

Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation

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ABSTRACT

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The rapid development of e-commerce in Indonesia makes the competition in this business increasingly fierce. This study aims to determine and analyze the effect of e-service quality, e-word of mouth (e-WOM), customer trust on customer satisfaction on e-commerce customers in Indonesia, then the study aims to determine and analyze the effect of e-service quality, e-word of mouth (e-WOM), customer trust and customer satisfaction on the repurchase intention of e-commerce customers in Indonesia. The study also aims to determine and analyze the mediating role of customer satisfaction on the relationship between e-service quality, e-word of mouth (e-WOM), and customer trust in repurchase intentions. The research is quantitative by distributing questionnaires to respondents; the sample collection method is purposive sampling. The number of samples used was 344 e-commerce consumers from Shopee, Tokopedia, Lazada, and Bukalapak throughout Indonesia. Data processing is applied by using the SmartPLS 3 Structural Equation Modelling (SEM) method. The results of this study indicate that there was a positive and significant effect of e-service quality on customer satisfaction, there was a positive and significant effect of e-WOM on customer satisfaction, customer trust had a positive and significant impact on customer satisfaction, e-service quality had no significant effect on purchase intention, e-WOM had a positive and significant effect on repurchase intention, customer trust had no significant effect on repurchase intention, e-service quality had a positive and significant effect on repurchase intention through customer satisfaction, e-WOM had a positive and significant effect on repurchase intention through customer satisfaction, customers trust had a positive and significant impact on repurchase intention through customer satisfaction.

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1. Introduction

Development of the internet in Indonesia is very rapid, as evidenced by the increasing number of internet users in recent years. From 2016 to 2021, the number of internet users in Indonesia increased by 60.02% (Statista 2021). Indonesians who use the internet are 212.35 million, equivalent to 76.80% of the total population of 276.3 million (Kusnandar 2021). One of society's main needs in this era is the internet because it can do various online activities. For example, one of the activities that one can do via the internet is trading which is often called e-commerce. E-commerce is buying and selling a product through internet media. A person or organization can make sales or purchases through internet media. E-commerce in Indonesia began to develop in 2011 and evolved. Social restrictions during the Covid-19 pandemic were also one of the factors that made the development of e-commerce more rapid. In Indonesia, e-commerce transactions were recorded in 2019 of Rp. 205.5 trillion, then increased in 2020 to Rp. 266.3 trillion, predicted that in 2021 it would grow to Rp. 395 trillion, or an increase of 48.4% (BI 2021). Intense competition occurs in Indonesia's five most popular e-commerce sites, namely Tokopedia, Shopee,

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Bukalapak, Lazada, and Blibli. The number of visits to e-commerce websites is one of the benchmarks for the success of e-commerce in Indonesia. With the high number of visits, the opportunities for consumers to transact will also be higher.

Based on data from Iprice (2021), overall, the number of visits to the top five e-commerce sites in Indonesia decreased from 2018 to 2020 and rose again in 2021, but has not exceeded the highest number of visits in 2018, and this shows an anomaly with an increase in the number of internet users and an increase in the number of transactions drastic increase every year. However, with the decrease in the number of visits to the top five e-commerce websites in Indonesia, one can interpret that consumer satisfaction with e-commerce is still low and causes low repurchase intention in e-commerce. According to Rohwiyati and Praptiestrini (2019), Lestari and Ellyawati (2019), Abid and Dinalestari (2019), and Hongdiyanto et al. (2020), repurchase intention is positively and significantly influenced by e-service quality. Meanwhile, according to Dwicahyanto (2020), Yunus, Fauzi, and Rini (2021), Prahiawan et al. (2021) and Ikhsan and Lestari (2021), e-service quality does not affect repurchase intention. According to Panigoro, Rahayu, and Gaffar (2018), Praharjo, Wilopo, and Kusumawati (2016) and Arif (2019), repurchase intention is also positively and significantly influenced by e-WOM. Meanwhile, according to Murdifin et al. (2020), Ponggeng and Mulia (2020) and Prahiawan et al. (2021), e-WOM does not affect repurchase intention. According to Menurut Fitdiarni (2015), Upamannyu et al. (2015), and Pebrila, Ramdan, and Samsudin (2019), repurchase intention is also positively and significantly influenced by customer trust. Different results were stated by Ali (2016), Ikhsan and Lestari (2021) and Surahman et al. (2021) prove that customer trust does not affect repurchase intention. According to David (2018), Rohwiyati and Praptiestrini (2019) and Lestari and Ellyawati (2019), customer satisfaction is positively and significantly influenced by e-service quality. Different results were presented by Chinomona, Masinge, and Sandada (2014) and Kandulapati and Bellamkonda (2014), who stated that e-service quality did not affect customer satisfaction. According to Widyaningsih, Nurwati, and Nugroho (2020), Santika, Pramudana, and Astitiani (2020) and Ayuningtyas and Nugraha (2021), customer satisfaction is also positively and significantly influenced by e-WOM. Meanwhile, according to Lavenia, Iqbal, and Irawan (2018), e-service quality does not affect customer satisfaction. According to Devi and Sulistyawati (2018), Setyoparwati (2019) and Wilis and Nurwulandari (2020), customer satisfaction is also positively and significantly influenced by customer trust. Meanwhile, other researchers state that customer trust does not affect customer satisfaction (Sudaryana, 2020; Wiwiek, 2020).

