



Received: April 2023 Accepted: October 2023
DOI: <https://doi.org/10.58262/tmj.v11i2.2002>

Examining Factors Influencing the Online Repurchase Intention

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Abstract

The proliferation of information technology has significantly elevated the standards of commercial competition. The retail industry, specifically the online retail sector, has experienced significant negative impacts as a result of the exponential growth in online shopping. This study investigates the sustainability of online purchases by examining the various factors that impact individuals' intentions to repurchase items online. This research investigates the influence of e-service quality, e-satisfaction, and e-trust on online repurchase intention through the implementation of a two-step mediation model. The path coefficients were estimated by analysing the AMOS data using structural equation modelling. The study's findings indicate that there is a positive relationship between e-service quality and customer satisfaction, leading to the establishment of customer trust. This study examines the role of customer satisfaction as a mediator in the establishment of e-trust through the utilisation of enhanced e-service quality (e-SQ). In a similar vein, the level of customer satisfaction has been found to have a significant impact on the intention of customers to repurchase products or services online. This relationship is further influenced by the presence of e-trust, which acts as a mediator. Business enterprises must adopt diverse strategies to effectively entice prospective customers to engage in online shopping, with the ultimate goal of improving their e-service quality (e-SQ), fostering e-trust, and ultimately achieving customer satisfaction. Maintaining the quality of service, product range, design, and branding is of utmost importance for online retailers. Enhancing customer trust in the seller can be accomplished through the provision of comprehensive seller information and historical data. The present investigation is carried out within the framework of the Indonesian economy, and additional research in diverse socio-economic contexts is imperative to ascertain its applicability.

Keywords: E-Satisfaction, E-Trust, E-Service Quality, Online Repurchase Intention, Retail

Introduction

The occurrence of the COVID-19 pandemic on March 15, 2020, has resulted in substantial alterations in global culture. The social distancing policy has led to a significant decline in individuals' inclination to make in-person purchases (Suryanto & Aslam, 2023; Vadakkepatt et al., 2021). During the period of the pandemic, businesses encountered a significant downturn in economic activity. A significant number of retail enterprises experience a decline in revenue, necessitating the absorption of losses and ultimately leading to bankruptcy (Chang, Gan, &

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Mohsin, 2022). Retailers encountered both temporary and permanent closures of their stores, resulting in financial setbacks and necessitating a re-evaluation of their operational strategies. Numerous retail enterprises were compelled to adjust to the closure of brick-and-mortar stores and the implementation of social distancing measures by promptly augmenting their digital footprint. In the interim, there was a notable alteration in consumer behaviour as a result of heightened safety apprehensions. Consumers have exhibited a decline in their preference for in-store shopping, instead opting for contactless alternatives such as curbside pickup and online ordering. Retailers have expedited their digital transformation endeavours by incorporating various technologies, such as online payment systems, virtual shopping experiences, and chatbots, with the aim of augmenting the overall online shopping experience. The convenience and safety of online shopping have been increasingly acknowledged by individuals, enabling them to circumvent crowded retail establishments and reduce the need for physical interactions.

With the increasing prevalence of online shopping, consumers have gradually cultivated a sense of trust in online retailers, leading to a greater inclination to engage in online purchasing activities. The inclination towards contactless payment methods, such as mobile wallets and online payment platforms, experienced a surge due to individuals' desire for transactions that minimise physical contact. The COVID-19 pandemic has expedited the acceptance and utilisation of e-commerce among consumer groups that had previously exhibited lower levels of inclination towards online shopping, such as older age cohorts (Tran et al., 2020; Won & Kim, 2020). Online shopping platforms are considered to be a contemporary alternative method of conducting transactions, providing a wide range of advantages for consumers. The proliferation of diverse e-commerce platforms in Indonesia has contributed to the resolution of this matter. In the context of Indonesia, a prevalent collective response has occurred. Numerous electronic trading platforms in Indonesia have facilitated convenient digital purchasing transactions. There are several e-commerce platforms available in Indonesia that facilitate the purchase of goods and services. Please refer to Table 1 for information regarding Lazada, Shopee, and Tokopedia. Several retail platforms have received high ratings and are widely recognised for their online sales.

