

# Effect of E-Service Quality on E-Repurchase Intention in Indonesia Online Shopping: E-Satisfaction and E-Trust as Mediation Variables

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## ABSTRACT

The purpose of this study is to develop new knowledge in understanding the effect of electronic service quality on customer satisfaction, customer trust and customer purchase intention and to understand the mediating role of customer satisfaction and customer trust in the relationship between service quality and purchase intention in online shopping in Indonesia. The result is expected to be a better strategy in developing service quality electronically which has an impact on customer behavior. This study uses a sample of 264 online consumers in Indonesia. Analysis data using SmartPLS 4 software shows that the quality of e-service has a positive and significant effect on e-satisfaction, e-trust and e-repurchase intention. E-satisfaction and e-trust are also able to mediate the relationship between e-service quality and e-repurchase intention. In addition, the study also found that e-satisfaction has a significant and positive effect on e-trust. Overall the quality of electronic services is statistically significant and positive relationship with customer behavior. Future research is expected to be able to consider various product segments and other types of industries to ensure that the measurement works well.

**Keywords:** E-Service Quality, E-Satisfaction, E-Trust, E-Repurchase Intention, Indonesian Online Customer.

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## I. INTRODUCTION

In Indonesia, the growth of internet users continues to increase every year, in 2020 internet users in Indonesia will reach 73.7% of the total population of Indonesia or equivalent to 196.7 million users (APJII, 2020). The high number of internet users in Indonesia makes Indonesia one of the largest online markets in the world (Rita *et al.*, 2019). Indonesia has around 28.2 million online shoppers and is projected to increase 3-4% annually in the following years (Statista, 2018). To facilitate the ease of shopping online, there are many e-commerce in Indonesia, as for the six most popular e-commerce in Indonesia according to Statista (2021), including: Tokopedia, Shopee, Lazada, Bukalapak, Blibli and JD.Id.

A strategy that focuses on excellent service is an important key in a competitive e-environment (Rita *et al.*, 2019). This refers to the website's ability to facilitate transactions efficiently and effectively to make purchases, sales, delivery of products and services and so on (Anggraeni & Yasa, 2012). Meanwhile, online customer satisfaction or e-satisfaction is the accumulation of satisfaction obtained by consumers on every purchase, and the experience of consuming goods or services from time to time on online sites (Firmansyah & Ali, 2019). Then online consumer trust or e-trust can be defined as trust in online risk or consumer attitudes to accept vulnerabilities during online transactions (Santoso & Farida, 2020). Consumers are generally not only quite satisfied with the products they consume, but also they expect good and

satisfying service from each e-commerce (Suhaily & Soelasih, 2017). Of course there are things that make consumers have strong reasons for using the platform as a mainstay application to meet their needs.

The use of strategy is important in marketing (Rita *et al.*, 2019). The strategy cannot work well if it is not balanced with service quality and satisfaction in shopping online (Suhaily & Soelasih, 2017). Not only satisfaction, but also what kind of services are offered so that trust and the desire to reuse the platform are built. To understand this, an in-depth study is needed to understand how e-commerce builds trust in its consumers. Previous research on marketing has studied e-service quality.

However, the cultural shift due to the massive internet users provides the potential for the online market (Jonathan, 2013) so it is necessary to study the quality of services electronically. With this research, it is hoped that it can become a reference for the increasingly competitive online business world today. This study examines the dimensions of service quality electronically which will certainly be more compatible to be used as a reference in designing online marketing strategies.

In addition, customer satisfaction and customer trust as well as online repurchase intentions will be studied further in this study so that it can be seen the relationship with e-service quality.

## II. LITERATURE REVIEW

### A. ES-QUAL

ES-QUAL (Electronic Service Quality) is a measurement dimension for service quality research that is more focused on electronic services. ES-QUAL is an extension of SERVQUAL (Tyran & Ross, 2006). ES-QUAL has seven dimensions, namely efficiency, fulfillment, system availability, privacy, responsiveness, compensation and contact (Parasuraman *et al.*, 2005).