Based on the decrease in visits to websites or e-commerce applications in Indonesia, an anomaly has occurred in the increase in internet users and the number of e-commerce transactions in Indonesia. Then there is still a gap in the results of previous research regarding the effect of e-service quality, e-word of mouth and customer trust on customer satisfaction and repurchase intention. In addition, no previous study has examined the impact of mediating customer satisfaction on the relationship between e-word of mouth and repurchase intention. So, this research is expected to answer the phenomenon and research gap and then produce novelty about the mediating effect of customer satisfaction on the relationship of e-word of mouth to repurchase intention.

2. Literature review

2.1. Repurchase Intention

Repurchase intention can be interpreted as a customer's evaluation of buying back products or services from the same seller or not, taking into account the current situation and possible future events (Hellier et al. 2003). Repurchase intention is a transaction that has been carried out on the same product or service and then will make a repeat purchase (Dharmmesta and Handoko 2000). According to Putri, Darwini, and Dakwah (2019), the indicators used to measure repurchase intention are (1) Transactional interest, namely the customer's desire to always repurchase products that have been used. (2) Referential interest, namely the desire of consumers to recommend products that have been used so that other people also buy with references and experiences of others. (3) Preferential interest is the habit of consumers who have the main choice of products that have been used. Preferences can only be replaced if something happens to the product of their choice. (4) Explorative interest is the behavior of consumers who are always looking for information about the desired product and seeking information to support the positive characteristics of the product.

2.2 Customer Satisfaction

Customer satisfaction is a condition of consumer needs, desires and expectations of consumers being met for a product (Yuniarti 2015). The thing that makes consumers continuously use a product and makes consumers loyal and consumers tell a product to others is customer satisfaction. Customer satisfaction is a response and consumer assessment of the level of satisfaction. According to Wibowo (2018), the indicators used in measuring customer satisfaction are: (1) Product/service quality, which is the ability of online shopping sites to provide satisfaction regarding products or services. (2) Price is satisfaction related to prices and discounts provided by online shopping sites. (3) Convenience is the satisfaction of the convenience felt by consumers when conducting online shopping transactions.

2.3 E-service Quality

According to Parasuraman, Zeithaml, and Malhotra (2005), e-service quality is defined as the website's ability to facilitate shopping, transactions and delivery effectively and efficiently. This understanding explains the concept of e-service quality, from the pre-purchase process (ease of use, product information, ordering information, and protection of personal data) to the post-purchase process (delivery and return policy). Ladhari (2010) describes the indicators used in measuring e-service

quality: (1) Reliability/fulfilment is one of the main dimensions in traditional service quality instruments, referring to service performance following promises in a precise and timely manner. (2) Responsiveness is a response that refers to the willingness to help consumers or users, quickly respond to consumer questions and problems, and the existence of alternative communication channels provided by the website. (3) Ease of use/ability, leading to easy access to existing information. This is a crucial reason for customers to make virtual shopping decisions. Ease of use of the website is important in e-service quality because the e-business ecosystem can make consumers find it difficult to use it. (4) Privacy/security protects personal information and consumer finances. The protection in question is measured as the ability of the website to be felt safe by customers. This indicator is very suitable because the risk of financial loss and fraud in virtual transactions is quite high. Security is a crucial influence on the intention to revisit the website and purchase. (5) Web design refers to the aesthetic features, content, and structure of the online catalogue. Web design has an important role in attracting and retaining visitors, and content has an equally important role. (6) Information quality refers to the availability and accuracy of information consumers obtain when visiting the website.

