

## **Determinants of repurchase intention in the Indonesian e-commerce platforms**

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### **ABSTRACT**

**Purpose** — *This study aims to investigate the influence of e-service quality, customer trust, and customer satisfaction on repurchase intention in the Indonesian e-commerce platforms.*

**Method** — *The type of research used is causal research, which examines the relationship between variables through quantitative research. The number of samples in this study was 250 respondents. The sample for this research includes Indonesian citizens aged more than 17 years old, who are users of the Tokopedia, Shopee, and Lazada platforms on their smartphones. This study uses primary data filled out by respondents through Google Forms and focuses on research variables, which include e-service quality, customer trust, customer satisfaction, and repurchase intention. The data that have been obtained were analyzed using the Structural Equation Modeling (SEM) technique.*

**Result** — *The results of this study indicate that e-service quality has a significant positive effect on customer trust and customer satisfaction. In addition, the relationship between customer trust and customer satisfaction on repurchase intention also has a significant positive influence.*

**Contribution** — *This study offers a valuable academic contribution by enhancing and advancing theories associated with repurchase intention within the context of e-commerce platforms in Indonesia. Furthermore, this study addresses a significant gap in the existing literature by explicitly defining the scope and object of investigation, thereby refining the clarity and comprehensiveness of the research landscape.*

**Keywords:** *e-service quality, customer satisfaction, repurchase intention*



## **INTRODUCTION**

Since Covid-19 hit Indonesia, many aspects of fulfilling human needs have been supported by online shopping platforms. This has now become a culture that cannot be avoided by the Indonesian people. As technology becomes increasingly sophisticated, consumers are encouraged to make online purchases on several marketplaces, which are known as e-commerce (Laudon, 2012). The purpose of e-commerce itself is to make it easier for sellers and buyers to carry out sales and purchase transactions. Purchasing online in e-commerce is facilitated by technology and supported by internet speed. Besides that, e-commerce also tries to attract attention by offering lower prices compared to offline stores (Sunarto, 2019). According to a report from swa.co.id, e-commerce transactions in 2022 reached Rp. 476.3 trillion and are expected to increase to around Rp. 572 trillion in 2023 (Swa.co.id, 2023). In other words, e-commerce in Indonesia will experience rapid growth.

Behind the ease and size of transactions in e-commerce, there are also weaknesses, including the inability to see real products, inconsistent product quality, high shipping costs, and susceptibility to fraud (Hernikawati, 2021). Based on this situation, e-commerce must take steps to ensure that consumers continue to show interest in making purchases again. Repurchase Intention refers to the consumer's intention to buy products from the same company for a longer period of time (Ali et al., 2020). Additionally, Repurchase Intention is the customer's goal to maintain a relationship with a particular platform and to make the next purchase on the same platform (Zhu et al., 2020).

In previous research, it has often been shown that there is an effect of service quality on repurchase intention (Firdous & Farooqi, 2019). Customers will judge the service quality as low if their expectations are not met and as high if their expectations are met (Ighomereho et al., 2022). Essentially, service quality in electronic contexts is often referred to as e-service quality. E-service quality focuses on the interactive flow of information between service providers and customers (Singh, 2019). Electronic services are intended to provide a better experience in terms of information flow. Thus, e-service quality can be conceptualized as an overall evaluation of the quality of e-service delivery in virtual markets (Rahmalia & Chan, 2019).

Previous research conducted by Zehir & Narcikara (2016) has shown that e-service quality can increase customer repurchase intentions. Research conducted by Al-Hawary & Al-Smeran (2017), Mahrakani et al. (2021), and Singh (2019), within the banking industry, also demonstrates that e-service quality can enhance customer repurchase intentions. However, it can be observed that there

has been no study on the relationship between electronic service quality and repurchase intention on e-commerce platforms, especially in Indonesia.