### B. E-Service Quality

In ES-QUAL theory, e-service quality is a customer assessment of the services provided online including the extent to which sellers can accommodate effective purchases, responsive and fast product delivery with quality service (Wilis & Nurwulandari, 2020). E-service quality has an important role in creating perceived value online in the shopping environment (Rita *et al.*, 2019).

### C. E-Satisfaction

E-satisfaction can be defined as the accumulation of satisfaction felt by consumers on every purchase or consumption of a product from time to time on online sites (Trivedi & Yadav, 2020). Consumer satisfaction is determined by consumer evaluation of the expectations and product performance perceptions (Martinez & Bosque, 2013).

### D. E-Trust

While e-trust is the consumer's belief in the quality and reliability of the goods or services offered and also his belief about the nature of trustworthiness, honesty, and virtue possessed by e-commerce companies (Firmansyah & Ali, 2019). E-trust is very important because logically online consumers will have a higher level of risk than those who have offline transactions, both in shipping, payment and personal information. Therefore, online consumers will only transact with trusted e-commerce (Giovanis & Athanasopoulou, 2014).

### E. E-Repurchase Intention

E-repurchase intention is customer interest in making online purchases to revisit the online shopping site in the future (Kim *et al.*, 2012). Repurchase intention itself is defined as a consumer's intention to repurchase a product twice or better with the same or different product (Santoso & Farida, 2020). E-repurchase intention is customer interest in making online purchases to revisit the online shopping site in the future (Kim *et al.*, 2012). Repurchase intention itself is defined as a consumer's intention to repurchase a product twice or better with the same or different product (Santoso & Farida, 2020). E-repurchase intention is customer interest in making online purchases to revisit the online shopping site in the future (Kim *et al.*, 2012). Repurchase intention itself is defined as a consumer's intention to repurchase a product twice or better with the same or different product (Santoso & Farida, 2020).

### F. Hypothesis Development

Consumer satisfaction is an indication of consumer confidence in a service that leads to a positive assessment (Shin *et al.*, 2013). According to Kotler and Keller (2016),

satisfaction is one of the most important measures of service success in an online business environment. There is a significant relationship between the quality of electronic services and online customer satisfaction (Blut *et al.*, 2015). Saodin *et al.* (2019) argue that e-service quality has a positive effect on satisfaction directly and indirectly on satisfaction.

*H1: E-service quality has a positive effect on e-satisfaction.*

Alrubaiee & Alkaa'ida (2011) observed that service quality has a direct positive effect on trust consumer. Shopping over the internet involves trust is between the customer and the computer system (Lee & Turban, 2001). Trust reduce uncertainty when the level of security mechanisms is insufficient (Wu *et al.*, 2018). Previous studies have shown that e-service quality positively affects e-trust (Saodin *et al.*, 2019).

*H2: E-service quality has a positive effect on e-trust.*

Consumer satisfaction is the main key influencing consumer repurchase behavior in the future according to Kotler & Armstrong (2012). Repurchase intention shows an individual's willingness to buy other products from the same company more than previous experiences (Filiari & Lin, 2017). Consumers who are satisfied with the services provided by service providers will increase the level of use and use intentions in the future (Henkel *et al.*, 2006). Several studies have found evidence of a positive relationship between customer satisfaction and repurchase intentions (Pham and Ahammad, 2017). Satisfied online consumers are likely to shop again or even recommend online sellers to others (Pereira *et al.*, 2017).

*H3: E-satisfaction has a positive effect on e-repurchase intention.*

Chek and Ho (2016) found evidence of a positive relationship between trust and repurchase. Trust is the main factor for consumers to decide to purchase products from online stores (Fortes *et al.*, 2017). According to Wu *et al.* (2018), trust can be seen as a belief, belief, sentiment, or hope. Oliveira *et al.* (2017) measured three dimensions of customer trust (competence, integrity, and benevolence) and found that customers with high overall trust exhibit higher repurchase intentions for e-commerce.

