



THE EFFECT OF OVERALL E-SERVICE QUALITY ON REPURCHASE INTENTION, WORD OF MOUTH, AND SITE REVISIT THROUGH CUSTOMER SATISFACTION AND CUSTOMER TRUST IN SHOPEE CUSTOMERS IN SURABAYA

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Abstract: The rapid development of information technology has resulted in changes in purchasing transaction activities by consumers which were originally carried out by visiting stores and then switching to e-commerce. According to Reportal Digital Indonesia data for 2020, of all internet users in Indonesia, 80% of them use e-commerce to make buying and selling transactions. The transition of business from physical stores to e-commerce can further encourage business competition because it is easier for consumers to switch choices to online stores. Service quality on e-commerce platforms will ultimately determine consumer satisfaction and trust as well as consumer behavior in the future, repurchase intentions, site revisit, and word of mouth. This study aims to determine the effect of overall e-service quality on customer satisfaction and customer trust in Shopee e-commerce. Determination of customer satisfaction, and customer trust on repurchase intention, word of mouth, and site revisit are then tested to get a more complex structural model. This study uses a quantitative approach where research data is collected through online questionnaires. The research sample of 170 respondents was taken randomly using snowball sampling. The analytical method used in this study is SEM (Structural Equation Modeling) with the AMOS 22.0 program. The results of data analysis show that overall e-service quality has a significant effect on customer satisfaction and customer trust. Customer satisfaction has a significant effect on repurchase intention, word of mouth, and site revisit. Besides that, customer trust also has a significant effect on repurchase intention and word of mouth. These findings are expected to be an empirical reference regarding the role of overall e-service quality on online consumer behavior. In addition, the results of this study are expected to be an evaluation material for online stores that sell products through Shopee, especially to increase revenue through an electronic service quality-based strategy.

IndexTerms - Overall E-Service Quality, Customer Satisfaction, Customer Trust, Repurchase Intention, Word of Mouth, Site Revisit

1. Introduction

The development of information technology has an impact on changes in consumer activity. One of these changes is in the purchase transaction activity by consumers which was originally carried out by visiting stores and then switching to electronic-based media through e-commerce. Data Reportal Digital Indonesia (2020) states that of all internet users in Indonesia, 80% of them use the digital marketplace platform to make buying and selling transactions online through e-commerce. Furthermore, the trend of increasing the number of e-commerce users is expected to continue to increase until it reaches 189.6 million people in 2024 (Christy, 2020). The world market research company, Ipsos, released the results of online research regarding the competition in the e-commerce industry in Indonesia at the end of 2021. The results of this research show that apart from being superior based on brand, use, most, and often (BUMO) indicators, Shopee is also listed as e-commerce ranks first on the top of mind indicator. In addition, Shopee also excels in the market share indicator for the number of transactions (share of orders) reaching 41 percent, and the market share for transaction value reaching 40 percent (Mahadi, 2022).

The business shift from physical stores to e-commerce encourages business competition because consumers find it easier to switch choices to online stores. Strategies that focus on customer service will ultimately affect consumer behavior in the future, whether it's repurchase intention, site revisits, or word of mouth (Rita et al, 2019). An e-commerce company is required to be able to provide superior service to consumers through quality online shop applications to provide satisfaction and increase repurchase intentions (Sari et al, 2020). Furthermore, according to Rita et al (2019) online store applications with a quality display, quality information obtained by consumers, and good quality electronic services are the keys to success in e-commerce businesses.

Several researchers have studied the concept of electronic service quality. Candra et al (2022) concluded that overall e-service quality has a significant effect on customer satisfaction and customer trust in online marketplace consumers in Indonesia. Adequate and interactive service quality in e-commerce applications can encourage effective communication so as to increase consumer satisfaction. In addition, honesty in the offers given to customers, as well as responses to consumer reviews after making transactions can ultimately increase consumer confidence to visit and transact in online marketplaces. Meanwhile, research by Juwaini et al (2022) gave different results, where e-service quality did not have a significant effect on customer satisfaction at online stores in the city of Banten. This research provides practical recommendations that online stores should be able to realize what has been promised in their services, especially in terms of the suitability of the products displayed on the website with the products sent to customers. Artana et al (2022) concluded that e-service quality has a significant effect on customer satisfaction for Shopee consumers in Indonesia. Positive verbal exchanges, as well as quality assistance according to consumer expectations will ultimately increase satisfaction and reduce the risk of consumers switching to another online store. In general, there is a gap in research results regarding the determination of overall e-service quality on customer satisfaction, so no definite conclusions can be drawn (Rita et al, 2019).

According to Fortes et al (2017) customer trust is the main factor for consumers to decide to purchase products at online stores. Consumers with high trust will have a higher intention to make transactions on e-commerce platforms (Oliveira et al, 2017). In addition, customer trust can also reduce the effect of uncertainty felt by consumers when transaction security mechanisms are inadequate (Wu et al, 2018). Rita et al (2019) concluded that customer trust has a significant effect on repurchase intention, word of mouth, and site visit. When consumers have high trust in e-commerce applications, the intention to make repurchases will increase. Likewise with word of mouth and site revisit, where the determination of customer trust can increase the possibility of consumers to provide e-commerce application recommendations to others, as well as increase the likelihood of visiting the same e-commerce application at other times..

Candra et al (2022) also concluded that customer trust has a significant effect on repurchase intention and word of mouth among online marketplace consumers in Indonesia. To be able to increase consumer repurchases, e-commerce companies must be able to build trust and a positive impression in the eyes of consumers. Honesty in providing purchase promotions, up to guaranteeing the security of personal data will increase repurchase intentions at other times. In addition, consumers will make recommendations to others about e-commerce that can be trusted and has a good reputation.

The Shopee application layout displays a variety of services ranging from the Flash Sale program, sorting product prices by price, discount programs, to access information to get products around consumers. In general, the Shopee layout is displayed in attractive colors, and fulfills consumer expectations for the ease of obtaining services according to consumer needs, which reflects the overall e-service quality provided by Shopee. Consumers can rate products or services based on a one to five star rating. One of these ratings is based on customer reviews, comments related to service, and product quality received by consumers, so that in general the star rating reflects customer satisfaction from Shopee consumers.

To get Customer Trust from Shopee consumers, Shopee provides payment services in a safe and reliable manner using Shopee Pay. All payments are guaranteed by Shopee so as to minimize fraud. Apart from going through Shopee Pay, Shopee guarantees and other matters related to the technicalities of returning consumer products or funds can boost customer trust. Shopee Guarantee is a service provided to consumers to assist in handling conflicts that may occur due to non-conformance of goods sent by the seller, goods sent not on time, goods that are defective or a change in function, or goods that do not conform to the agreed specifications. The Shopee guarantee ultimately aims to gain customer trust that every transaction made is safe, and even guarantees consumer refunds.