2.4 E- Word of Mouth (E-WOM)

E-WOM is a sentence or discussion about a product, service, or organization, either positive or negative and can be accessed by the entire community online (Hennig-Thurau et al. 2004). E-WOM is all non-formal communication intended for consumers through internet media related to product usage or specifications, both in the form of goods and services and sellers (Litvin, Goldsmith, and Pan 2008). According to Goyette et al. (2010), the indicators used in measuring e-WOM are (1) Intensity, which is the number of opinions written by customers that can be accessed via the internet. (2) Positive Valence of Opinion is a positive customer opinion about products, services, and brands. Positive Valence of Opinion includes recommendations from other users. (3) Negative Valence of Opinion. are negative customer opinions about products, services, and brands. Negative Valence of Opinion includes Negative comments from other users. (4) E-WOM Content is the core information of e-commerce related to products and services.

2.5 Customer Trust

Customer trust is an individual's desire to involve himself in others who carry out transactions caused by individuals having confidence in other parties (Moorman, Deshpande, and Zaltman 1993). In addition, customer trust refers to a person's belief that others will act based on individual expectations and the hope that others who have been chosen to be trusted will not work opportunistically and not take advantage of the situation (Kamtarin 2012). According to McKnight, Choudhury, and Kacmar (2002). The indicators used to measure customer trust are as follows: (1) Trusting Belief is how high a person trusts and feels confident in others in certain situations. Trusting Belief is the assumption of someone who trusts (consumers) trusted parties (online shop sellers) where the seller has properties that can benefit consumers. (2) Trusting Intention is done intentionally when someone is willing to depend on other parties in certain situations; this happens individually and leads directly to other people. The element that forms trusting Intention is the willingness to depend, namely the individual's willingness to depend on e-commerce.

3. Framework

Based on the theory and previous research, a framework of thought can be made, as shown in Fig. 1.

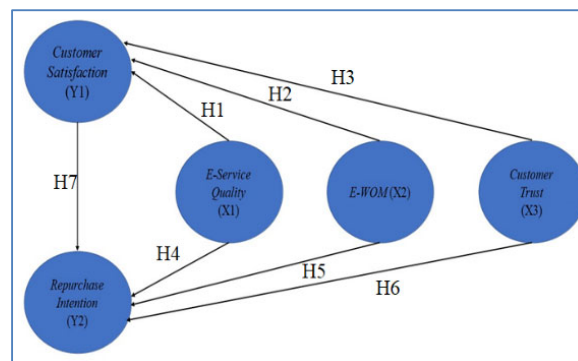


Fig. 1. Framework of the proposed study

3.1 Hypothesis

Hypothesis 1 (H₁): E-service quality has a positive effect on customer satisfaction.

Hypothesis 2 (H₂): E-WOM has a positive effect on customer satisfaction.

Hypothesis 3 (H₃): Customer trust has a positive effect on customer satisfaction.

Hypothesis 4 (H₄): E-service quality has a positive effect on repurchase intention.

Hypothesis 5 (H₅): E-WOM has a positive effect on repurchase intention.

Hypothesis 6 (H₆): Customer trust has a positive effect on repurchase intention.

Hypothesis 7 (H₇): Customer satisfaction has a positive effect on repurchase intention.

Hypothesis 8 (H₈): *E-service quality influences repurchase intention through customer satisfaction.*

Hypothesis 9 (H₉): *E-WOM influences repurchase intention through customer satisfaction.*

Hypothesis 10 (H₁₀): *Customer trust influences repurchase intention through customer satisfaction.*

4. Method

This research is quantitative. This research was conducted in Indonesia. The research time is from February to May 2022.