*H4: E-trust has a positive effect on e-repurchase intention.*

Research conducted by Saleem *et al.* (2016) found that customer satisfaction was able to mediate the effect of e-service quality on e-repurchase intention of airline users in Pakistan. Research by Raihana and Setiawan (2018) on consumers of The Night Market Cafe & Co. found that consumer satisfaction was able to mediate service quality on consumers' repurchase intentions.

*H5: E-satisfaction mediates the relationship between e-service quality and e-repurchase intention.*

E-trust can mediate between e-service quality and e-repurchase intention. This is in accordance with previous research conducted by Zhou *et al.* (2009) which resulted that service quality had a positive effect on repurchase intention through trust. It is also supported by research conducted by Trivedi and Yadav (2020) which says that e-trust mediates between service quality in e-commerce and repurchase intention.

*H6: E-trust mediates the relationship between e-service quality and repurchase intention.*

Consumer satisfaction shows the positive experiences experienced by consumers when making transactions will form consumer confidence (Al-Dweeri *et al.*, 2017). In addition, according to Ghane *et al.* (2011) customer satisfaction is closely related to interpersonal trust and is considered an antecedent of trust. According to Ghane *et al.* (2011) e-satisfaction directly and positively affects e-trust.

*H7: E-satisfaction has a positive effect on e-trust.*

Service quality is proven to have an effect on the occurrence of customer repurchase interest (Saodinet *et al.*, 2019). The same thing also happened to Liu's (2012) research that the quality of electronic services had a significant positive effect on online repurchase intentions.

*H8: E-service quality has a positive effect on e-repurchase intention.*

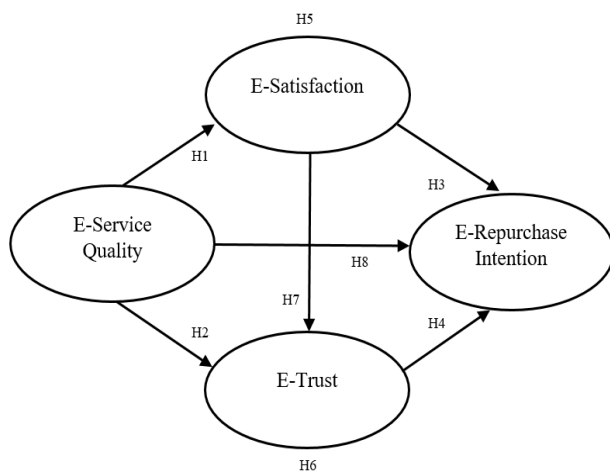


Fig. 1. Conceptual Model.

### III. METHODS

This study uses a quantitative approach, with explanatory research (Alam, 2020). Explanatory research is an attempt to explain the variables and relationships between exogenous variables, namely: e-service quality with endogenous variables, namely; e-satisfaction, e-trust and e-repurchase intention (Rita *et al.*, 2019; Trivedi & Yadav, 2020; Al-Dweeri *et al.*, 2017). The object of this research is online customers in Indonesia. Sampling in this study using purposive samples method because the population is large and the exact number is not known. The number of samples is determined by looking at the minimum sample limit that must be taken based on Ferdinand (2013), this study uses 36 statement indicator items, then the minimum number of samples required is  $36 \times 5 = 180$  samples. In this study, a sample of 264 samples will be taken so that the data obtained is more accurate by distributing questionnaires through the google form. Questionnaires were distributed through social media groups with group members containing samples in accordance with the research criteria, namely Indonesian residents who had made online transactions at least once in the last six months on e-commerce in Indonesia. The scale applied in this study is a 7-point Likert scale from 1-strongly disagree, 2-moderately disagree, 3-disagree, 4-neutral, 5-moderately agree, 6-agree and 7-strongly agree. The demographic variables asked were gender, age, occupation, income, education and domicile.

The research hypotheses were tested using the Structural

Equation Model (SEM) approach by using SmartPLS 4 software for data analysis. PLS-SEM was chosen to test the hypothesis because it can handle several dependent and independent variables (Hair *et al.*, 2014). Technical analysis using the PLS-SEM technique was carried out in two stages. The first stage is the evaluation of the measurement model through testing the validity and reliability of the construct. The second stage evaluates the structural model to determine the direct and indirect effects of the model used in the research.