The Shopee Loyalty program is a tiered program that can provide more benefits for consumers, where when more consumers place orders, consumers will get special promos, Free Shipping vouchers, Birthday vouchers, and various promotions every month, depending on the level of the participating member. you have. Shopee divides membership levels into three, namely silver, gold and platinum. Shopee applies this user level rather than the provided identity and promotion level. However, by increasing this membership level, Shopee claims to receive more exclusive benefits based on the level obtained from the number of transactions made by Shopee. The Shopee Loyalty program will directly affect the repurchase intention of consumers because every order made by a consumer will be calculated from the time the consumer registers for a Shopee membership account.

The Ajak Friends bonus program is a Shopee referral program to increase consumer word of mouth. Through the Ajak Friend program, consumers can start inviting friends by recommending positive things regarding the services and facilities provided by Shopee. For every successful referral, both parties will get a prize in the form of Shopee coins and cashback. Referring customers will get 3,000 Shopee coins once the friend they refer completes their first order using the referral code. Meanwhile, friends who are invited will get 50% cashback up to 15,000 Shopee coins with a minimum spend of IDR 30,000 for their first purchase through the Shopee application.

Shopee Coin Rewards is a daily program from Shopee for the activity of visiting consumers to the Shopee account page. Consumers will get Shopee coins just by going to the Coin Reward page on the Shopee App. This program aims to increase the number of consumer visits to the Shopee page. This study empirically examines the effect of overall e-service quality on customer satisfaction and customer trust in Shopee e-commerce objects. The determinations of customer satisfaction and customer trust on repurchase intention, word of mouth, and site revisit are then tested to get an overview of the relationship between variables through a more complex structural model.

2. Theoretical Framework and Hypothesis Development

2.1 Theoretical Framework

2.1.1 Overall E-Service Quality

According to Shahzadi et al. (2018) service quality is a person's perception of the advantages or disadvantages of services provided by a business entity compared to services provided by other business entities. Service quality is built on a comparison of two main factors, namely the customer's perception of the actual service received by the customer and the expectations of the customer. A good perception will arise if the customer has a good experience and is satisfied with the service quality attributes provided by the business entity. And vice versa, if a customer has a bad experience and is dissatisfied with the service quality attributes provided, a bad perception will arise. Reliable, fast and convincing services are intangible signs that can affect satisfaction after consuming (Shahzadi et al., 2018).

Overall e-service quality is a measure of how well the level of technology-based services provided matches consumer expectations which include speed of delivery, ease of use, reliability, and control (Rita et al, 2019). According to Candra et al (2022) overall e-service quality is a very important component in the relationship between companies and consumers because consumers will make purchases from companies that provide e-service quality according to what consumers expect. According to Wang and Teo (2020), e-service quality shows services that are interactive to customers, content-oriented and integrated with systems offered by service providers that aim to strengthen relationships with customers. According to Durmus et al (2015), for online marketplace objects, e-service quality is a very important factor because it can attract and retain consumers.

Parasuraman et al (2005) divided e-service quality into two different scales, namely the electronic service quality scale (E-S-QUAL) and the electronic service quality recovery scale (E-RecS-QUAL). E-S-QUAL is concerned with privacy, security, reliability, compliance, efficiency and individual care. Meanwhile E-RecS-QUAL relates to responsiveness, compensation, and contact. Furthermore Blut et al (2015) compiled a new hierarchical model based on e-service quality according to Parasuraman et al (2005) which is more comprehensive to capture online store attributes. According to Rita et al (2019) this hierarchical model has the ability to predict consumer behavior better when compared to other overall e-service quality measurements. According to Rita et al (2019), overall e-service quality can be measured using indicators, namely: 1) conformity of information with needs, 2) attractive design, 3) easy payment facilities, 4) easy-to-read text, 5) interesting store variations, 6) attractive promotions, 7) attractive prices, 8) attractive features support interaction with sellers, 9) ease of access, 10) good quality stores, 11) availability of good return features if needed, 12) guaranteed transaction security, 13) security of personal data, 14) speed of delivery time, 15) conformity between products with orders, 16) good packaging standard.

2.1.2 Customer Satisfaction

Customer satisfaction is an important issue for producers, because satisfaction with products or services consumed by customers will encourage positive behavior towards producers, for example in aspects of loyalty, repurchasing tendencies, and recommendations to other customers. According to Shahzadi et al. (2018) customer satisfaction is a guarantee for repeated consumption and new customers. Furthermore, customer satisfaction is also a very important business requirement that will have an impact on the company's business continuity. According to Konuk (2019) customer satisfaction can be defined as the result of consumers' emotions regarding the compatibility between expectations and experiences obtained. According to Rita et al (2019) customer satisfaction is an indication of customer beliefs about service possibilities that lead to positive feelings. Customer satisfaction is also one of the most important measures of success in the online environment in business to consumer (B2C) businesses (Pereira et al, 2017). Satisfied customers tend to make repeat purchases at other times, and recommend online stores to others, while dissatisfied customers will leave online stores with or without complaints.

According to Rita et al. (2019) online marketplaces have the most serious challenges, namely in efforts to create and maintain customer satisfaction. Furthermore, online marketplaces must be able to provide a higher level of customer satisfaction to consumers who have high expectations for the services provided by the company (Pee et al., 2018). According to Han and Ryu (2012) an increase in customer satisfaction will occur if consumers feel the experience when transacting in the online market matches or even exceeds expectations. According to Rita et al (2019), customer satisfaction can be measured using three indicators, namely: 1) satisfaction with online stores, 2) online stores that are getting closer to ideal standards, 3) online stores that can always meet consumer needs.

2.1.3 Customer Trust

According to Rita et al (2019) trust is the most important factor that can encourage purchases in e-commerce. In addition, according to Fortes et al (2017) trust is also a major factor for customers to decide whether to buy products from online stores or not. According to Wu et al. (2018) trust can be seen as a belief or expectation about the existence of purchase intention. Furthermore, high customer trust can provide support in the e-commerce business, where high overall trust in the competence and integrity of stores on e-commerce media will indicate higher purchase intentions (Oliveira et al, 2017). According to Juwaini et al (2022) customer trust has an important role in maintaining business relationships, especially in demanding e-commerce business consumers to pay before receiving orders, even though consumers cannot physically see or touch the products offered except through pictures.