4.1 Population and Sample

The population in this study are the top five consumers of e-commerce in Indonesia, namely, Tokopedia, Shopee, Bukalapak, Lazada and Blibli, who live in Indonesia with unknown numbers. The sample selection used the purposive sampling method, a sampling technique with specific characteristics (Sugiyono, 2017). In this study, the characteristics of the respondents who were sampled were: (1) Individuals who had shopped at least once through one of the e-commerce sites: Tokopedia, Shopee, Bukalapak, Lazada, Blibli. (2) Individuals who are at least 18 years old. Since the total population is not known with certainty, the formula used to determine the number of samples uses the Lemeshow formula (Lemeshow et al. 1990) as follows:

$$n = \frac{Z_{\alpha} p q}{L^2} \quad (1)$$

where

n	= Minimum number of samples required	p	= Prevalence of outcome, because the data has not been obtained, then 50% is used
Z_{α}	= Standard value of distribution (value $\alpha=5\%=1,96$)	q	= 1-P
		L	= Accuracy level at 10%

Based on Eq. (1) above, then the magnitude of n is approximately equal to 96. From calculations using the Lemeshow formula, the minimum number of samples in this study was 96.04. According to Hair et al. (2010), for analysis using Structural Equation Modeling (SEM), the number of samples should not be small; theoretically, the SEM sample size ranges from 200-400. In this study, the number of samples was determined according to the proportion of the population per island, which consisted of 6 large islands in Indonesia (Jawa, Sumatera, Kalimantan, Sulawesi, Bali and Papua), the number of questionnaires was distributed to 570 respondents, and 344 questionnaires were returned and met the criteria to be sampled in this study so that the sample used in this study was 344.

4.2 Data Analysis

Descriptive Analysis

Descriptive analysis in this study is the analysis of the characteristics of the respondents consisting of the gender of the respondents, the age of the respondents, education and other characteristics and the analysis of the respondents' answers to each statement in the questionnaire.

Questionnaire Feasibility Test

The feasibility tests are (1) Validity Test, a test to measure the accuracy of research instruments or questionnaires. The questionnaire is said to be valid if the statement or statement can reveal something that will be measured by the questionnaire. The accuracy value of the questionnaire can be measured using the correlation coefficient. The questionnaire is said to be good and valid if the correlation coefficient is > 0.3 (Ghozali 2011). (2) Reliability Test is a questionnaire test conducted to measure the consistency of respondents' answers. The reliability test was carried out by using the Cronbach alpha statistical test. The questionnaire is reliable if the Cronbach alpha value is 0.70 (Ghozali 2011).

Path Analysis and Hypothesis Testing

To help process structural equations, SmartPLS is used. The stages of structural equation analysis are as follows: (1) Development of a model based on theory. (2) Develop path diagrams and structural equations. (3) Test the model and hypothesis.

5. Results and discussion

5.1 Analysis of respondents' characteristics

Most respondents are male, which proves that shopping in e-commerce is not only favoured by women but also by men, age of respondents is dominated by age < 40 years old, who are the millennial generation and generation Z, who have a good understanding of the internet. Most respondents' education is undergraduate because respondents with undergraduate education are more familiar with technology such as the internet. Respondents' jobs are dominated by fixed-income jobs, namely civil servants and private employees, because they have a monthly fixed income, making it easier to allocate income according to needs. The product purchased mainly by respondents through e-commerce is clothing because the clothing products offered in e-commerce are products with the most variations in fashion and prices, making it easier for consumers to choose according to their needs based on financial capabilities.

5.2 Analysis of Respondents' Answers

The average respondents' answers to each variable were included in the good category; even for the e-service quality variable (X1), the respondents gave very good answers. However, there are still statements that respondents' answers are still below the average on each variable; Sellers in e-commerce answered the messages I sent quickly (X121), meaning that sellers in e-commerce have not responded quickly to messages sent by consumers. Then the statement that negative comments about e-commerce via the internet influenced me not to shop on e-commerce (X231), meaning that other customers' negative comments did not affect consumers to do online shopping on e-commerce because consumers already have their own opinions about e-commerce. So that it is not influenced by the ideas of other consumers, then the statement, I believe e-commerce will be honest in dealing with consumer concerns or problems (X311), meaning that some consumers do not believe in e-commerce about vocational in dealing with consumer problems. Then the statement, I am satisfied with the quality of the products on the e-commerce website (Y111) means that some consumers are not satisfied with the quality of the products sold by e-commerce in Indonesia. Then the statement, e-commerce will be my primary choice in shopping (Y231), meaning that e-commerce has not become the primary choice of consumers in shopping, and consumers still choose offline shopping as the primary choice.

