significantly influenced by the shopping experience on the Traveloka platform. These results indicate that the better the shopping experience felt by customers in transacting at Traveloka, the higher the level of customer satisfaction and trust. In addition, repurchase intention can be significantly influenced by online shopping experience, satisfaction, and trust. These results indicate that the better the customer shopping experience, the higher the level of satisfaction, and the higher the level of trust, the higher the customer's intention to repurchase on the Traveloka platform.

TABLE VI: TOTAL EFFECT TEST RESULTS AND CALCULATION OF VAF

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-values
OSE -> RI	0.728	0.732	0.086	8.461	0.000
Trust					
Indirect /Total Influence	0.178 / 0.728 = 0.244 = <u>24.4%</u>				
Customer satisfaction					
Indirect /Total Influence	0.212 / 0.728 = 0.291 = <u>29.1%</u>				

The results of the mediation effect test show that the mediating variables in this study consist of customer trust and satisfaction. The VAF value obtained is 0.244, meaning that the role of trust as a mediating variable is 24.4%. These results indicate that the trust variable is included in the category of partial mediation variables. Thus, it can be concluded that the trust variable can partially mediate the relationship between online shopping experience and repurchase intention. Furthermore, the VAF value of 0.291 indicates that the role of customer satisfaction as a mediating variable is 29.1%, so it is included in the category of partial mediation variables. This indicates that the customer satisfaction variable can partially mediate the relationship between online shopping experience and repurchase intention.

C. Effect of Online Shopping Experience on Repurchase Intention

The relationship between online shopping experience and repurchase intention has a t-statistic greater than the t-table value (1.65) which is 2.222. Likewise, the significance of the p-values obtained is smaller than the significance level of (0.05), which is 0.027. So it can be concluded that the relationship between online shopping experience and repurchase intention is statistically significant or the research hypothesis is accepted. This indicates that the better the online shopping experience that customers have on the Traveloka platform, the higher their intention to make repeat purchases. The results of this study are consistent with several findings, Tufahati *et al.* (2021) state that customers who have experience in buying a product have a significant influence on the intention to repurchase.

D. The Effect of Online Shopping Experience on Customer Satisfaction

The results of the bootstrapping test show that the relationship between online shopping experience and customer satisfaction has a t-statistic greater than the t-table value (1.65) which is 16,443. The p-values obtained are already smaller than the significance level of (0.05), which is 0.000. So that the relationship between online shopping experience and customer satisfaction is statistically proven to have a positive and significant effect or the research hypothesis is accepted. This indicates that the better the online shopping experience that customers have, the better their satisfaction. Vice versa, the worse the customer's online shopping experience on the Traveloka platform, the lower their satisfaction level. The results of this study are in line with the findings of Tjandra & Widyarini (2018) who state that customers who often make purchases online get experience in online shopping and experience increased satisfaction. The experience of buying online has a positive and significant influence on customer satisfaction

E. The Effect of Customer Satisfaction on Repurchase Intention

The relationship between customer satisfaction and repurchase intention has a t-statistic that is greater than the t-table value (1.65) which is 3.177. Meanwhile, the p-values obtained are smaller than the significance level of (0.05), which is 0.002. So it can be concluded that the relationship between customer satisfaction and repurchase intention is statistically proven to have a positive and significant effect or the research hypothesis is accepted. This indicates that the higher the level of customer satisfaction in shopping online on the Traveloka platform, the higher their intention to make repeat purchases. Meanwhile, the lower the level of customer satisfaction when shopping online through the Traveloka platform, the lower their intention to repurchase. The results of this study are supported by Santoso & Aprianingsih (2017) who state that customer satisfaction has a positive relationship with repurchase intention. Oyedele *et al.* (2017) stated that customer satisfaction has a significant effect on repurchase intentions, where if young customers are satisfied with the product, they will intend to repurchase the product.