Customer trust is a belief that depends on other parties for exchanges ([Lestari & Ellyawati, 2019](#)). Customer trust involves evaluating a selected transaction based on alternatives that offer equal or even greater value than consumer expectations. There is research that connects e-service quality to customer trust, which in turn increases consumer repurchase intentions ([Muharam et al., 2021](#)). Customer trust arises from interactions and transactions between parties who were previously unfamiliar with each other ([Bachmann, 2015](#)).

E-satisfaction is defined as the level of customer satisfaction derived from previous shopping experiences on a specific retail-oriented website ([Abid & Purbawati, 2020](#)). Other studies also demonstrate a relationship between e-service quality and customer satisfaction in relation to repurchase intentions ([Rita et al., 2019](#)). Satisfaction involves comparing a customer's pre-purchase expectations with the outcomes received after making a purchase ([Anderson & Srinivasan, 2003](#)).

Referring to the aforementioned problem, this study aims to examine the relationships between e-service quality, customer trust, customer satisfaction, and repurchase intention. The specific purpose of this research is to provide insights into e-commerce in Indonesia, particularly concerning e-service quality and its impact on consumer perceptions. The anticipated outcomes of this study are to present an overview and recommendations for e-commerce platforms to enhance consumer repurchase intentions.

## **METHOD**

This research is a causal study that examines the relationships between variables using a quantitative approach. Quantitative research aims to measure individuals' opinions about the subject of the study ([Sugiyono, 2019](#)). This study employs primary data obtained through online surveys from consumers using the Tokopedia, Shopee, and Lazada platforms.

A population is a complete collection of objects to be studied as a whole ([Schindler, 2019](#)). The population in this study consists of all customers in Indonesia who use the Tokopedia, Shopee, and Lazada platforms. This study uses non-probability sampling, specifically an arbitrary and subjective approach. In this method, researchers subjectively select samples, often using patterns or predefined schemes in the sample collection process ([Schindler, 2019](#)). The sample selection criteria are as follows:

1. Respondents are more than 17 years old.
2. Respondents are Indonesian citizens.
3. Respondents used the applications of Tokopedia, Shopee, and Lazada platforms.

In this study, the number of samples taken was 250 respondents who met specific criteria. The sample size met the criteria of having more than 30 samples and less than 500 samples (Sekaran, 2016). This study employs primary data collection. We gathered primary data through surveys that align with the variables of this study. The Likert Scale used in this study is as follows: 1) 5 indicates "Strongly Agree," 2) 4 indicates "Agree," 3) 3 indicates "Neither Agree nor Disagree," 4) 2 indicates "Disagree," and 5) 1 indicates "Strongly Disagree."

Statistical testing for this research was conducted using SmartPLS. PLS is characterized as the most suitable technique for predictive or exploratory modeling research. PLS is a data analysis method that is performed in a multivariate statistical manner and can be used for simultaneous testing using multiple response variables and explanatory variables (Garson, 2016).

E-service quality is measured using 5 question items (i.e., easily accessible, interesting platform, secure transaction system, good service, prompt service), adapted from Salsabila (2016). Customer trust is measured with 4 question items (i.e., fairness platform, opportunistic behavior, keeping promises, trusted), adapted from Baskara (2016). Customer satisfaction is assessed with 6 question items (i.e., satisfaction with price, satisfaction with product variety, satisfaction with the seller, satisfaction with responses to questions, satisfaction with service, satisfaction with convenience), adapted from Radionova-Girsa & Lahiža (2017). Repurchase intention is gauged using 6 question items (i.e., chance, possibility, intention, transactional interest, referential interest, exploratory interest), adapted from Rahmalia & Chan (2019) and Sonia & Devi (2018).