Customer trust can also build consumer interest in online marketplaces (Loureiro et al., 2018). Furthermore, a positive transaction experience can generate customer trust, and then high customer trust indicates that the online marketplace can be said to be successful (Filiari et al., 2015). In online-based businesses, consumers will pay attention to the trust they get from company services because customer trust can affect consumer relationships with companies (Chu et al., 2012). According to Liang et al (2018) customer trust is a consumer perception that is proven or supported by the success or failure of transactions with sellers in the online marketplace. According to Rita et al (2019), customer trust can be measured using six indicators, namely: 1) belief in good advice about online stores, 2) belief that online stores pay attention to customer satisfaction, 3) trust that online stores provide fair treatment to customers, if a problem occurs, 4) trust in the standards used by online stores, 5) trust that the online store operates carefully, 6) trust in the statements made by the online store to customers.

2.1.4 Repurchase Intention

According to Tjijtono and Chandra (2016) repurchase intention is a consumer decision to repurchase goods or services from the same company by considering the situation and conditions. Repurchase intention is the intention of consumers to want to repurchase or not a product (Kotler & Keller, 2016). Consumers will choose products that contain attributes that are believed to be relevant to what they need. According to Candra et al (2022) repurchase intention is the intention to make repurchase transactions through websites or online marketplaces. According to Sari et al (2020) repurchase intention is the consumer's intention to repurchase a product or service two or more times.

According to Rita et al (2019) repurchase intention is a consumer activity that is interested in making a repurchase because of the positive experience it has. Repurchase intention can occur when consumers are aware and feel they have a good perception of the online market (Pee et al., 2018). Therefore, well-confirmed perceptions can increase customer satisfaction so that when consumers are satisfied, consumers will have high repurchase intentions (Pham & Ahammad, 2017). According to Rita et al (2019), repurchase intention can be measured using three indicators, namely: 1) the intention to buy more at online stores in the future, 2) an increase in the number of purchases through online stores, 3) purchases made intensively through online stores.

2.1.5 Word of Mouth

Gaitan et al. (2018) define word of mouth as an oral communication regarding a brand, product or service between the communicator and the recipient of non-commercial information. According to Kunja & GVRK (2018) that in online media, word of mouth is a positive or negative statement made by potential customers, actual customers, and former customers about a product or company aimed at other customers via the internet. According to Farzin & Fattahi (2018) word of mouth in online applications can be associated with the act of seeking opinions, and giving opinions. It is relevant that the interactive nature of online applications is a form of e-WOM, so that it can encourage certain recommendations by making, reading or submitting comments about a product.

According to Rita et al (2019) word of mouth is an effective way to influence purchasing decisions, especially when important information about a product is communicated by a reliable and credible source. Furthermore, according to Wu et al (2018), unlike offline customers in physical stores, online customers tend to rely more on recommendations from other experienced customers because services in online media are more difficult to evaluate. According to Filieri et al (2015) the existence of high customer satisfaction and customer trust tends to make consumers discuss and recommend their experience of a product or service to others. According to Rita et al (2019), word of mouth can be measured using three indicators, namely: 1) positive things about online stores that are conveyed to others, 2) recommendations to others who need advice about online stores, 3) encouragement given to someone else to buy a product in an online store.

2.1.6 Site Revisit

According to Candra et al (2022) site revisit is a consumer's desire to revisit a website because of previous experiences that consumers feel good about even though they don't make transactions directly. According to Kim and Lennon (2010) online marketplaces must be able to understand consumer perceptions of websites by developing effective websites so that consumers make repeat visits. According to Suh et al (2013) that consumers' desire to revisit the application of a marketplace website is a form of consumer satisfaction. Service quality perceived by visitors to e-commerce applications is an indicator of satisfaction and post-visit behavioral intentions, for example in the form of site visits (Leung et al., 2011). If visitors experience positive interactions with e-commerce applications, then visitors will tend to make repeat visits to the same application (Gounaris et al., 2010). According to Rita et al (2019), site revisit can be measured using three indicators, namely: 1) re-shopping at the same online store, 2) plans to make the next purchase at the same online store, 3) revisit the online store application in next time.

2.2 Hypothesis Development

2.2.1 The Effect of Overall E-Service Quality on Customer Satisfaction

One of the key success factors for surviving competition in the online environment is a strategy that focuses on service to consumers (Rita et al, 2019). Adequate and interactive service quality in e-commerce applications can encourage effective communication so as to increase consumer satisfaction (Candra et al, 2022). In addition, service quality as measured by positive verbal statements, as well as quality assistance in accordance with consumer expectations will ultimately increase satisfaction and reduce the risk of consumers switching to other online stores (Artana et al, 2022). Research conducted by Rita et al (2019), Candra et al (2022), and Artana et al (2022) proves that overall e-service quality has a positive effect on customer satisfaction.

H1: Overall E-Service Quality has a significant effect on Customer Satisfaction

2.2.2 The Effect of Overall E-Service Quality on Customer Trust

According to Candra et al (2022) honesty in the offers given to customers, as well as services in the form of responses to consumer reviews after making transactions can ultimately increase consumer confidence to visit online marketplaces. In addition, e-service quality has an influence on the level of website trust, which in turn can increase customer trust. Research conducted by Rita et al (2019), and Candra et al (2022) proves that e-service quality as a whole has a positive effect on customer trust.

H2: Overall E-Service Quality has a significant effect on Customer Trust

2.2.3 The Effect of Customer Satisfaction on Repurchase Intention

According to Shahzadi et al. (2018) customer satisfaction is a guarantee for repeated consumption and new customers. According to Candra et al (2022) satisfied customers tend to make repeat purchases at other times, and recommend online stores to others, while dissatisfied customers will leave online stores with or without complaints. In addition, according to Rita et al (2019) customers who are satisfied with the services provided by online stores will tend to have a high intention to make repeat purchases at the same online store. Research conducted by Rita et al (2019), Candra et al (2022), and Artana et al (2022) proves that customer satisfaction has a positive effect on repurchase intention.

H3: Customer Satisfaction has a significant effect on Repurchase Intention

2.2.4 The Effect of Customer Satisfaction on Word of Mouth

According to Rita et al (2019) consumers who feel satisfied with quality service at online stores tend to be involved in positive word of mouth communication. In addition, according to Loureiro et al (2018) consumers must first be satisfied with the shopping experience at online stores before providing recommendations to others. If consumers feel satisfied then it will increase word of mouth. Research conducted by Rita et al (2019), Candra et al (2022), and Andrian and Trinanda (2019) proves that customer satisfaction has a positive effect on word of mouth.