### IV. RESULTS AND DISCUSSION

The data analysis used in this study includes testing the measurement model (outer model) and testing the structural model (inner model). The outer model test is done by calculating construct validity, discriminant validity and construct reliability. Convergent validity is known through the value of loading factor and Average Variance Extracted (AVE), while discriminant validity is known through the value of cross loading. The results of the validity test are presented in Table I.

An instrument is said to meet the convergent validity test if it has a loading factor and the Average Variance Extracted (AVE) is above 0.5. Based on Table I, it can be seen that all indicators produce loading factor value and Average Variance Extracted (AVE) value greater than 0.5 so that all indicators are declared valid to measure the variables.

Discriminant validity is calculated using cross loading with the criterion that if the value of cross loading in a corresponding variable is greater than the correlation value of indicators on other variables or dimensions, then the indicator is declared valid in measuring the corresponding variable.

Composite reliability test the value of the reliability of the indicators on a variable. A variable is said to meet composite reliability if it has a composite reliability value of 0.7. The value of composite reliability for each variable can be seen in Table II. which shows the value of composite reliability and Cronbach's alpha has met the requirements of more than 0.7, so that all latent variables used in the research are in accordance with the reliability test.

In testing the structural model (inner model) was tested for significance to test whether there was an effect of exogenous variables on endogenous variables. Goodness of Inner Model is used to determine the ability of endogenous variables to explain the diversity of exogenous variables. The Goodness of Inner Model in this research can be shown through R-Squares in Table III. Based on the results of R-squares e-repurchase intention worth 0.833 or 83.3%. This shows that the diversity of e-satisfaction and e-trust variables can affect e-repurchase intention by 83.3%, the remaining 16.7% is influenced by other variables outside the study. R Square Result e-satisfaction of 0.782 or 78.2% where e-service quality can affect e-satisfaction of 78.2%, the remaining 22.8% is the contribution of other variables that are not discussed. R Square Result e-trust of 0.869 or 86.9% where e-service quality and e-satisfaction can affect e-trust of 86.9%, the remaining 13.1% is the contribution of other variables that are not discussed.

Hypothesis testing is used to determine causality developed in the research model can be shown in Table IV.

TABLE I: VALIDITY TEST RESULTS

Variable	Indicator	Loading Factor	Average Variance Extracted (AVE)	Cross Loading	Results
E-Service Quality	ESQ1	0.742	0.621	0.742	Valid
	ESQ2	0.848	-	0.848	Valid
	ESQ3	0.817	-	0.817	Valid
	ESQ4	0.787	-	0.787	Valid
	ESQ5	0.790	-	0.790	Valid
	ESQ6	0.776	-	0.776	Valid
	ESQ7	0.708	-	0.708	Valid
	ESQ8	0.840	-	0.840	Valid
	ESQ9	0.841	-	0.841	Valid
	ESQ10	0.820	-	0.820	Valid
	ESQ11	0.633	-	0.633	Valid
	ESQ12	0.855	-	0.855	Valid
	ESQ13	0.732	-	0.732	Valid
	ESQ14	0.852	-	0.852	Valid
	ESQ15	0.744	-	0.744	Valid
	ESQ16	0.785	-	0.785	Valid
	ESQ17	0.793	-	0.793	Valid
E-Satisfaction	ES1	0.796	0.706	0.813	Valid
	ES2	0.837	-	0.827	Valid
	ES3	0.845	-	0.848	Valid
	ES4	0.882	-	0.883	Valid
	ES5	0.804	-	0.815	Valid
	ES6	0.874	-	0.868	Valid
E-Trust	ET1	0.823	0.647	0.823	Valid
	ET2	0.918	-	0.918	Valid
	ET3	0.536	-	0.536	Valid
	ET4	0.795	-	0.795	Valid
	ET5	0.932	-	0.932	Valid
	ET6	0.597	-	0.597	Valid
	ET7	0.836	-	0.836	Valid
	ET8	0.859	-	0.859	Valid
	ET9	0.850	-	0.850	Valid
E-Repurchase Intention	RI1	0.917	0.887	0.917	Valid
	RI2	0.966	-	0.966	Valid
	RI3	0.921	-	0.921	Valid
	RI4	0.963	-	0.963	Valid