## **Hypothesis development**

### ***E-Service quality on customer trust***

Consumers who prioritize service quality in a product or service have strong confidence in the quality of the product. This ensures that consumers will develop trust in the products they purchase (Crosby & Bryson, 2010). In building long-term relationships and achieving positive outcomes, confidence and willingness are necessary between partners in product exchanges (Crosby & Bryson, 2010). Based on the literature review, the following hypothesis can be formulated:

H1: E-Service quality influences customer trust

### ***E-Service quality on customer satisfaction***

E-service Quality is closely linked to customer satisfaction. Electronic service quality fosters strong bonds between customers and companies (Al-dweeri et al., 2017). There is also research that explores the relationship between customer satisfaction in online transactions and the quality of electronic services (Lee & Wu, 2011). Based on the literature review, the following hypothesis can be formulated:

H2: E-Service quality affects customer satisfaction

### ***Customer trust on repurchase intention***

Customer trust refers to the recognition of distinct properties and benefits in products. Consumer trust in products, their attributes, and benefits constitutes consumer perceptions (Radionova-Girsa & Lahiža, 2017). When consumers find a company's website easy to use, convenient, and secure, they are more inclined to make purchases there (Upamannyu et al., 2015). Consequently, consumers who have made e-commerce purchases are more likely to engage in repeat purchases due to underlying customer trust. The literature review leads to the following hypothesis:

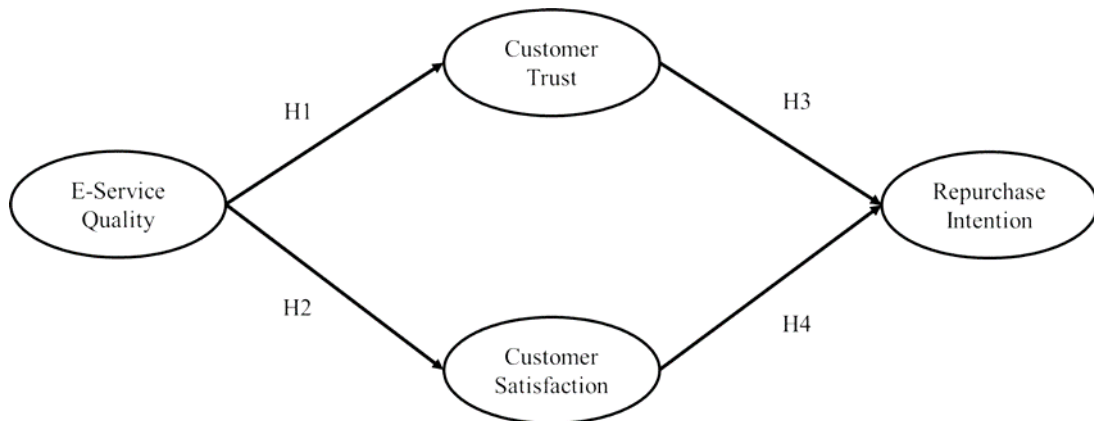
H3: Customer trust influences repurchase intention

### ***Customer satisfaction on repurchase intention***

Customers who are satisfied with both goods and services are more likely to make repeat purchases from suppliers or providers of goods and services (Andrian & Trinanda, 2019). Research on the impact of customer satisfaction on repurchase intention was conducted by Apriliyanto (2022). Similarly, research by Aurelia & Nawawi (2021) investigated the impact of perceived service quality and satisfaction within the retail industry on purchase intention and found that satisfaction significantly influenced purchase intention. The literature review leads to the following hypothesis:

H4: Customer satisfaction affects repurchase intention

Figure 1. Research model



Source: Developed by the authors (2023)

**RESULT AND DISCUSSION**

**Validity and reliability test**

In this study, the validity test is divided into two components: a test on convergent validity, which analyzes the relationship between indicators and latent variables. The criterion used is a loading factor value  $\geq 0.70$ , indicating a relationship between the indicators and latent variables (Garson, 2016). Additionally, there is a test for discriminant validity, used to determine whether a variable has sufficient discriminant power. The criterion is that if the Average Variance Extracted (AVE) value in each construct is  $\geq 0.50$ , then the research variable has adequate discriminant validity (Garson, 2016).