H4: Customer Satisfaction has a significant effect on Word of Mouth

2.2.5 The Effect of Customer Satisfaction on Site Revisit

Customers will make repeated visits to the same online store application if they have had a satisfactory experience with a previous purchase (Rita et al, 2019). This confirms that there is a positive relationship between satisfaction and repeat visits to the same application. In addition, according to Candra et al (2022) a high level of customer satisfaction with the quality of service obtained at online stores can increase the customer's desire to make a repeat visit to the same application. Research conducted by Rita et al (2019), and Candra et al (2022) proves that customer satisfaction has a positive effect on site revisit.

H5: Customer Satisfaction has a significant effect on Site Revisit

2.2.6 The Influence of Customer Trust on Repurchase Intention

According to Rita et al (2019) when consumers have high trust in e-commerce applications, the intention to make repurchases will increase. According to Candra et al (2022) to be able to increase consumer repurchasing, e-commerce companies must be able to build trust, and a positive impression in the eyes of consumers. Honesty in providing purchase promotions, up to guaranteeing the security of personal data will increase repurchase intentions at other times. High overall trust in store competence and integrity in e-commerce media will drive higher repurchase intentions (Oliveira et al, 2017). Research conducted by Rita et al (2019), Candra et al (2022), and Muchlis et al (2021) proves that customer trust has a positive effect on repurchase intention.

H6: Customer Trust has a significant effect on Repurchase Intention

2.2.7 The Effect of Customer Trust on Word of Mouth

According to Rita et al (2019) determining customer trust can increase the possibility of consumers to provide e-commerce application recommendations to others. In addition, according to Candra et al (2022) consumers will make recommendations to others about e-commerce that can be trusted and has a good reputation. If consumers trust an online store, they then tend to recommend the online store to others (Wu et al, 2018). Research conducted by Rita et al (2019), Candra et al (2022), and Muchlis et al (2021) proves that customer trust has a positive effect on word of mouth.

H7: Customer Trust has a significant effect on Word of Mouth

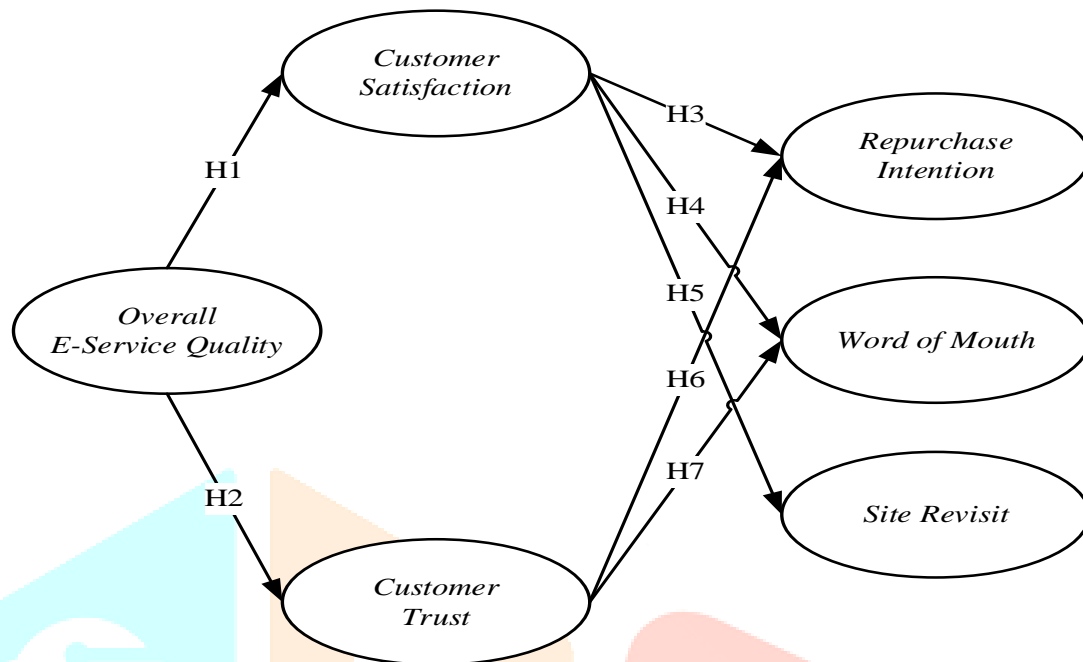


Figure 1.
Research Model

3. Research Method

3.1 Data Collection Methods

This research is a type of quantitative research. Besides that, based on its objectives, this research also includes causal associative research, namely research that aims to determine causal relationships between the variables studied (Sugiyono, 2019). The population used in this study is consumers on e-commerce Shopee. The research sample was taken using the snowball sampling technique, in which the researcher selected respondents who would assist the researcher in distributing and filling out the questionnaire. The sample criteria used in this study are: 1) men and women aged 18-60 years, 2) domicile in Surabaya, 3) have made transactions through Shopee in the last 6 months.

According to Hair et al. (2010) the number of samples used in SEM analysis can be calculated based on the number of indicators used, where the number of samples in SEM analysis is at least 5-10 times the number of indicators. In addition, according to Ferdinand (2002) the number of samples in SEM analysis is recommended between 100-200 samples. The six variables analyzed in this study were measured using a total of 34 indicators as a whole, so that the minimum sample size required is 5 times 34 indicators or 170 respondents. Structural Equation Modeling (SEM) analysis was performed using AMOS 22.0 software. The data in this study were obtained through an online survey via the Google Form which was compiled based on statement indicators regarding overall e-service quality, customer satisfaction, customer trust, repurchase intention, word of mouth, and site revisit. The scale used in this research questionnaire is a Likert scale with a gradation of 5 points from strongly disagree (scale 1) to strongly agree (scale 5).

3.2 Variable Measurement

There are six variables to be examined in this study. Overall e-service quality is an independent variable, customer trust and customer satisfaction are intervening variables, and repurchase intention, word of mouth, and site visit are dependent variables.