5.3 Validity and Reliability Test Results

The results of the validity and reliability tests are shown in Table 1.

Table 1
Validity and Reliability Test Results

Variable	Indicators	Correlation (>0.3)	Validity	Cronbach's Alpha (>0.70)	Composite Reliability (CR) (>0.70)	Average Variance Extracted (AVE) (>0.50)	Reliability
E-Service quality (X1)	X111	0.635	Valid	0.918	0.936	0.709	Reliable
	X112	0.739	Valid				
	X113	0.614	Valid				
	X114	0.675	Valid				
	X121	0.705	Valid				
	X122	0.694	Valid				
	X123	0.692	Valid				
	X131	0.690	Valid				
	X132	0.764	Valid				
	X133	0.694	Valid				
	X141	0.641	Valid				
	X142	0.700	Valid				
	X151	0.770	Valid				
	X152	0.709	Valid				
X161	0.726	Valid					
X162	0.768	Valid					
X163	0.670	Valid					
E-WOM (X2)	X211	0.426	Valid	0.763	0.844	0.592	Reliable
	X212	0.438	Valid				
	X213	0.616	Valid				
	X221	0.643	Valid				
	X222	0.604	Valid				
	X231	0.450	Valid				
	X232	0.477	Valid				
	X241	0.553	Valid				
X242	0.607	Valid					
X243	0.514	Valid					
Customer trust (X3)	X311	0.731	Valid	0.817	0.916	0.845	Reliable
	X312	0.800	Valid				
	X313	0.799	Valid				
	X321	0.714	Valid				
	X322	0.730	Valid				
Customer satisfaction (Y1)	Y111	0.793	Valid	0.913	0.945	0.852	Reliable
	Y112	0.834	Valid				
	Y121	0.798	Valid				
	Y122	0.731	Valid				
	Y131	0.790	Valid				
	Y132	0.736	Valid				
Repurchase Intention (Y1)	Y211	0.705	Valid	0.896	0.928	0.763	Reliable
	Y212	0.722	Valid				
	Y221	0.763	Valid				
	Y222	0.751	Valid				
	Y231	0.681	Valid				
	Y232	0.790	Valid				
	Y241	0.770	Valid				
	Y242	0.719	Valid				

Source: Data processed, 2022

From Table 1, it can be seen that the correlation value of all statements is greater than 0.30 (correlation > 0.30), meaning that all questionnaire statements in this study are valid. The validity of this study is also indicated by the Average Variance Extracted (AVE) value of all variables in this study which is greater than 0.50 (AVE > 0.50). Reliability can be seen from the

value of Cronbach's Alpha and the value of composite reliability (CR). In this study, the value of Cronbach's Alpha and value composite reliability (CR) is greater than 0.70, meaning that all variables in this study are reliable.

5.4 Results of Path Analysis and Hypothesis Testing

The Path Analysis model is shown in Fig. 2, and the results of the hypothesis test are shown in Table 2.

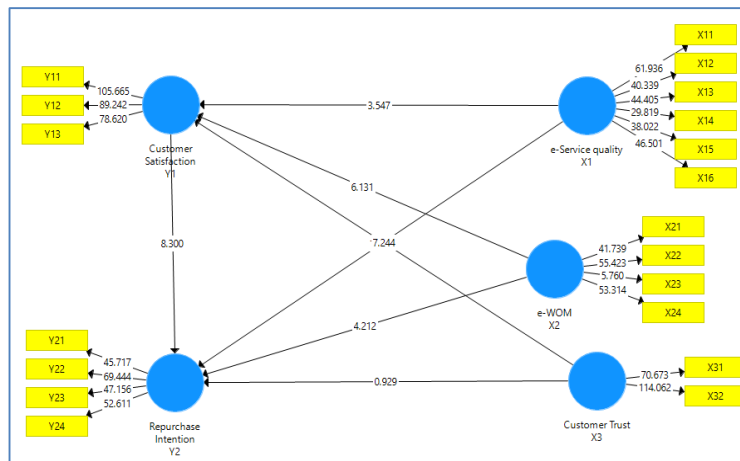


Fig. 2. SmartPLS Path Analysis Models

The results of the hypothesis test are shown in Table 2.