F. The Effect of Online Shopping Experience on Customer Trust

The relationship between online shopping experience and customer trust has a t-statistic greater than the t-table value (1.65) which is 14,338. The p-values obtained are also smaller than the significance level of (0.05), which is 0.000. So it can be concluded that the relationship between online shopping experience and customer trust is statistically proven to have a positive and significant effect or the research hypothesis is accepted. This indicates that the better the online shopping experience on the Traveloka platform, the higher the level of customer trust will tend to be. Likewise, when the online shopping experience provided by the Traveloka platform gets worse in the eyes of customers, their level of trust will actually decrease. The more experienced customers will place more emphasis on the importance of trusting the seller because past experiences have shaped the buying process and may provide comfort for that customer. Customers can build

trust when their experiences match their expectations. Wibowo & Mudiantono (2016) show that experience has a positive and significant effect on trust in Customer to Customer (C2C) E-commerce customers in Semarang. This indicates that the more experiences customers have about the positive value of online shopping, the more confidence they have in online shopping

G. The Effect of Customer Trust on Repurchase Intention

The relationship between trust and repurchase intention has a t-statistic greater than the t-table value (1.65) which is 2,908. The p-values obtained are also smaller than the significance level of (0.05), which is 0.004. So it can be concluded that the relationship between customer trust and repurchase intention is statistically proven to have a positive and significant effect or the research hypothesis is accepted. This indicates that the higher the level of customer trust in the services or products offered by Traveloka, the higher their intention to make repeat purchases. Vice versa, when customers have a low level of trust in the Traveloka platform, customers will tend to show lower repurchase intentions. The findings in this study are in line with Aurelia & Nawawi (2021) which showed that customer trust has a strong impact on customer repurchase intentions. The higher the level of customer trust in a website, the higher the likelihood that customers will intend to shop on that website. The formation of customer trust and a sense of security towards sellers and online buying and selling sites can increase customer buying interest on these sites. The higher the level of trust, the higher the percentage of real consumption. Trust based on previous effective experience plays an important role in further facilitating customer repurchase intentions

H. The Role of Customer Satisfaction in Mediating the Effect of Online Shopping Experience on Repurchase Intention

The role of customer satisfaction as a mediating variable obtained a VAF value of 0.291 or 29.1%, where the role of customer satisfaction in mediating online shopping experience on repurchase intention was statistically proven to have a partial effect on the research hypothesis was accepted. This indicates that the addition of the satisfaction variable can provide changes to the direct relationship between online shopping experience and repurchase intention. It can be said that the online shopping experience accompanied by high customer satisfaction will be able to increase their intention to make repeat purchases on the Traveloka platform. The findings in this study are in line with research conducted by Dewi & Kusuma (2019) also found that customer satisfaction emerged as a variable that could mediate the relationship between purchase experience and online repurchase intention.

I. The Role of Customer Trust in Mediating the Effect of Online Shopping Experience on Repurchase Intention

The role of customer trust as a mediating variable obtained a VAF value of 0.244 or 24.4%, where customer trust in mediating online shopping experience on repurchase intention was statistically proven to be partial or the research hypothesis was accepted. This indicates that the addition of the trust variable can provide changes to the direct relationship between online shopping experience and repurchase intention. It can be said that the online shopping

experience accompanied by a higher level of customer confidence will be able to increase their intention to make repeat purchases on the Traveloka platform. This study also succeeded in proving that trust plays an important role, where trust and experience are some of the indicators used in measuring customer intention to use or repurchase intention. With the existence of trust and good experience in using services or products, customers are expected to reuse these services. The findings in this study are supported by Ari Putra & Pramudana (2021) indicate trust as a perfect mediating variable in online purchase experience and intention. This means that the better the experience, the higher the level of trust, which can increase the intention to reuse.

IV. CONCLUSION

The results of this study indicate that three important factors have a significant influence on customers repurchase intentions, namely online shopping experience, customer trust, and customer satisfaction. These results explain that a good experience received by customers when shopping online on the Traveloka application will increase customer repurchase intentions. This also shows that customers will repurchase products on the Traveloka application if they are satisfied and believe in the services provided and, in the products, offered. Variables of customer satisfaction and customer trust as mediation are also able to add value to the influence of the online shopping experience on repurchase intentions. These results indicate that these two variables play a very important role in customer decision-making.

The results of this study are theoretically expected to be used as additional references and to enrich the reader's knowledge of theories of customer behavior, especially those related to online shopping experience variables, customer satisfaction, customer trust, and customer repurchase intentions. Practically, the results of this study are expected to have implications for Traveloka management as a material for consideration and evaluation of customers repurchase intentions, as well as related to factors that influence repurchase intentions such as online shopping experience, satisfaction, and customer trust.

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