Table 1. Top Brand E-commerce Indonesia

No	E-Commerce	2018	2019	2020	2021
1	Lazada	31,8%	31,6%	31,9%	41,8%
2	Shopee	14,7%	15,6%	20,0%	15,2%
3	Tokopedia	18,5%	13,4%	15,8%	16,7%
4	Bukalapak	8,7%	12,7%	12,9%	9,2%
5	Bibli	8,6%	6,6%	8,4%	8,1%

Source: topbrand-award.com/

Prior studies have indicated that consumers engage in online shopping due to its convenience, extensive product offerings, time-saving nature, easy accessibility, and comparatively lower prices in comparison to offline purchases (Hayati et al., 2023; Hennig-Thurau et al., 2010; Ramadania & Braridwan, 2019; Waheed & Yang, 2018). The survey findings obtained from the online survey platform Opinion Poll (Jakpat) provide insights into the motivations behind Indonesian consumers' engagement in online shopping. Based on data obtained from a sample of 1,493 individuals belonging to the middle-class demographic residing on the island of Java, it was found that a significant proportion of respondents, specifically 78.3%, indicated that the



primary motivation behind engaging in online shopping was the convenience it offered by eliminating the need to physically leave their residences. Additionally, 76.6% of participants reported being enticed by the numerous attractive discounts and promotions available through online platforms. Furthermore, 72.3% of respondents expressed their preference for online shopping as a means to mitigate the risk of contracting the coronavirus. Moreover, 64.2% of participants cited the relatively lower prices of goods as a compelling factor influencing their decision to engage in online shopping. Lastly, 49.7% of respondents highlighted the wider range of essential items available through online shopping as a significant advantage (Rachbini, Anggraeni, & Febrina, 2020).

The primary objective of this study is to examine the substantial impact of the online shopping experience on shaping online shopping behaviour and fostering online repurchase intention (Khalifa & Liu, 2007). Numerous empirical studies, such as the research conducted by Grewal, Levy, and Kumar (2009), have revealed that a favourable online shopping encounter has the potential to enhance the probability of increased customer purchases. The authors, Johnson, Herrmann, and Huber (2006) suggest that the self-perception theory asserts that individuals consistently adjust their perceptions as they acquire additional knowledge regarding their purchasing behaviour. Likewise, Karahanna, Straub, and Chervany (1999) assert that individuals' sentiments, attitudes, and perceptions regarding online shopping undergo transformation as they accumulate more familiarity with the phenomenon, as evidenced by research findings. In line with previous studies that have demonstrated the positive impact of customer satisfaction on the online purchasing process, it is imperative to consider the specific determinants that shape customer satisfaction within this particular context. However, the existing body of research lacks sufficient evidence to definitively analyse the precise impact of the online shopping experience on customer expectations regarding their intentions to repurchase.

Gefen (2000) have conducted extensive research on the emergence of online shopping behaviours and the impact of various phenomena on purchasing intentions, as evidenced by a multitude of studies. Several recent studies have argued that an increase in customer satisfaction does not necessarily lead to a corresponding increase in repurchase behaviour (Drosos et al., 2021; Pavlou, 2003). The association between these significant variables in the context of repurchase decisions was limited by various factors. Khare and Inman (2006) posit that the transformation of behaviour into an automated cognitive process occurs when it is imbued with trust and satisfaction. According to the findings of Anderson and Srinivasan (2003), there exists a belief among scholars that individuals who exhibit a weak inclination towards online purchasing may be influenced by their hesitancy to engage in transactions with unfamiliar online merchants, which can be attributed to a lack of trust. This lack of trust, in turn, can have a detrimental effect on customers' intention to make repeat purchases, as it leads to lower levels of satisfaction (Qalati et al., 2021).

Therefore, individuals who possess a higher level of trust and have accumulated experience with superior service quality exhibit a greater inclination to engage in repeat purchasing behaviours, as their overall satisfaction is heightened (Dou et al., 2021). The assessment of a product or service's performance by customers subsequent to their purchase is commonly referred to as the post-purchase experience (Naeem, 2019). A significant level of pleasure and satisfaction with the product or service affects customer satisfaction and the intention to repurchase online (Beneke et al., 2013; Farida, 2018). Regrettably, the dearth of extant scholarly works pertaining to this subject underscores the importance of investigating the potential impact of trust and service quality in the context of online shopping on customer satisfaction,

with the ultimate goal of enhancing customer retention through the cultivation of online repurchase intention. This study aims to provide insights into the relationship between e-service quality, e-trust, e-satisfaction, and online repurchase intentions. The authors of this study (Dapas et al., 2019) identify a gap in the current research regarding the interplay between these factors and their impact on consumer decision-making. They aim to address this gap by conducting a comprehensive analysis of the existing literature. This essay comprehensively addresses the current state of knowledge, potential avenues for further research, and the implications for businesses striving to thrive in the digital economy.

Furthermore, this research is carried out within the particular framework of Indonesia. Consumer behaviour in the e-commerce ecosystem of Indonesia has undergone significant transformations. The rapid transition is accompanied by intense competition. As the evolution of online shopping persists, it becomes imperative to examine the factors that influence consumers' inclinations towards making supplementary online purchases of goods or services. Numerous studies have been conducted to examine the correlation between customer satisfaction and the intention to engage in future purchases (Qureshi et al., 2009).