Table 2 Hypothesis Test Results

Direct Effect						
Hypothesis	Variable Relationship	Original Sample (O)	T Statistics (O/STDEV)	P Values	Hypothesis	Conclusion
H1	e-Service Quality X1 → Customer Satisfaction Y1	0.234	3.547	0.000	+	Significant
H2	e-WOM X2 → Customer Satisfaction Y1	0.330	6.131	0.000	+	Significant
H3	Customer Trust X3 → Customer Satisfaction Y1	0.397	7.244	0.000	+	Significant
H4	e-Service Quality X1 → Repurchase Intention Y2	0.098	1.565	0.118	+	Insignificant
H5	e-WOM X2 → Repurchase Intention Y2	0.230	4.212	0.000	+	Significant
H6	Customer Trust X3 → Repurchase Intention Y2	0.055	0.929	0.354	+	Insignificant
H7	Customer Satisfaction Y1 → Repurchase Intention Y2	0.554	8.300	0.000	+	Significant
Indirect Effect						
Hypothesis	Variable Relationship	Original Sample (O)	T Statistics (O/STDEV)	P Values	Hypothesis	Conclusion
H8	e-Service Quality X1 → Customer Satisfaction Y1 → Repurchase Intention Y2	0.130	3.435	0.001	+	Significant
H9	e-WOM X2 → Customer Satisfaction Y1 → Repurchase Intention Y2	0.183	4.714	0.000	+	Significant
H10	Customer Trust X3 → Customer Satisfaction Y1 → Repurchase Intention Y2	0.220	5.499	0.000	+	Significant

Source: Data processed, 2022

Effect of e-service quality on Customer Satisfaction

The results of hypothesis testing found that e-service quality has a positive and significant influence on customer satisfaction among e-commerce customers in Indonesia. That is, the better the e-service quality provided by e-commerce, the more customer satisfaction will be, and the lower the e-service quality provided by e-commerce, the lower customer satisfaction will be. These results align with the research conducted by Chandra et al. (2015) and David (2018), who explains that e-service quality has a positive and significant effect on customer satisfaction. However, the results of this study contradicted the results of research conducted by Chinomona et al. (2014), which states that e-service quality has a significant negative effect.

Effect of e-WOM on Customer Satisfaction

From the results of hypothesis testing, it was found that e-WOM has a positive and significant effect on customer satisfaction for e-commerce customers in Indonesia. That is, the higher the e-WOM which is positive eating, the higher the customer satisfaction. And vice versa, negative w-WOM can make consumer satisfaction decrease. The results of this study support the

results of research conducted by Kartika and Ganarsih (2019), Muis et al. (2020), Widyaningsih, Nurwati, and Nugroho (2020), Santika et al. (2020), dan Ayuningtyas and Nugraha (2021) they explain that e-WOM has a positive and significant effect on customer satisfaction. However, it does not support the results of research by Putra (2007) dan Lavenia et al. (2018), which proves that e-WOM has no significant effect on customer satisfaction.

Effect of Customer Trust on Customer Satisfaction

From the results of hypothesis testing, it is found that customer trust has a positive and significant effect on customer satisfaction for e-commerce customers in Indonesia. That is, the higher the level of customer trust in e-commerce, the higher the consumer satisfaction or customer satisfaction. The opposite is also true, if the level of consumer confidence in e-commerce is low, it will reduce consumer satisfaction. The results of this study are in line with research conducted by Juniwati (2015), Baskara and Sukaadmadja (2016), Devi & Sulistyawati (2018), Setyoparwati (2019), and Wilis and Nurwulandari (2020) which explain that customer trust has a positive and significant influence on customer satisfaction. However, in contrast to the results of research conducted by Mawey et al. (2018), Sudaryana (2020), and Wiwiek (2020) which state that customer trust has no significant effect on customer satisfaction.