TABLE II: RELIABILITY TEST RESULTS

Variable	Composite Reliability	Cronbach Alpha	Results
E-Repurchase Intention	0.969	0.957	Reliable
E-Satisfaction	0.935	0.916	Reliable
E-Service Quality	0.965	0.961	Reliable
E-Trust	0.941	0.928	Reliable

TABLE III: R SQUARE

Variable	R Square	R Square Adjusted
E-Repurchase Intention	0.833	0.167
E-Satisfaction	0.782	0.218
E-Trust	0.869	0.131
<b>Total</b>	<b>2,484</b>	-

TABLE IV: PATH COEFFICIENTS

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
<b>Direct Effect</b>						
E-Satisfaction -> E-Repurchase Intention	0.551	0.553	0.084	3.252	0.000	significant
E-Satisfaction -> E-Trust	0.800	0.796	0.056	7.209	0.000	significant
E-Service Quality -> E-Repurchase Intention	0.200	0.201	0.062	6.499	0.001	significant
E-Service Quality -> E-Satisfaction	0.884	0.884	0.020	9.945	0.000	significant
E-Service Quality -> E-Trust	0.147	0.151	0.064	2.316	0.021	significant
E-Trust -> E-Repurchase Intention	0.190	0.186	0.071	2.670	0.008	significant
<b>Indirect Effect</b>						
E-Service Quality -> E-Satisfaction -> E-Repurchase Intention	0.649	0.647	0.048	5.957	0.000	significant
E-Service Quality -> E-Trust -> E-Repurchase Intention	0.707	0.703	0.050	5.332	0.000	significant

Based on the results of the research data analysis, it was found that the T-statistical value e-satisfaction effect on e-repurchase intention is 3.252 with p value of 0.000 where <0.05. This study finds that e-satisfaction has a positive and significant effect on e-repurchase intention. This shows that the e-satisfaction felt by e-commerce consumers will affect

the e-repurchase intention of these consumers. For this reason, the level of satisfaction felt by consumers directly affects how high the consumer's intention to make repeat purchases is. Satisfaction felt by consumers affects consumer intentions to repurchase. Likewise, research conducted by Hasman *et al.* (2019), and Yaqin (2020), who both conducted



research on e-commerce showed that e-satisfaction had a positive and significant effect on e-commerce purchase intention. In addition, Pham and Ahammad (2017) have found evidence regarding a positive relationship between customer satisfaction and repurchase intentions.

Based on the results of the research data analysis, it was found that the T-statistical value e-satisfaction effect on e-trust is 7.209 with p value of 0.000 where  $<0.05$ . This can be interpreted that e-satisfaction has positive and significant effect on e-trust. This means that the higher consumer satisfaction with e-commerce, the higher consumer confidence. For this reason, e-commerce must improve service quality in order to meet customer satisfaction. These results are supported by Al-dweeri *et al.* (2017) who revealed that e-satisfaction positive and significant effect on e-trust.

Based on the results of the research data analysis, it was found that e-service quality positive and significant effect on e-repurchase intention with T-statistical is 6.499 and p value is 0.001 where  $<0.05$ . This can be interpreted that. The results of this study are supported by research from Saodin *et al.* (2019) which shows that e-service quality positive and significant effect on e-repurchase intention. E-service quality is an important strategy in online marketing. In online sales, good service quality is able to create satisfaction, trust and maintain a competitive advantage in business. This is one of the important factors in maintaining long term relationships with customers. The service on the website is good, informative, easy to use, able to make customers to make repeat purchases. Therefore, the quality of service has become an important factor in determining the success or failure of an online business by influencing the online shopping experience of customers and having a very large effect on repurchase.