Literature Review and Model Development

The concept of online repurchase intention refers to the cognitive disposition of consumers who have developed a positive perception and trust towards a particular company, leading them to express a desire to engage in future online repurchases (Parastanti, 2014). Online purchasing refers to the transactional process that occurs between a seller and a buyer on a website. During this process, a consumer acquires a product or service from the seller through the use of an intermediary application or website. This transaction typically involves the exchange of various types of personal information (Pavlou, 2003). In the absence of face-to-face communication, engaging in online interactions carries significant risks. Nevertheless, it offers numerous conveniences, such as the ability to purchase products without visiting physical stores. Consequently, when consumers perceive a sense of alignment with online repeat purchases, it can be inferred that they have previously experienced a heightened level of satisfaction. There exists a considerable degree of allegiance and commitment towards the organisation among employees (Zhang et al., 2011). Febriani and Ardani (2021) posit that repurchase intention refers to the cognitive process through which customers make a conscious decision to engage in future repeat purchases. The degree of trust and satisfaction the customer experiences affect this decision.

The act of consumers making repurchase decisions can yield advantageous outcomes for the company. Meanwhile, Pavlou (2003) assert that it is crucial to identify the fundamental attributes that motivate online consumers to engage in repeat purchases based on their perceptions of confidence (confidence in items, trust in information, webpage design). These factors, along with attitudes and intentions, play a significant role in shaping consumer behaviour. As a result, the occurrence of repeat purchases is contingent upon customer satisfaction with a particular product or service, leading them to desire ongoing transactions in subsequent years. Limayem, Khalifa, and Frini (2000) posit that repurchase intention is influenced by both the psychological and physical environment. Consequently, our research framework, visually represented in Figure 1, integrates elements derived from the fields of psychology, the trust and service quality-satisfaction model, and contingency theory. In our model, we conceptualise trust and service quality as pivotal factors that establish a connection between client satisfaction and the intention to engage in subsequent online transactions. The



intricate nature of online customer behaviour has been recognised by previous scholars such as Lee, Kyle, and Scott (2012) and Darley, Blankson, and Luethge (2010). This study aims to examine the impact of frequent and impulsive online purchases on customer satisfaction and the subsequent modification of expectations. Specifically, it investigates the effects of online shopping satisfaction on online repurchase intention.

Relationship of Customer Satisfaction to Online Repurchase Intentions

Consumer satisfaction pertains to the ability of a product or service to meet or surpass the expectations of consumers. Satisfaction is achieved when a product or service surpasses the expectations of consumers or when the level of satisfaction is determined by comparing previous purchases and post-purchase sentiments (Chen et al., 2012). The assessment of customer satisfaction is contingent upon the extent to which a product or service aligns with the expectations of the customer (Alam et al., 2021). In order to enhance consumer satisfaction and encourage repeat purchases, it is imperative for e-commerce platforms to implement robust security measures and user-friendly technological functionalities (Trivedi & Yadav, 2020). According to Mabkhot, Shaari, and Md Salleh (2017), customer satisfaction plays a significant role in the online realm, as it is a key determinant for achieving higher customer retention rates, profitability, and the continued growth of online retailers. Multiple studies have emphasised the significance of customer satisfaction in influencing the intention to make repeat purchases. Specifically, Sánchez-Garca et al. (2012) discovered that individuals who are satisfied with their consumer experience are more inclined to engage in future repurchases compared to those who are dissatisfied. According to Gupta and Kim (2010), customer satisfaction has a significant impact on the decision-making processes of online shoppers, as well as their repurchase behaviour and propensity for repeat purchases in the online environment.

According to Kotler and Armstrong (2016), consumer satisfaction can be defined as the degree of satisfaction or dissatisfaction resulting from the perceived performance or outcomes of online purchases in relation to the consumer's expectations. In the opinion of Zeithaml, Berry, and Parasuraman (1996), individuals who experience a high level of satisfaction are more inclined to engage in repurchasing behaviour and are also more likely to recommend the product they have purchased. Moreover, as stated by Anderson and Srinivasan (2003), the concept of e-satisfaction pertains to the level of satisfaction experienced by buyers in relation to their purchases from specific electronic trading firms. The online shopping experience is derived from two primary sources: the services offered by the website and the website itself. The authors Ezzeddine, Ahmad, and Elmetwaly (2023), discuss the concept of the website itself and its role in facilitating the selection of goods and services by potential buyers, as well as streamlining the purchasing process. The aforementioned arguments were further substantiated by prior scholarly investigations conducted by Oliver (2014), wherein it was elucidated that there exists a positive correlation between satisfaction and future objectives. So, we propose the following hypothesis:

H1: *e-Satisfaction has a significant effect on Online Repurchase Intentions.*

E-Service Quality

Lewis and Booms (Tjiptono & Chandra, 2005) were the pioneering scholars who initially conceptualised the notion that service quality can serve as a metric to assess the extent to which a company effectively delivers services to its clientele. However, as technology continues to

advance, an increasing number of consumers are opting to make their purchases through online platforms. Consequently, enterprises are compelled to exercise meticulous scrutiny towards the calibre of their online services, commonly referred to as e-service quality. The concept of E-Service Quality was developed with the aim of evaluating the quality of an internet connection. According to Chase, Jacobs, and Aquilano (2006), E-Service Quality refers to the enhancement of online platforms to optimise the processes of shopping, purchasing, and delivering products, with the aim of improving effectiveness and efficiency. The provision of perceived value in the online commerce ecosystem is heavily reliant on the quality of e-services. As stated by Zeithaml et al. (1996), service quality in the context of e-commerce encompasses various aspects such as the ability of a website to facilitate a satisfactory shopping experience, the convenience of payment processing, and the effectiveness and efficiency of delivery services. The implementation of social distancing measures has significantly impacted consumer behaviour in terms of online purchasing.

Consequently, contemporary e-commerce enterprises are compelled to prioritise the calibre of their online purchasing services (Abidin, Suryanto, & Utami, 2020; Gu et al., 2021; Nanda, Xu, & Zhang, 2021). The reliance on a two-way exchange of information between customers and service providers sets electronic services apart from traditional ones. The implementation of high-quality internet services offers a multitude of benefits and has the potential to enhance operational effectiveness and yield favourable outcomes (Bressolles, Durrieu, & Senecal, 2014). The provision of high-quality e-services has the potential to enhance customer satisfaction (Ma Sabiote, Ma Frías, & Castañeda, 2012). Customer satisfaction in the realm of electronic commerce is derived from the ability of the e-commerce application to elicit feelings of happiness and contentment among its users. The study conducted by Rainy and Widayanto (2020) revealed a notable and favourable impact of service quality within the contemporary retail sector on the establishment of customer satisfaction. The findings presented in this study are consistent with the prior investigations conducted by Solimun and Fernandes (2018) as well as Hoe and Mansori (2018).

There has been a significant level of interest observed in Electronic Service Quality (E-SQ) within the context of Indonesia. In the study by Tahira et al. (2012), the e-service quality in emerging economies is at an early stage when compared to developed nations. The researchers have concluded that the evaluation of e-service quality should primarily focus on five key factors: web interface, website quality, responsiveness, dependability, and connectivity. In the words of Abbas (2015), there is empirical evidence supporting the notion that web interfaces and designs exert a significant influence on consumer satisfaction. Researchers have depicted online shopping as a potent "marketing tool" that complements the traditional shopping experience. Javed et al. (2018) emphasised the transformative influence of information and communication technology (ICT) on traditional business methodologies. It has been found that customers place significant importance on e-service quality dimensions such as "reliability" and "privacy".

According to Latif et al. (2016), it is crucial for firms to comprehend the desires and preferences of their clients in order to attain a competitive advantage. According to the results of a study on the quality of e-services, security, effectiveness, and empathy are the main factors that affect patronage. The process of website design encompasses various considerations, such as ensuring the accuracy of information, facilitating convenient online shopping experiences, providing a wide range of available products, offering competitive pricing, and implementing website personalisation features. All online customers



encounter these factors, which contribute to the overall quality of online services. Blut (2020) asserts that an effective website is characterised by its emphasis on transactions, accessibility of information, and customer-centric nature. The organisational structure of a website encompasses its comprehensive design, functional arrangement, and aesthetic attractiveness. Multiple research studies have consistently demonstrated a robust correlation between the organisation and layout of websites and the quality of online services provided. Hence, this study concludes that:

H2: *e-Service Quality has a significant effect on Customer Satisfaction.*

E-Trust

E-trust refers to the belief that potential vulnerabilities in online shopping situations will not be exploited (Corritore, Kracher, & Wiedenbeck, 2003). E-trust, as defined by Kimery and McCord (2002), refers to the inclination of consumers to embrace the potential vulnerabilities associated with online transactions. In the words of Jarvenpaa, Tractinsky, and Vitale (2000), the level of trust that customers have in marketplaces has a significant impact on their perception of risk and attitude, ultimately influencing their intention to make a purchase. E-trust refers to a cognitive orientation that arises from the confidence consumers have in a website, encompassing their perception of the risks it encounters and the benefits it offers (Corritore et al., 2003). As defined by Komiak and Benbasat (2006), trust is conceptualised as an emotional state that arises from the sense of security acquired, thereby fostering enhanced consumer confidence in online transactions. Ennew and Sekhon (2007) argue that the establishment of consumer trust in online transactions necessitates the acceptance of all associated risks in return for the manifold benefits derived from the various services offered by the company. Consequently, the concept of e-trust can be delineated as the level of consumer confidence in the security measures implemented by organisations during the course of online transactions.