The composite reliability test is employed to assess whether the indicator group possesses a good composite reliability value. These results can be observed through the Composite Reliability Value and Cronbach's Alpha values. A reliability test is considered good if the Composite Reliability value is above 0.70, and the Cronbach's Alpha value is above 0.60 (Garson, 2016). Table 1 presents the results obtained from the validity and reliability tests:

Table 1. Validity and reliability test result

Variable	Outer Loadings	AVE	Cronbach's Alpha	Composite Reliability
E-Service Quality	0.824	0.645	0.862	0.901
	0.807			
	0.756			
	0.821			
	0.805			
Customer Trust	0.934	0.693	0.845	0.899

	0.734			
	0.932			
	0.703			
Customer Satisfaction	0.754	0.643	0.888	0.915
	0.790			
	0.857			
	0.756			
	0.795			
	0.853			
Repurchase Intention	0.723	0.729	0.923	0.941
	0.913			
	0.911			
	0.723			
	0.913			
	0.911			

Source: Data processed (2023)

The test on convergent validity shows results of outer loading for each indicator on the variables e-service quality, customer trust, customer satisfaction, and repurchase intention, with results above 0.70. This indicates that convergent validity does not have any issues. The results of the discriminant validity test, demonstrated by the AVE values, also exhibit satisfactory outcomes, as indicated by the values for the variables e-service quality, customer trust, customer satisfaction, and repurchase intention, which are above 0.50. Therefore, the validity test meets the specified criteria.

The reliability test, assessed by the Cronbach's Alpha value for the e-service quality, customer trust, customer satisfaction, and repurchase intention variables, showed results above 0.60. Additionally, the values for composite reliability also exceeded 0.70. Hence, the reliability test meets the stipulated criteria.

### R<sup>2</sup> test

The R<sup>2</sup> test is a coefficient determination test used to measure how much an endogenous construct can be explained by an exogenous construct (Garson, 2016). Table 2 shows the results obtained from the R<sup>2</sup> test in this study:

**Table 2.** R-squared test result

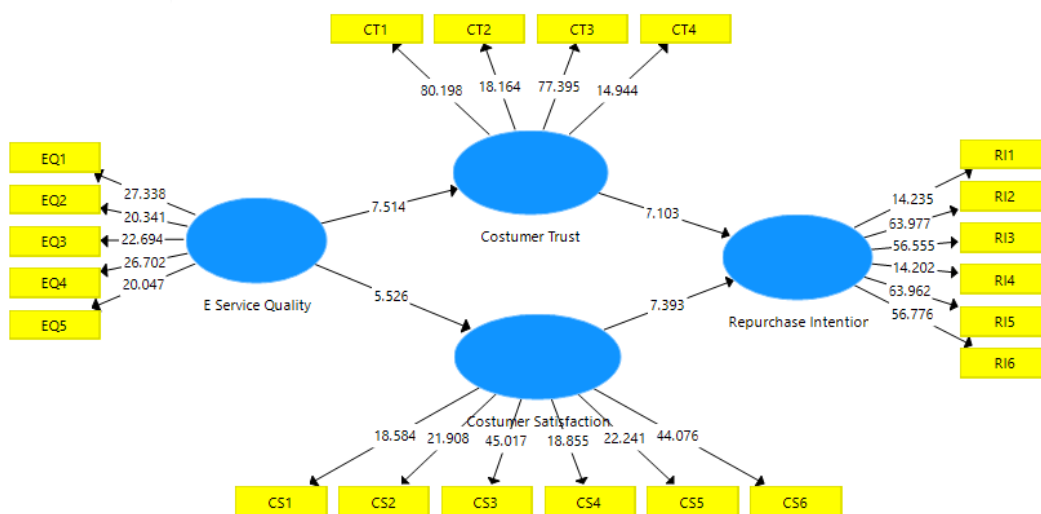
Variabel	R <sup>2</sup>
Customer Trust	0.211
Customer Satisfaction	0.133
Repurchase Intention	0.490

Source: Data processed (2023)

The R<sup>2</sup> test reveals that the customer trust variable has a result of 0.211, signifying that the e-service quality variable can influence the customer trust variable by 21.1%, while the remaining variation is attributed to other unexamined variables. The customer satisfaction variable yields an R<sup>2</sup> result of 0.133, indicating that the e-service quality variable can impact customer satisfaction by 13.3%, and the remaining variation is attributed to other unexamined variables. The results of the R<sup>2</sup> test for the repurchase intention variable indicate a result of 0.490, which suggests that the combined influence of the e-service quality, customer trust, and customer satisfaction variables on repurchase intention is 49.0%, while the rest of the variation is attributed to other unexamined variables.