Based on the results of the research data analysis, it was found that the T-statistical value e-service quality affect e-satisfaction is 9.945 with p value of 0.000 where  $<0.05$ . This can be interpreted that e-service quality positive and significant effect on e-satisfaction. Thus, it can be concluded that the better e-service quality will result in increased e-satisfaction. According to Saodin *et al.* (2019) e-service quality is the result of an evaluation process where customer expectations are compared with the perceived or received service, so e-service quality positive and significant effect on e-satisfaction.

Based on the results of the research data analysis, it was found that the T-statistical value e-service quality affect e-trust is 2.316 with p value of 0.048 where  $<0.05$ . This can be interpreted that e-service quality positive and significant effect on e-trust. Online consumers tend to want that online sellers are willing and able to react in the interests of consumers, maintain honesty in transactions, must be able to provide goods and/or services as promised, and have good electronic services, so that they are comfortable making transactions (Prisanti *et al.*, 2017). This is in line with research conducted by Purnamasari (2018) on online retail that e-service quality has a significant effect on e-trust in online retail.

Based on the results of the research data analysis, it was found that the T-statistical value e-trust affect e-repurchase intention is 2.670 with p value of 0.008 where  $<0.05$ . This study found that e-trust has a positive and significant effect

on e-repurchase intention. This shows that the higher the e-trust perceived by e-commerce customers, the customers will do e-repurchase intention. Yulfikasari *et al.* (2021) in their research also revealed the same thing that e-trust affect e-repurchase intention on e-commerce.

Based on the results of research data analysis, it was found that the effect of e-service quality to e-repurchase intention through e-satisfaction obtained p-value 0.000, which is smaller than 0.05. Therefore, e-satisfaction is stated to be able to mediate the effect of e-service quality to e-repurchase intention. The results of this study are in line with the research conducted by Saleem *et al.* (2016) found that customer satisfaction was able to mediate the effect of e-service quality on e-repurchase intention of airline users in Pakistan. Research by Raihana and Setiawan (2018) finds that consumer satisfaction is able to mediate service quality on consumers' repurchase intentions. Customer satisfaction and repurchase intention can be increased by offering superior service quality, when customers are satisfied with the product or service they purchased, they tend to buy again from the same supplier (Cronin *et al.*, 2000).

Based on the results of research data analysis, it was found that the effect of e-service quality to e-repurchase intention through e-trust obtained p-value 0.000 which is smaller than 0.05. This shows that there is a significant effect of e-service quality to e-repurchase intention through e-trust. Therefore, e-trust is said to be able to mediate the effect of e-service quality to e-repurchase intention. The above results are in accordance with previous research conducted by Santoso and Farida (2020) that the effect of e-trust mediation in the relationship of e-service quality to e-repurchase intention is significant. Thus, it can be said that e-trust can mediate between e-service quality and e-repurchase intention. According to Zhou *et al.* (2009), service quality had a positive effect on repurchase intention through trust.

## V. CONCLUSIONS

This study shows that e-service quality influences e-satisfaction, e-trust and e-repurchase intention in online shopping in Indonesia. Based on the testing and analysis of research data, it can be concluded that e-service quality has a positive and significant effect on e-satisfaction, e-trust and e-repurchase intention. This shows that the better e-service quality given to consumers, the higher the e-satisfaction, e-trust and e-repurchase intention felt by consumers. In addition, e-satisfaction and e-trust have a positive and significant effect on e-repurchase intention. This shows that the higher consumer e-satisfaction and consumer e-trust make the higher the level of consumer e-repurchase intention. In addition, the study found that e-satisfaction has a positive and significant effect on e-trust. This shows that the higher e-satisfaction perceived by consumers make the higher the level of consumers e-trust. In the indirect relationship, e-service quality has a positive effect on e-repurchase intention through e-satisfaction and e-trust. This shows that the positive relationship between e-service quality and e-repurchase intention can be mediated by e-satisfaction and e-trust. The implications of the results of this study indicate that e-service quality provided by e-commerce will affect consumer

behavior in the future. To increase online consumer satisfaction, trust and repurchase, e-commerce must consider the quality of service electronically better. Future research is expected to be able to consider various product segments and other types of industries to ensure that the measurement works well. In other industrial studies, measurements may need to be adjusted. Future research can also use different methodologies to enrich similar knowledge.

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