Within the realm of online shopping, establishing trust in websites and online e-commerce platforms serves as a means to mitigate customer uncertainty (Reichheld & Schefter, 2000). However, it is important to note that this trust can have a negative impact on the perceived risk associated with online purchases (van der Heijden, Verhagen, & Creemers, 2003). The establishment of customer trust is widely recognised as a crucial prerequisite for the successful implementation of e-commerce (Shin et al., 2013). The concept of e-trust encompasses both direct and indirect influences on the intention to revisit e-commerce platforms. According to a number of scholars, there is a consensus that e-trust plays a crucial role in shaping online buying intentions (Kim, Ferrin, & Rao, 2009; Ling, Chai, & Piew, 2010). According to the findings of Gefen (2000), there exists a significant relationship between customer trust and the decision-making process in online shopping. According to the findings of Weisberg, Te'eni, and Arman (2011), individuals who possess a heightened degree of trust in a website demonstrate a greater inclination to engage in future online shopping activities.

According to Anderson and Srinivasan (2003) theory, a customer qualifies as "devoted" if they show satisfaction and conduct numerous transactions involving the purchase of goods or services from an online platform or website. Numerous studies have underscored the noteworthy and beneficial impact of customer satisfaction on customer trust within the online realm. In a study by Amin (2010), the researcher looked at the impact of customer satisfaction on e-trust in the context of internet banking. Numerous studies have identified

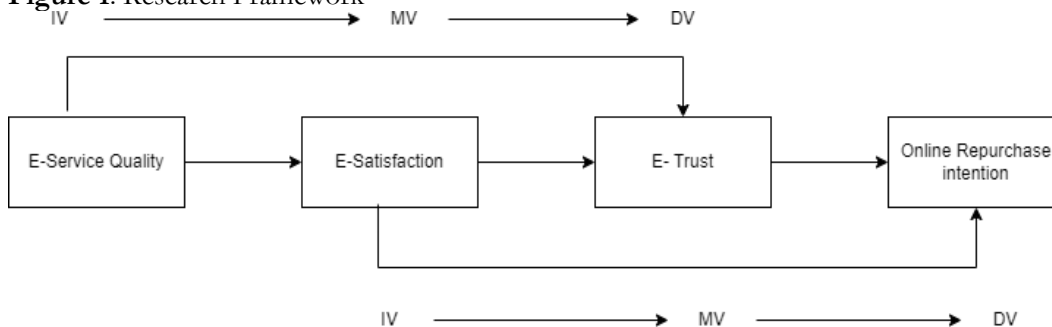
a robust and affirmative association between client trust and satisfaction. According to the findings of a study by Hsu and Nguyen (2014), there is a significant correlation between customer satisfaction and the degree of trust that customers demonstrate. Bashir et al. (2015) conducted research that indicates that trust plays a significant role in influencing a customer's inclination to engage in repeat purchases. Therefore, this study hypothesized that:

H3: *e-trust has a significant effect on customer repurchase intention.*

H4: *Customer satisfaction has a significant impact on the e-trust.*

The research conceptual model and hypotheses developed according to the relevant literature are shown in Figure 1.

Figure 1: Research Framework



Research Method and Results

The study is characterised by its explanatory nature and utilises a quantitative methodology to empirically examine the proposed hypotheses (Sekaran & Bougie, 2016). The analytical approach consists of two components: the first involves the allocation of frequencies for descriptive analysis, while the second entails the utilisation of the AMOS ver. 22 software programme (Hair Jr et al., 2014) to conduct structural equation modelling (SEM) analysis. The demographic information of all participants was analysed descriptively, specifically in terms of frequencies and percentages. The analysis is divided into two distinct sections. The initial step involved the testing of the five hypotheses through the use of one-way ANOVA in SPSS Statistics 22. After conducting the ANOVA analysis, the study proceeds to employ Confirmatory Factor Analysis (CFA). Moreover, structural equation modelling (SEM) is employed to assess the intricate relationships among variables and the underlying conceptual framework (Iram, 2006).

Lee et al. (2012) highlighted the significance of structural equation modelling (SEM) as a complex multivariate analysis technique that encompasses multiple independent and dependent variables, along with latent constructs that group the observed variables (Nachtigall et al., 2003). The structural equation model (SEM) employed in this study centres on examining the relationship between the quality of service provided by online shopping websites, customer satisfaction, and the development of trust, which in turn influences the intention of customers to engage in repeat shopping. The overall fit of the scale was analysed using the chi-square test and various fit indices, such as the Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardised Root Mean Square Residual (SRMR) (Bentler, 1992).