Effect of e-service quality on Repurchase Intention

The results of the hypothesis test prove that there is no significant effect of e-service quality on repurchase intention in e-commerce in Indonesia. This means that no matter how good the e-service quality is provided by e-commerce, it cannot affect consumers repurchase interest. The results of this study support the results of research conducted by Yunus et al. (2021) which proves that there is no significant effect of the relationship between e-service quality on repurchase intention. However, it does not support the results of research conducted by Abid & Dinallestari (2019) and Hongdiyanto et al. (2020) which explains that e-service quality has a positive and significant effect on repurchase intention.

Effect of e-WOM on Repurchase Intention

From the results of hypothesis testing, it was found that e-WOM has a positive and significant effect on repurchase intention of e-commerce consumers in Indonesia. That is, the better the e-WOM obtained by consumers, the higher the consumer's repurchase intention in e-commerce. Negative e-WOM can make e-commerce consumers repurchase intention decrease. The results of this study support the results of research conducted by Praharjo et al. (2016), Panigoro et al. (2018), and Arif (2019) who prove that e-WOM has a positive and significant effect on repurchase intention. This study does not support the results of Murdifin et al. (2020) and Prahiawan et al. (2021), which explain that e-WOM has no significant effect on consumers' repurchase interest..

Effect of Customer Trust on Repurchase Intention

The results of hypothesis testing indicate that customer trust has no significant effect on repurchase intention of e-commerce consumers in Indonesia. This means that an increase or decrease in customer trust cannot increase or decrease consumer repurchase intention. The results of the study support the results of research conducted by Ali (2016), Ikhsan & Lestari (2021), and Surahman et al. (2021), which prove that there is no significant effect between customer trust on repurchase intention or consumer repurchase intention. The results of this study contradict the results of research conducted Juniwati (2015), Fitdiarni (2015), Upamannyu et al. (2015) and Pebrila et al., (2019) which state that customer trust has a positive and significant effect on repurchase intention.

Effect of Customer Satisfaction on Repurchase Intention

From the results of hypothesis testing, it was found that customer satisfaction has a positive and significant effect on repurchase intention. That is, the higher the level of customer satisfaction, make the more elevated the repurchase intention in e-commerce in Indonesia, and vice versa, a low level of consumer satisfaction causes low consumer repurchase intention. The results of this study are in line with research conducted by Abid and Dinallestari (2019), Atmaja et al. (2021), and Saodin (2021) which explained that customer satisfaction has a positive and significant effect on repurchase intention. However, the results of this study do not support the results of research conducted by Ashghar and Nurlatifah (2020), and Prahiawan et al. (2021) which state that customer satisfaction has no significant effect on repurchase intention.

Effect of E-service Quality on Repurchase Intention through Customer Satisfaction

The results of the hypothesis test show that there is a positive and significant effect between e-service quality on repurchase intention through customer satisfaction. Customer satisfaction can mediate the relationship between e-service quality and repurchase intention. The results of this study support the results of research conducted BY Rohwiyati and Praptiestrini (2019), Lestari and Ellyawati (2019), and Wiryana and Erdiansyah (2020) which prove that customer satisfaction can mediate the effect of e-service quality on repurchase intention.

The results of this study are in line with Baron and Kenny (1986) theory of full mediation, namely that there is no influence of independent variables on the dependent variable when the mediating variable is included in the equation. So, customer satisfaction in this study is a full mediating variable in the relationship between e-service quality and repurchase intention because there is no significant effect between e-service quality and repurchase intention directly.