**Hypothesis test**

**Figure 2.** Hypotesis test using bootstrapping



Source: Data processed (2023)

**Table 3.** Hypotheses test result

Hypotesis	Original Sample	T-Statistic	P-Values
E-Service Quality → Customer Trust	0.459	7.514	0.000
E-Service Quality → Customer Satisfaction	0.365	5.526	0.000
Customer Trust → Repurchase Intention	0.417	7.103	0.000
Customer Satisfaction → Repurchase Intention	0.404	7.393	0.000

Source: Data processed (2023)



The result in Hypothesis 1, which relates e-service quality to customer trust, has an original sample value of 0.459, indicating a positive impact in line with the hypothetical relationship. The findings of this study reveal that the T-statistic value is greater than the established standard (1.960), specifically yielding a result of 7.514. The P-value is obtained as 0.000, which is less than the alpha value (0.05). Referring to these results, the relationship between e-service quality and customer trust demonstrates a positive and significant impact, thus confirming the acceptance of Hypothesis 1.

The results of Hypothesis 2, connecting e-service quality to customer satisfaction, exhibit an original sample value of 0.365, indicating a positive impact aligned with the hypothetical relationship. The study's findings indicate that the T-statistic value surpasses the established standard (1.960), resulting in a value of 5.526. The P-value obtained is 0.000, which is lower than the alpha value (0.05). Based on these results, the relationship between e-service quality and customer satisfaction shows a positive and significant impact, leading to the acceptance of Hypothesis 2.

The outcome of Hypothesis 3, which links customer trust to repurchase intention, presents an original sample value of 0.417, signifying a positive impact as hypothesized. The study's findings indicate that the T-statistic value exceeds the set standard (1.960), yielding a value of 7.103. The obtained P-value is 0.000, which is lower than the alpha value (0.05). Based on these results, the relationship between customer trust and repurchase intention demonstrates a positive and significant impact, leading to the acceptance of Hypothesis 3.

Similarly, the result of Hypothesis 4, connecting customer satisfaction to repurchase intention, shows an original sample value of 0.404, indicating a positive impact as hypothesized. The study's findings reveal that the T-statistic value surpasses the established standard (1.960), resulting in a value of 7.393. The obtained P-value is 0.000, which is lower than the alpha value (0.05). Based on these results, the relationship between customer satisfaction and repurchase intention exhibits a positive and significant impact, leading to the acceptance of Hypothesis 4. In summary, the findings confirm that the relationship between customer satisfaction and repurchase intention is indeed positive and significant, thereby accepting Hypothesis 4.

## **Discussion**

### ***The influence of e-service quality on customer trust***

This study demonstrates that the higher the quality of electronic service exhibited by an e-commerce platform, the greater the trust instilled in customers. When customers express positive sentiments about impeccable service quality from e-commerce platforms, their trust in these platforms increases. Electronic service quality embodies the confidence that e-commerce platforms provide customers with reliable services, leading to long-term purchasing habits and product loyalty. Consumers who have faith in e-commerce platforms are self-assured due to the guarantee of excellent service quality, whereas those who lack trust in e-commerce platforms are less likely to rely on them due to the absence of such a guarantee.

The findings of this study delve deeper into research conducted by [Crosby & Bryson \(2010\)](#), who asserted that electronic service quality should indeed have a substantial impact on customer trust. This mutual trust helps foster enduring relationships and yields positive outcomes for both parties ([Crosby & Bryson, 2010](#)).