Measurement of Construct and Sampling

The questionnaire includes a set of items designed to assess e-trust, e-service quality (E-SQ), e-customer satisfaction (E-CS), and online repurchase intention (ORI). These items have been adapted and modified from prior studies. In order to evaluate all inquiries, a Likert scale consisting of five points was used, with scores ranging from 1 (indicating strong disagreement) to 5 (indicating strong agreement). Prior to sending the questionnaire to the designated respondents, a pilot study was conducted involving a sample of 50 teachers from Trunojoyo Madura University who possessed prior experience in online purchasing. The materials employed in this study are enumerated in Table 2. Given the lack of information regarding the overall population of online shoppers, the sample for this study was chosen using a nonprobability-based convenience sampling method. A total of 320 questionnaires were distributed among respondents, of which 290 were found to be complete in all respects. The determination of the sample size was based on a rule of thumb, as recommended by Hair Jr et al. (2010).

Table 2. Variable Indicator

Variable	Indicator	Source
E-CS	I am happy with my overall online shopping experience.	(Anderson & Srinivasan, 2003)
	I feel satisfied online shopping.	
	I feel that online shopping provides good quality service	
	I feel that the online shopping sells with the best quality.	
E-SQ	I feel safe transacting online shopping.	(Stamenkov & Dika, 2015)
	I feel that the online service is as I expected	
	I easily understand the content displayed by online shopping applications	
	I got what I needed on online shopping.	
	I don't have any difficulties when making online payments	
E-trust	I feel confident in the online shopping process	(Gefen, 2000)
	I feel confident when submitting personal information	
	I feel confident in the effectiveness of the online purchasing procedure	
ORI	I choose to keep using the web for shopping rather than discontinuing it.	(Bhattacharjee, 2001; Zhou, Lu, & Wang, 2009)
	My objective is to continue to do my shopping online rather than in person.	
	I will recommend online buying sites to my friends and family.	
	If possible, I'd prefer to continue buying things online as much as possible..	

Participant Profile

The survey also inquired about the demographic characteristics and purchasing behaviours of online consumers. The participant profile requires the completion of two specific criteria in order to proceed with the online questionnaire. In order to qualify, individuals must meet two criteria: firstly, they must be at least 17 years of age, and secondly, they must have made a prior purchase on the same e-commerce platform.

Table 3. Profile Participant

Classification	Quantity	%	Classification	Quantity	%
Gender			Monthly Income		
Male	155	53.45%	<IDR. 2.500.000	68	23.45%
Female	135	46.55%	IDR. 2.500.000 – 5.000.000	129	44.48%
Age			IDR. 5.000.001 – 7.500.000	38	13,10%
17-30	171	58.97%	>IDR. 7.500.000	55	18.97%
31-40	69	23.79%	Occupation		
>40	50	17.24%	Bureaucracy	93	29.31%
Educational			Private worker	94	32.41%
Under Graduate	39	13.45%	Entrepreneur	39	14.83%
Diploma III	76	26.21%	University student	26	8.97%
Bachelor	139	47.93%	Housewife	21	7.93%
Master	36	12.41%	Other	17	6.55%

*Note: N= 290

Table 3 above shows the profile of the participants in this study. The majority of customers involved are women with a percentage of 53.45%, and 46.55% are men. With an age range of 17 to 30 years as much as 58.97%; 31 to 40 as many as 23.79%, and 17.24% have ages above 40 years. They are married 56.9%, single 40.69%, widows 1.03%, and widowers 1.38%. Respondents were dominated by 32.41% private employees, 29.31% civil servants, 14.83% entrepreneurs, 8.97 % students, 7.93% housewives, and 6.55% working in other fields. A total of 47.93% of respondents hold a bachelor's degree; 26.21% have Diploma III; and 12.41% masters. Monthly income ranges from IDR 2,500,000 to 5,000,000 as much as 44.48%, less than IDR 2,500,000 as much as 23.45%, From IDR 5,000,001 to 7,500,000 as much as 13.10%, and 18.97% have monthly income of more than IDR 7,500,000.

Validity and Reliability Analysis

According to Hair Jr et al. (2010), the evaluation of the validity and reliability of a research instrument holds considerable importance in assessing the conceptual model. Based on the findings presented in Table 4, it can be observed that each variable has demonstrated a robust reliability score, thereby confirming the validity and credibility of the measurements. The results indicate that all variables have successfully met the validity and reliability criteria, surpassing the minimum thresholds of 0.70 for Cronbach's alpha, 0.80 for composite reliability, and 0.50 for average variance extracted (AVE).

Table 4. Validity, Reliability, R-square

	CA	CR	AVE	R-Square
e-SQ	.745	.854	.661	
e-Trust	.875	.903	.571	.525
e-CS	.855	.892	.581	
ORI	.819	.880	.648	.537

Furthermore, we assessed the instrument's discriminate validity. Table 5 explains discriminate validity results. The value of square root of variables should be greater than correlation among variables. Diagonal values in table 2 shows that instrument has sufficient evidence to prove discriminate validity.