Table 1.
Research Variable Indicators

Variable	Indicators
<i>Overall e-service quality</i>	<ol style="list-style-type: none"> 1) Shopee application provides good information as needed 2) Shopee application has an attractive design 3) Shopee application has easy payment facilities 4) Shopee application has easy-to-read text 5) Shopee application has a wide variety of interesting shops 6) Shopee application offers various attractive promotions 7) Shopee application offers attractive prices 8) Shopee application provides good interaction features with sellers 9) Shopee application is easy to access 10) Shopee application has good quality stores 11) Shopee application provides a good return feature if needed 12) Shopee application guarantees good transaction security 13) Shopee application is able to properly protect my personal data 14) Shopee application has fast delivery time 15) Shopee application always delivers products according to orders properly 16) Shopee application has good packaging standards
<i>Customer Satisfaction</i>	<ol style="list-style-type: none"> 1) I am satisfied with Shopee overall 2) I think Shopee is getting closer to the ideal e-commerce standard 3) In my opinion, Shopee can always meet consumer needs well
<i>Customer Trust</i>	<ol style="list-style-type: none"> 1) I believe in good advice regarding Shopee 2) I believe that Shopee pays attention to customer satisfaction 3) I believe that Shopee provides fair treatment to customers 4) I believe in the standards that Shopee uses 5) I believe that Shopee operates conscientiously 6) I believe in the statements that Shopee conveys to customers
<i>Repurchase Intention</i>	<ol style="list-style-type: none"> 1) I intend to buy more on Shopee in the future 2) I intend to increase the number of purchases on Shopee 3) I intend to make intensive purchases at Shopee
<i>Word of Mouth</i>	<ol style="list-style-type: none"> 1) I convey positive things about Shopee to others 2) I recommend Shopee to others who need my advice on online shops 3) I encourage others to buy products on Shopee
<i>Site Revisit</i>	<ol style="list-style-type: none"> 1) I will use the Shopee application more often 2) I have plans to use Shopee for future purchases 3) I will revisit the Shopee app in the future

4. Results and Discussion

4.1 Descriptive Statistics

An overview of the research respondent profile which includes gender, age and education is presented in the following table:

Table 2.
Respondent Profile

Profile	Frequency	Percentage
Gender		
Male	67	39.4
Female	103	60.6
Age		
18 - 35 years	101	59.4
> 35 - 50 years	62	36.5
> 50 - 60 years	7	4.1
Education		
High School	83	48.8
Bachelor	74	43.5
Masters	13	7.6

Based on the table above, it can be seen that the number of female respondents is greater than the number of male respondents. This shows that Shopee consumers in Surabaya who are the research sample are dominated by female consumers, namely 103 people (60.6%). Based on age, it can be seen that the most respondents are aged 18 to 35 years when compared to respondents in other age groups. This shows that Shopee consumers in Surabaya who are the research sample are dominated by consumers aged 18 to 35 years, namely 101 people (59.4%). Based on education, it can be seen that respondents with high school education or the equivalent are at most compared to respondents in other educational groups. This shows that Shopee consumers in Surabaya who are the research sample are dominated by consumers with high school education or equivalent, as many as 83 people (48.8%).

4.2 Normality Assumption

The assumption of normality is a requirement that must be met in the maximum likelihood estimation technique in SEM analysis. According to Ferdinand (2002) the data is said to be normally distributed in a univariate manner if the CR skewness value and the CR kurtosis value of each indicator are within the interval -2.58 to 2.58, while the data is said to be normally distributed in a multivariate manner if the multivariate CR value is in the interval -2.58 to 2.58.

Table 3.
Evaluation of Normality Assumptions

Indicator	Min	Max	Skew	CR	Kurtosis	CR
X1	2.000	5.000	-0.191	-1.014	-0.773	-2.058
X2	2.000	5.000	-0.306	-1.626	-0.800	-2.130
X3	2.000	5.000	-0.394	-2.096	-0.603	-1.605
X4	2.000	5.000	-0.304	-1.620	-0.892	-2.374
X5	2.000	5.000	-0.377	-2.007	-0.500	-1.330
X6	2.000	5.000	-0.287	-1.526	-0.935	-2.489
X7	2.000	5.000	-0.214	-1.142	-0.775	-2.064
X8	2.000	5.000	-0.377	-2.007	-0.500	-1.330
X9	2.000	5.000	-0.331	-1.764	-0.877	-2.334
X10	2.000	5.000	-0.278	-1.479	-0.684	-1.821
X11	2.000	5.000	-0.138	-0.736	-0.806	-2.146
X12	2.000	5.000	-0.193	-1.026	-0.798	-2.125
X13	1.000	5.000	-0.328	-1.748	-0.407	-1.082
X14	2.000	5.000	-0.278	-1.480	-0.682	-1.816
X15	2.000	5.000	-0.239	-1.272	-0.673	-1.792
X16	2.000	5.000	-0.370	-1.972	-0.659	-1.753
Y1	2.000	5.000	-0.464	-2.468	-0.577	-1.535
Y2	2.000	5.000	-0.342	-1.821	-0.474	-1.262
Y3	2.000	5.000	-0.311	-1.656	-0.628	-1.670
Y4	2.000	5.000	-0.221	-1.178	-0.800	-2.128
Y5	2.000	5.000	-0.206	-1.097	-0.843	-2.244
Y6	2.000	5.000	-0.221	-1.177	-0.724	-1.926
Y7	2.000	5.000	0.106	0.566	-0.924	-2.459
Y8	2.000	5.000	-0.123	-0.653	-0.697	-1.854
Y9	2.000	5.000	0.032	0.169	-0.937	-2.494
Y10	2.000	5.000	-0.316	-1.683	0.011	0.030
Y11	2.000	5.000	-0.207	-1.104	-0.583	-1.553
Y12	2.000	5.000	-0.328	-1.743	-0.403	-1.072
Y13	2.000	5.000	-0.133	-0.708	-0.259	-0.690
Y14	2.000	5.000	-0.067	-0.358	-0.524	-1.394
Y15	2.000	5.000	-0.117	-0.624	-0.589	-1.568
Y16	2.000	5.000	-0.354	-1.886	-0.294	-0.783
Y17	2.000	5.000	-0.374	-1.989	-0.417	-1.110
Y18	2.000	5.000	-0.358	-1.907	-0.451	-1.201
Multivariate					-8.189	-1.079

The CR skewness value and CR kurtosis value of all indicators are in the range of -2.58 to 2.58. CR value, multivariate of -1.079 is also in the interval -2.58 to 2.58. These results conclude that the research data is normally distributed both univariately and multivariately, so that the assumption of normality of the data has been met.

4.3 Evaluation of Outliers

Structural Equation Model (SEM) analysis assumes that the data does not contain outliers either univariately or multivariately. Evaluation of univariate outliers is carried out using the z-score value where an observation is said to be a univariate outlier if it has a z-score value outside the -3 to +3 interval (Hair et al, 2010).