### ***The influence of e-service quality on customer satisfaction***

This study shows that the better the quality of electronic service provided by an e-commerce platform, the greater the increase in customer satisfaction. A high-quality service outcome from an e-commerce platform encourages customers to establish strong connections, as they experience satisfaction.

This notion is supported by the findings of [Al-dweeri et al. \(2017\)](#). Consumers who find satisfaction in prices, products, and services offered by e-commerce platforms tend to experience high levels of satisfaction, and they are more likely to engage in repeat purchases on the platform. The outcomes of this study supports the research conducted by [Lee & Wu \(2011\)](#), which highlights that the higher the quality of electronically provided service, the greater the satisfaction demonstrated by customers.

### ***The influence of customer trust on repurchase intention***

This study demonstrates that higher levels of trust from customers lead to a greater likelihood of them having the intention to repurchase. E-commerce platforms that offer convenience, comfort, and security are more likely to gain customer trust, making consumers prefer shopping on such platforms

(Upamannyu et al., 2015). Consequently, customers who have made purchases on e-commerce platforms tend to engage in repeat purchases due to the established trust. They also tend to recommend others to shop at these e-commerce platforms based on their own shopping experiences.

The significance of customer trust is notable, as it can psychologically influence customers' decisions to make repeat purchases. When customers perceive trustworthiness from sellers, this can impact whether they choose to make repeat purchases. Promises and effective communication from reputable sellers, as well as factors that generate customer doubts, play roles in the decision to repeat purchases.

This result aligns with the findings shown by Upamannyu et al. (2015), who found that customer trust has a positive and significant effect on repurchase intention.

### ***The influence of customer satisfaction on repurchase intention***

This study shows that the higher the customer's satisfaction, the greater their intention to repurchase. Customers who find satisfaction in both goods and services are more likely to make repeat purchases from suppliers or bidders of those goods and services (Andrian & Trinanda, 2019). Consumers who are content with the e-commerce platform are prone to placing repeat orders, seeking information about the latest products, prioritizing products on the platform as their top choices, and recommending the platform to others.

Research by Apriliyanto (2022) delves into the impact of customer satisfaction on repurchase intention. These findings further reinforce the results of the study by Aurelia & Nawawi (2021), which indicated that satisfaction significantly influences purchase intention.

## **CONCLUSION**

This research emphasizes the pivotal role of electronic service quality in boosting customer trust and satisfaction, subsequently enhancing the likelihood of customers making repeat purchases. The findings of this study reveal that the e-service quality provided by e-commerce platforms has a positive impact on customer trust and satisfaction. These outcomes underscore the imperative for e-commerce platforms to prioritize service quality for customers. This priority holds significance as it greatly influences customer perceptions, particularly in terms of establishing trust and fostering satisfaction.

Furthermore, this study establishes that customer trust and satisfaction both exert positive influences on repurchase intention. This insight indicates that when customer trust and satisfaction are nurtured, customers are more inclined to sustain their preference for shopping on e-commerce platforms.

The contribution of this research extends to the refinement and advancement of theories pertaining to repurchase intention through the lenses of electronic service quality, customer trust, and customer satisfaction within the context of Indonesian e-commerce platforms. The outcomes also hold implications for e-commerce platforms to dedicate increased attention to e-service quality, ultimately cultivating customer trust and satisfaction, and subsequently driving customers' proclivity for repurchasing on these platforms.

The findings from this study are applicable to practitioners and policymakers, particularly those in the domain of e-commerce platforms. These stakeholders can leverage the insights garnered to better understand the significance of e-service quality, which significantly influences customer trust and satisfaction, thereby influencing customers' decisions to make repeat purchases. Additionally, e-commerce platforms are encouraged to educate their sellers about the importance of delivering products as advertised, ensuring product quality, transparent shipping costs, and preventing fraudulent practices.

For future research, a more comprehensive approach could be undertaken, potentially expanding the current model by incorporating additional independent variables and a broader range of e-commerce platforms, as there are more than the three platforms discussed here. This refinement would contribute to further enhancing the model's structure, encompassing repurchase intention, e-service quality, customer trust, and customer satisfaction.

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