Table 5. Discriminate Validity

Variables	e-SQ	e-Trust	E-CS	ORI
e-SQ	0.9132			
e-Trust	0.643	0.9555		
e-CS	0.567	0.633	0.8905	
ORI	0.683	0.625	0.782	0.9252

Regression Results

The reference requirement for answering the research hypothesis is a one-tailed test for a one-way relationship. The hypothesis is considered supported when all prerequisites are met, and vice versa (Hair Jr et al., 2010). Table 6 below shows the results for direct relationship between variables under study. The structural study model examined the association between e-SQ and e-customer satisfaction (e-CS), as well as e-CS and e-trust and also the relationship among e-Trust and ORI (online repurchase intention). The research findings indicate that e-SQ has an influence on e-CS (0.475, p0.001). Similarly, e-CS has a direct and positive effect on e-Trust (0.238, p0.000), (H2). In the line of this, e-Trust has a direct effect on intention to purchase online again (0.340, p0.000). Likewise, e-SQ has a direct effect on e-Trust (0.248, p0.000) and there is a positive relationship between e-CS and ORI ($\beta = 0.583$, $p < 0.000$).

Table 6. Direct Relationship

	Direction		Estimate	S.E.	C.R.	P	Remarks
e-CS	□	e-SQ	.475	.067	7.116	***	supported
e-Trust	□	e-CS	.238	.050	4.715	***	supported
ORI	□	e-Trust	.340	.100	3.407	***	supported
e-Trust	□	e-SQ	.248	.069	3.574	***	supported
ORI	□	e-CS	.583	.132	4.416	***	supported

Further, to analyze the mediation effect of e-CS in the relationship of E-SQ and E-Trust and the mediating role of e-Trust in the relationship of e-CS and ORI the SEM has been applied. The results are presented in the table 7 below. It is found that e-CS has a mediating role in the relationship of e-SQ and e-CS. Similarly, e-Trust has a mediation role in the relationship among e-CS and ORI.

Table 7. Mediation Results

	Path			Coefficient	R2	P-Value
e-SQ	e-SQ	e-CS	e-Trust	0.958 and 0.792	0.57	0.00
Step 2	e-CS	e-Trust	ORI	0.482 and 0.372	0.42	0.00

Based on the findings presented in Table 6, it can be observed that the e-SQ variable exerts a significant and advantageous impact on e-CS. This observation is apparent based on the substantial statistical significance indicated by a p-value of 0.05, suggesting that there is a relationship between the increase in the e-service quality variable and the subsequent change in e-satisfaction. The findings of this study are corroborated by the research conducted by Kundu and Datta (2015), which asserts that the proper implementation of e-service quality (e-SQ) by aligning it with customer standards can enhance customer satisfaction and bridge the gap in service performance. In a study conducted by Messakh (2016), it was discovered that e-

service quality has a favourable impact on customer satisfaction. There is a positive correlation between a customer's perception of e-service quality (e-SQ) and their level of satisfaction. The utilisation of electronic customer service (e-CS) has been found to have a positive impact on customer loyalty. The level of customer loyalty is directly correlated with the degree of customer satisfaction. The enhancement of electronic service quality (E-SQ) contributes to the augmentation of customer loyalty. When clients experience heightened satisfaction, there is a corresponding increase in their level of loyalty, which subsequently fosters the development of e-trust (Hidayat & Anasis, 2020; Ting et al., 2016).

The findings of the study also indicated that the variable of e-trust has a positive impact on ORI. This phenomenon is exemplified by the significant importance attributed to the positive impact of heightened levels of electronic trust on the enhancement of organisational reputation and image (ORI). This study provides corroborating evidence for the conclusions drawn in prior research (Mawey, Tumbel, & Ogi, 2018). The study's findings suggest that e-Trust is enhanced through the presence of e-satisfaction (Juwaini et al., 2022). The study's findings indicate that consumers are more inclined to demonstrate trust in a product when they experience satisfaction with its performance.

Based on the results of the study, it can be concluded that the e-Trust variable exhibits a significant and positive impact on individuals' intentions to repurchase products or services online. This observation is supported by the statistically significant value, specifically at the 5% level, suggesting that enhancing electronic customer service (e-CS) will have an impact on the likelihood of online repurchase intentions. Previous scholarly investigations have primarily focused on examining the relationship between electronic service quality (e-SQ) and purchase intention, as evidenced by studies (Pandiangan et al., 2021; Pappas et al., 2014). Empirical evidence exists to support the association between electronic service quality (e-SQ) and repurchase intentions. The essence of these studies suggests that there exists a positive correlation between the degree of quality of e-services for online purchases and the likelihood of consumers engaging in repeat online purchases. Customers exhibit a high degree of caution when engaging in online shopping, particularly when it comes to divulging their financial details to any given website (Abid & Purbawati, 2020; Hossain, Al Jamil, & Rahman, 2018). This cautiousness stems from the fact that customers tend to place their trust in online retail platforms that have robust privacy policies in place.