Table 4.
Evaluation of Univariate Outliers

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(X1)	170	-1.988	1.380	0.000	1.000
Zscore(X2)	170	-2.221	1.222	0.000	1.000
Zscore(X3)	170	-2.169	1.245	0.000	1.000
Zscore(X4)	170	-1.971	1.220	0.000	1.000
Zscore(X5)	170	-2.228	1.301	0.000	1.000
Zscore(X6)	170	-2.051	1.198	0.000	1.000
Zscore(X7)	170	-2.247	1.312	0.000	1.000
Zscore(X8)	170	-2.228	1.301	0.000	1.000
Zscore(X9)	170	-2.014	1.196	0.000	1.000
Zscore(X10)	170	-2.039	1.348	0.000	1.000
Zscore(X11)	170	-1.961	1.406	0.000	1.000
Zscore(X12)	170	-2.016	1.355	0.000	1.000
Zscore(X13)	170	-2.915	1.329	0.000	1.000
Zscore(X14)	170	-2.074	1.338	0.000	1.000
Zscore(X15)	170	-2.285	1.334	0.000	1.000
Zscore(X16)	170	-2.044	1.276	0.000	1.000
Zscore(Y1)	170	-2.285	1.163	0.000	1.000
Zscore(Y2)	170	-2.179	1.371	0.000	1.000
Zscore(Y3)	170	-2.135	1.322	0.000	1.000
Zscore(Y4)	170	-2.550	1.275	0.000	1.000
Zscore(Y5)	170	-2.349	1.281	0.000	1.000
Zscore(Y6)	170	-2.580	1.301	0.000	1.000
Zscore(Y7)	170	-2.324	1.512	0.000	1.000
Zscore(Y8)	170	-2.666	1.405	0.000	1.000
Zscore(Y9)	170	-2.469	1.453	0.000	1.000
Zscore(Y10)	170	-2.634	1.551	0.000	1.000
Zscore(Y11)	170	-2.241	1.422	0.000	1.000
Zscore(Y12)	170	-2.187	1.434	0.000	1.000
Zscore(Y13)	170	-2.831	1.584	0.000	1.000
Zscore(Y14)	170	-2.695	1.547	0.000	1.000
Zscore(Y15)	170	-2.317	1.495	0.000	1.000
Zscore(Y16)	170	-2.805	1.294	0.000	1.000
Zscore(Y17)	170	-2.649	1.255	0.000	1.000
Zscore(Y18)	170	-2.391	1.304	0.000	1.000
Valid N (listwise)	170				

Based on the table above, it is known that for each research indicator there are no observations that have a z-score outside the -3 to +3 interval, indicated by the minimum and maximum z-score values for each indicator which are in the -3 to +3 interval. These results indicate that the research data does not contain univariate outliers.

Evaluation of multivariate outliers was carried out to identify outliers that might exist when observations were combined, although no outliers were found at the univariate level. This evaluation was carried out using the Mahalanobis Distance value generated by the AMOS program. An observation is said to be a multivariate outlier if it has a d-squared mahalanobis value greater than the table's chi-square value ($\alpha=0.001$; df =number of indicators).

Table 5.
Evaluation of Multivariate Outliers

Observation number	Mahalanobis d-squared	p1	p2
34	53.077	0.020	0.966
108	49.167	0.045	0.996
54	49.081	0.045	0.985
25	48.461	0.051	0.977
143	47.484	0.062	0.982
33	47.312	0.064	0.965
7	46.413	0.076	0.977
8	46.221	0.079	0.962
42	45.869	0.084	0.953
49	45.366	0.092	0.956

The table above shows the ten largest d-squared mahalanobis values from the research sample data. Based on calculations with excel CHIINV ($\alpha=0.001$, $df=34$) the chi square table value is 65,247. From the table above, it is known that the maximum d-squared mahalanobis value is 53,077 < 65,247. This result means that there are no observations that have a d-squared mahalanobis value that exceeds the chi square table value. Based on these results it was concluded that the research data did not contain multivariate outliers.

4.4 Multicollinearity and Singularity Evaluation

Multicollinearity and singularity can be detected from the determinant of the covariance matrix. the very small determinant value of the covariance matrix indicates a multicollinearity or singularity problem (Ferdinand, 2002). In addition, multicollinearity and singularity can also be detected through warnings in the AMOS program, in other words, if there is no warning, multicollinearity and singularity will not occur in the SEM model. Based on the test results in this study, there is no warning in the AMOS program, so it can be said that there is no Multicollinearity and Singularity.

4.5 Confirmatory Factor Analysis

The results of confirmatory factor analysis of Overall E-Service Quality are explained in the following table:

Table 6.
Confirmatory Factor Analysis Overall E-Service Quality

			Factor Loading (λ)	CR	P
X1	<---	OESQ	0.684		
X2	<---	OESQ	0.703	8.567	***
X3	<---	OESQ	0.652	7.967	***
X4	<---	OESQ	0.711	8.636	***
X5	<---	OESQ	0.704	8.575	***
X6	<---	OESQ	0.725	8.863	***
X7	<---	OESQ	0.714	8.690	***
X8	<---	OESQ	0.687	8.377	***
X9	<---	OESQ	0.707	8.591	***
X10	<---	OESQ	0.754	9.097	***
X11	<---	OESQ	0.697	8.513	***
X12	<---	OESQ	0.704	8.580	***
X13	<---	OESQ	0.699	8.471	***
X14	<---	OESQ	0.700	8.529	***
X15	<---	OESQ	0.766	9.276	***
X16	<---	OESQ	0.782	9.457	***

All indicators on the Overall E-Service variable have a factor loading (λ) > 0.5 with a CR value > 2 and a probability value < 0.05. It can be concluded that the sixteen indicators in the Overall E-Service variable significantly form the Overall E-Service variable and have met convergent validity, so that all indicators are used for further analysis.

Table 7

Confirmatory Factor Analysis Customer Satisfaction, Customer Trust, Repurchase Intention, Word of Mouth and Site Revisit

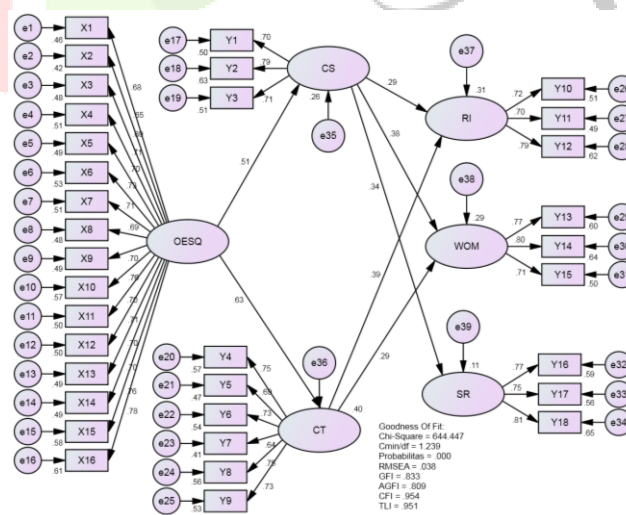
			Factor Loading (λ)	CR	P
Y1	<---	CS	0.700		
Y3	<---	CS	0.720	7.616	***
Y2	<---	CS	0.816	7.912	***
Y4	<---	CT	0.769		
Y5	<---	CT	0.662	8.340	***
Y6	<---	CT	0.725	9.309	***
Y7	<---	CT	0.643	8.064	***
Y8	<---	CT	0.762	9.902	***
Y9	<---	CT	0.726	9.219	***
Y10	<---	RI	0.720		
Y11	<---	RI	0.699	7.526	***
Y12	<---	RI	0.781	7.889	***
Y13	<---	WOM	0.766		
Y14	<---	WOM	0.802	8.803	***
Y15	<---	WOM	0.709	8.338	***
Y16	<---	SR	0.773		
Y17	<---	SR	0.748	8.882	***
Y18	<---	SR	0.802	8.965	***