Effect of e-WOM on Repurchase Intention through Customer Satisfaction

The results of the hypothesis test show that there is a positive and significant influence between e-WOM on repurchase intention through customer satisfaction. The customer satisfaction variable can mediate the relationship between e-WOM and repurchase intention. A good e-WOM will be able to increase customer satisfaction and will have an impact on increasing consumer repurchase intention or repurchase intention. The results of this study support the results of research conducted by Nugraha (2021), Atmaja et al. (2021) and Saodin (2021) which explain that e-WOM can increase consumer satisfaction and consumer satisfaction can increase repurchase interest. The results of this study are in line with the theory of Baron and Kenny (1986) regarding partial or partial mediation, namely, if the influence of the independent variable on the dependent variable decreases but is not equal to zero by including the mediating variable into the equation. So, customer satisfaction in this study is a partial mediating variable in the relationship between e-WOM and repurchase intention because there is a significant effect between e-WOM on repurchase intention directly.

Effect of Customer Trust on Repurchase Intention through Customer Satisfaction

From the results of hypothesis testing, it was found that customer trust has a positive and significant effect on repurchase intention through customer satisfaction. Customer satisfaction can mediate the relationship between customer trust and repurchase intention. The results of this study are in line with the results of research conducted by Baskara and Sukaadmadja (2016), Sonia and Devi (2018), and Dwipayana and Sulistyawati (2018) which proves that online consumer trust has a positive and significant influence on consumer repurchase interest through customers satisfaction as a mediating variable.

The results of this study are in line with Baron and Kenny (1986) theory of full mediation, namely that there is no influence of independent variables on the dependent variable when the mediating variable is included in the equation. So, customer satisfaction in this study is a full mediating variable in the relationship between customer trust and repurchase intention because there is no direct influence between customer trust and repurchase intention.

6. Conclusion

From the results and discussions that have been described, it can be concluded in this study as follows: (1) E-service quality has a positive and significant effect on customer satisfaction. Improving e-service quality can increase customer satisfaction or customer satisfaction for e-commerce customers in Indonesia. (2) E-WOM has a positive and significant effect on customer satisfaction. A good or positive e-WOM can increase customer satisfaction of e-commerce customers in Indonesia. (3) Customer trust has a positive and significant effect on customer satisfaction. High customer trust can increase customer satisfaction of e-commerce customers in Indonesia. (4) E-service quality has no significant effect on repurchase intention. The increase or decrease in e-service quality does not have a significant effect on the repurchase intention of e-commerce customers in Indonesia. (5) E-WOM has a positive and significant effect on repurchase intention. A good or positive e-WOM can increase the repurchase intention of e-commerce customers in Indonesia. (6) Customer trust has no significant effect on repurchase intention. High or low customer trust does not have a significant effect on the repurchase intention of e-commerce customers in Indonesia. (7) Customer satisfaction has a positive and significant effect on repurchase intention. High customer satisfaction can increase the repurchase intention of e-commerce customers in Indonesia. (8) Customer satisfaction can mediate the relationship between e-service quality and repurchase intention of e-commerce customers in Indonesia. (9) Customer satisfaction can mediate the relationship between e-WOM and the repurchase intention of e-commerce customers in Indonesia. (10) Customer satisfaction can mediate the relationship between customer trust and repurchase intention of e-commerce customers in Indonesia.

From the results and discussion of this research, the following suggestions can be formulated: (1) Further researchers are advised to develop this research with a more specific research object on one e-commerce so that the problem can be studied more precisely and in detail. (2) E-commerce entrepreneurs are advised to improve e-service quality to increase customer satisfaction and repurchase intention. E-service quality needs to be improved in providing services as promised, delivering goods according to the estimated time, sellers and customer service being responsive in handling consumer complaints, protecting personal identities and consumer banking information, and providing information about products accurately. easy for consumers to understand. (3) E-commerce entrepreneurs are advised to increase positive e-WOM so that there is an increase in customer satisfaction and repurchase intention. As for e-WOM, what needs to be done is to provide product reviews easily understood by consumers. (4) E-commerce entrepreneurs are advised to increase customer trust so that there is an increase in customer satisfaction and repurchase intention. The customer trust that needs to be improved is honesty in handling consumer problems, convincing consumers that e-commerce will provide customer satisfaction, and increasing consumer trust by fulfilling promises made to consumers. (5) E-commerce entrepreneurs are advised to increase customer satisfaction so that there

is an increase in repurchase intention. As for customer satisfaction that needs to be improved, namely by improving product quality and service quality as well as increasing customer satisfaction on goods delivery services that are in accordance with consumer expectations.

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