Moreover, businesses can assuage customer concerns related to online financial transactions by offering transparent safeguards, privacy policies, and secure transaction servers (Strzelecki & Rizun, 2020). In addition, it is imperative for online companies to deliver exceptional customer service to consumers, as they not only engage in transactions with online merchants, but also place significant emphasis on the procurement of superior quality products. The provision of prompt and necessary support from suppliers, along with round-the-clock responsiveness to customer inquiries, can enhance consumer confidence in conducting online transactions (Fadhillah, Zebua, & Prayoga, 2021). It is imperative for sellers to provide an assurance that the goods and services they offer align with the descriptions provided on the website. Retailers have the ability to influence customers' perspectives by implementing risk-mitigation strategies, such as establishing return policies and facilitating product exchanges. In addition to this, service providers have the ability to offer customers various incentives, including but not limited to discounts, gifts, and rebates. Moreover, it is imperative to cultivate trust within the clientele, a task that can be accomplished through the modification of privacy and security regulations. By employing this approach, marketers have the ability to enhance consumer interest in the realm of online purchasing.



However, the correlation between electronic customer satisfaction (e-CS) and electronic trust (e-trust) in relation to electronic service quality and online repurchase intention (ORI) yields inconclusive findings and lacks statistical significance. It is apparent that enhancing electronic trust has been demonstrated to have a positive impact on increasing the online reputation index (ORI). This study corroborates the conclusions drawn from prior research conducted by Bulut (2015) and Mawey et al. (2018), which assert that e-trust has a positive impact on ORI. Hence, the inclination of buyers to engage in repeat online purchases is driven by the establishment of trust. Ultimately, it has been determined that the e-CS variable exhibits a substantial positive impact on repurchase intention through e-trust. This finding constitutes a noteworthy contribution to the existing body of research.

The findings of this study are corroborated by previous research conducted by Pandiangan et al. (2021) and Pappas et al. (2014), which have extensively examined the relationship between electronic customer service (e-CS) and repurchase intention. These studies have garnered significant scholarly interest, and their empirical evidence lends support to the aforementioned association. Johan, Indriyani, and Vincēviča-Gaile (2020) have established that there exists a positive correlation between e-satisfaction and online repurchase intention. The higher the level of consumer electronic commerce satisfaction (e-CS) in relation to online purchases, the higher the level of online repurchase intention (ORI) exhibited by the consumer. This exemplifies the significance of electronic commerce. The advent of electronic customer service (e-CS) is expected to have a significant impact on consumers' intended purchasing decisions in the realm of electronic commerce.

Conclusion

The present study examines the influence of e-service quality (e-SQ), e-customer satisfaction (e-CS), and e-trust as exogenous factors on online repurchase intention. This study focuses on the analysis of electronic service quality (e-SQ) in the context of online stores, as well as the impact of trust in online stores on repeat purchase intention. Based on a study conducted with a sample size of 290 participants, the findings indicate that there is a notable and favourable impact of service quality in online retail establishments (e-SQ) on customer satisfaction (referred to as e-satisfaction). The electronic service quality (e-SQ) that customers encounter when using e-commerce platforms has a notable influence on their likelihood of making repeat purchases through electronic customer service (e-CS). It is imperative for companies to establish a level of trust in online stores that aligns with the expectations of consumers (e-trust). The impact of online store service quality (e-SQ) on repeat purchases is found to be both substantial and favourable, mediated by e-satisfaction and e-Trust. The e-SQ, or electronic service quality, at online stores has a significant impact on consumer perceptions and subsequently influences e-customer satisfaction.

Similarly, the intention to repurchase products is also influenced by customer satisfaction and e-Trust, which is established through service quality and customer satisfaction. In addition, it is worth noting that trust in online stores, commonly referred to as e-trust, exerts a substantial and favourable influence on the likelihood of repurchase. A significant level of electronic trust in online stores or websites has been found to positively influence the intention of customers to make repeat purchases. Satisfaction serves as a catalyst for e-trust, exerting a substantial and favourable impact on the establishment of e-trust. The level of repeat purchases at online stores is positively influenced by high consumer satisfaction. This relationship is mediated by satisfaction, which plays a role in the relationship between e-SQ at online stores and trust in online stores, ultimately leading to repeat purchases.

Businesses may employ various strategies aimed at discouraging potential customers from engaging in online shopping, such as enhancing the electronic service quality (e-SQ) and establishing e-Trust through the acquisition of customer satisfaction. It is imperative for online retailers to effectively maintain the quality of their service, product assortment, design, and branding. The client's trust in the seller can be enhanced by offering comprehensive seller information and history. Organisations have the ability to utilise internet marketing strategies that are designed to be easily navigable and accessible for users. Improving the comprehensiveness of product and service information can facilitate the implementation of a user-friendly product search and navigation system on an e-commerce website. This can be achieved by providing extensive details regarding product features, usage instructions, product descriptions, and size specifications.

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