Each indicator on the variable Customer Satisfaction, Customer Trust, Repurchase Intention, Word of Mouth and Site Revisit has a factor loading (λ) > 0.5 with a CR value > 2 and a probability value < 0.05. It can be concluded that the indicators on the variables Customer Satisfaction, Customer Trust, Repurchase Intention, Word of Mouth and Site Revisit significantly shape each of the variables that are measured and have met convergent validity, so that all of these indicators are used for further analysis.

4.6 Full Structural Equation Model

From the results of testing the quality of the data it is known that the research data has fulfilled the assumptions or requirements needed for Structural Equation Model (SEM) analysis. The results of the confirmatory factor analysis concluded that the 34 indicators used to measure the research variables met convergent validity, so that all indicators were used in the full SEM model.

Figure 2. Full Structural Equation Model



Before testing the hypothesis, a Goodness of Fit check is first carried out to ensure that the structural model that is prepared is appropriate or has a match with the data.

Table 8
Goodness of Fit Full Structural Equation Model

Good of Fit Index	Cut-off Value	Result	Evaluation
χ^2 (Chi-Square)	$< \chi^2 (0.05;520) = 574.157$	644.447	Marginal Fit
p-value	> 0.05	0.000	Marginal Fit
RMSEA	≤ 0.08	0.038	Fit
GFI	≥ 0.90	0.833	Marginal Fit
AGFI	≥ 0.90	0.809	Marginal Fit
CMIN/DF	≤ 2.00	1.239	Fit
TLI	≥ 0.95	0.951	Fit
CFI	≥ 0.95	0.954	Fit

In general, the results of the Goodness of Fit evaluation on the full SEM model have shown good criteria, with the RMSEA, CMIN/DF, TLI and CFI criteria meeting the established criteria, while the Chi-Square criteria along with their p-value, GFI and AGFI show good results. marginal. Thus the full SEM model compiled can be used for testing the research hypothesis.

4.7 Reliability Test

The reliability test is carried out to measure the extent to which a measuring instrument can provide relatively the same results if it is repeated on the same object. The reliability test was carried out by calculating the construct reliability (CR) and average variance extracted (AVE) values. The measuring instrument is said to meet reliability (reliable) if it has a construct reliability (CR) value of > 0.7 , while the expected average variance extracted (AVE) value is > 0.5 .

Table 9
Reliability Test

Variable	Indicator	Factor Loading (FL)	FL Squared	Error [εj]	Construct Reliability	AVE
OESQ	X1	0.681	0.464	0.536	0.943	0.507
	X2	0.650	0.423	0.578		
	X3	0.694	0.482	0.518		
	X4	0.714	0.510	0.490		
	X5	0.702	0.493	0.507		
	X6	0.728	0.530	0.470		
	X7	0.714	0.510	0.490		
	X8	0.690	0.476	0.524		
	X9	0.702	0.493	0.507		
	X10	0.756	0.572	0.428		
	X11	0.704	0.496	0.504		
	X12	0.706	0.498	0.502		
	X13	0.701	0.491	0.509		
	X14	0.700	0.490	0.510		
	X15	0.763	0.582	0.418		
	X16	0.782	0.612	0.388		
CS	Y1	0.704	0.496	0.504	0.782	0.545
	Y2	0.793	0.629	0.371		
	Y3	0.715	0.511	0.489		
CT	Y4	0.755	0.570	0.430	0.863	0.513
	Y5	0.685	0.469	0.531		
	Y6	0.733	0.537	0.463		
	Y7	0.638	0.407	0.593		
	Y8	0.749	0.561	0.439		
	Y9	0.729	0.531	0.469		
RI	Y10	0.716	0.513	0.487	0.778	0.539
	Y11	0.697	0.486	0.514		
	Y12	0.787	0.619	0.381		
WOM	Y13	0.773	0.598	0.402	0.804	0.578
	Y14	0.797	0.635	0.365		
	Y15	0.708	0.501	0.499		
SR	Y16	0.767	0.588	0.412	0.818	0.600
	Y17	0.749	0.561	0.439		
	Y18	0.806	0.650	0.350		

The variables Overall E-Service, Customer Satisfaction, Customer Trust, Repurchase Intention, Word of Mouth and Site Revisit have construct reliability (CR) values > 0.7 , with average variance extracted (AVE) values all obtained > 0.5 . It can be concluded that the measuring instrument in the full SEM model that has been compiled meets reliability (reliability) so that it has reliability.

4.8 Hypothesis Testing Results

The influence between variables is said to be significant if the resulting CR value is > 2 or the probability value is < 0.05 ($\alpha = 5\%$).

Table 10
Hypothesis Testing Results

	Hypothesis	Standardized Estimate	CR	P
H1	Overall E-Service Quality has a significant effect on Customer Satisfaction	0.511	5.063	***
H2	Overall E-Service Quality has a significant effect on Customer Trust	0.630	6.582	***
H3	Customer Satisfaction has a significant effect on Repurchase Intention	0.290	2.954	0.003
H4	Customer Satisfaction has a significant effect on Word of Mouth	0.375	3.693	***
H5	Customer Satisfaction has a significant effect on Site Revisit	0.335	3.401	***
H6	Customer Trust has a significant effect on Repurchase Intention	0.390	3.964	***
H7	Customer Trust has a significant effect on Word of Mouth	0.286	3.044	0.002

It can be seen that the CR value generated in each hypothesis has a value above 2. In addition, the probability value shows a value below 0.05. This shows that each hypothesis (H1-H7) can be accepted.

5. Conclusion and Implication

5.1. Conclusion

This study was structured to determine the effect of overall e-service quality on customer satisfaction and customer trust and its effect on repurchase intention, word of mouth and site revisit for Shopee application users. The results of the study concluded that overall e-service quality has a significant positive effect on customer satisfaction and customer trust with an effect coefficient of 0.511 and 0.630.

The results of other studies also conclude that customer satisfaction has a significant positive effect on repurchase intention, word of mouth and site visit with a large effect coefficient of 0.290; 0.375 and 0.335. Customer trust is also concluded to have a significant positive effect on repurchase intention and word of mouth with a magnitude of 0.390 and 0.286 respectively.

In the results of this study, it is clear that overall e-service quality has the greatest influence on the formation of customer satisfaction and customer trust so that in this case it can be found that the success of an e-commerce including Shopee will be even better if the overall e-service quality to consumers, users can be arranged and evaluated regularly so that it has a big impact with increasing numbers of visits and transactions using the Shopee application.

5.2. Implication

The results of this study theoretically have implications for supporting the results of previous studies regarding the effect of overall e-service quality on customer satisfaction and customer trust and the effect of customer satisfaction and customer trust on repurchase intention, word of mouth and site revisit. Empirically the results of this study have implications for the importance of the contribution of Shopee's overall e-service quality to increase customer satisfaction and customer trust. Furthermore, empirically this research also proves that customer satisfaction and customer trust from Shopee consumers will ultimately have a significant impact on repurchase intentions, word of mouth, and repeat visits from consumers on the Shopee application.

Table 11
Managerial Implications

No	Items	Managerial Implications
1	The Shopee application provides good information as needed	<ul style="list-style-type: none"> - Requires every online store at Shopee to clearly review the products sold - In certain events such as discount programs such as 12.12 it can be given convenience for customers to be able to use the discounts they receive.
2	The Shopee app has an attractive design	<ul style="list-style-type: none"> - Application design, especially in product categorization design, must be continuously evaluated so that it becomes easier for customers to choose products according to their needs. - Display designs such as free shipping or cashback must be displayed accurately so that customers can easily find the product of choice according to their needs and budget.
3	The Shopee application has easy payment facilities	<ul style="list-style-type: none"> - Increase the cooperation network with payment outlets with special cashback or voucher programs that can be used by customers. - Shopee pay service facilities should be made even more attractive by implementing special usage programs by providing cashback
4	The Shopee app has easy-to-read text	<ul style="list-style-type: none"> - The display of text used by each online shop that is incorporated in the Shopee application must represent the products offered and not harm customers - Product reviews on online stores that are affiliated with the Shopee application should be set so that the review text is not too small or blurry which makes it difficult to read
5	The Shopee app has a wide variety of interesting shops	<ul style="list-style-type: none"> - To increase the variety of products, Shopee can continue to explore cooperation with online buying and selling actors not only in Indonesia but also in other countries. - Partnerships, especially with online shops abroad, must be established in such a way that the selling price that must be paid by the customer is the selling price, which should not have other additions such as additional customs taxes and others.
6	The Shopee application offers a variety of attractive promotions	<ul style="list-style-type: none"> - Promotions offered to customers should be made easier to obtain without difficult conditions. It is very possible to offer cooperation programs with several online stores that have joined Shopee to create a good and easy promotional program for these customers. - Shopee can improve this by collaborating with big brands and having a name so that the promo can only be purchased using the Shopee application
7	The Shopee app offers attractive prices	<ul style="list-style-type: none"> - Product prices offered in the Shopee application must be clear and not deceptive. Sometimes the customer is happy to get the item he wants but it turns out that the price display is not for the product he has chosen. - Product prices must be continuously evaluated by paying attention to and comparing them with similar applications such as Lazada or Tokopedia which are competitors of Shopee.
8	The Shopee application provides interaction features with good sellers	<ul style="list-style-type: none"> - The interaction feature between sellers and buyers should be mandatory for all online stores that are part of the Shopee application. Because sometimes there are several online stores that do not provide this interaction feature.

No	Items	Managerial Implications
9	The Shopee application is easy to access	- Shopee must continue to evaluate every online shop that joins. Online shops that are no longer operating intensively can be evaluated so that applications are easier to access and provide the right information. This is mandatory because some customers who have chosen stores and products find that reviews or further displays of the selected store are difficult to access.
10	The Shopee app has good quality stores	- Shopee as a service developer should be able to be selective and filter shops that are members of the Shopee program. Don't let reviews from customers who get items that don't match the order be minimized.
11	The Shopee app provides a great return feature if needed	- The return facility provided by the Shopee application must be easy to implement. Because according to the experience of some customers, the return program provided must go through a number of conditions, for example the customer must pay for the return shipping to the seller himself so that this causes losses to the buyer because they have to issue funds back
12	The Shopee application guarantees good transaction security	- With regard to transaction security, Shopee can provide guarantees of protection for customers, especially those who carry out transactions in large numbers. This is also to anticipate if there are online shop parties who are naughty by sending orders that are not according to the schedule and specifications expected by customers.
13	The Shopee application is able to properly protect consumer personal data	- To maintain the security of customers' personal data, especially those who use transfer facilities either via credit or debit cards, Shopee is required to continue to establish active communication with banking institutions that have collaborated so far and also government cyber institutions. Don't let customer data leak and be used by irresponsible persons.
14	The Shopee app has fast delivery times	- Product delivery is expected to be accelerated from the estimated date set. Thus the level of customer satisfaction and trust is getting better.
15	The Shopee application always delivers products according to orders properly	- Shopee can carry out periodic evaluations of online shops that are affiliated and find that they have sent products that are not in accordance with the order. - The evaluation of these online stores must be structured so that if there are still the same reviews, clear action can be taken by terminating the collaboration.
16	The Shopee application has good packaging standards	- Packaging standards must be maintained properly. Because until now customers have judged if the packaging on the product ordered through Shopee is satisfactory.

Based on the conclusions that have been presented, the following recommendations can be submitted as follows:

1. Overall e-service quality absolutely must be considered by Shopee management, especially with regard to the Shopee return feature. In addition, Shopee's ability to protect consumer personal data is further enhanced.
2. To increase repurchase intention, word of mouth, and site revisit, Shopee management needs to increase the level of honesty with the offers provided, such as encouraging consumers to be willing to provide a review when the transaction is complete, so that other consumers can see the review so as to increase trust, recommendations positive to intention to repurchase.
3. This research uses a research sample that is limited to consumer domiciles in Surabaya, so to get generalizable conclusions, a wider sample scope is needed.
4. This study analyzes overall e-service quality for Shopee products in general. Future research may consider conducting research that focuses on a particular segment or type of product to obtain a more specific description of consumer behavior.

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