FACTORS THAT INFLUENCED PEOPLE INTEND TO REPURCHASE IN ONE OF THE TOP INDONESIAN E-COMMERCE WITH UNICORN STATUS

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ABSTRACT

One of the e-commerce sites with unicorn status and placing the top 3 most visitors turned out to have the highest number of complaints compared to other e-commerce related to trust, poor service, and user disappointment with the e-commerce. Therefore, this study aims to determine what factors influence the repurchase intention of users on one of this e-commerce, which is intended to determine the intention of the user to make a repurchase. The model used in this study is a modification and amalgamation of previous research models, which are in line with this research. By reviewing the literature review and the existing problems, the relevant variables to use are E-Service Quality, Customer Satisfaction, Trust, and Repurchase Intention. After distributing the questionnaire to the e-commerce users online were 125 respondents whose data were processed and analyzed using SMART-PLS software. It was found that from the six hypotheses developed. There were five hypotheses that were approved and one that was rejected. As previously shown, the trust variable does not have a substantial association with repurchase intention. Meanwhile, the variables of e-service quality and customer satisfaction have a significant positive effect on repurchase intention. In addition, the e-service quality variable also has a significant positive effect on customer satisfaction and trust. Besides that, the relationship between e-service quality and customer satisfaction has the most significant relationship compared to other hypothetical relationships. Finally, the customer satisfaction variable has a significant positive effect on repurchase intention.

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

1. INTRODUCTION

Technology is developing so rapidly, and it can also be seen that the use of the internet today has become a necessity for the Indonesian people. As data reported by Kompas.com, the number of internet users in Indonesia until the second quarter of 2020 increased to 196.7 million. Whereas in 2018, the number was only 171.2 million people. The use of the internet is used to access information and can also be used to conduct trade transactions known as electronic commerce or e-commerce [1].

On the Statista survey in 2019, e-commerce users in Indonesia have grown quite large in recent years. Growth will likely continue in the next years, according to forecasts. According to Statista, the number of e-commerce consumers in Indonesia reached 139 million in 2017, then increased 10.8 percent to 154.1 million last year. It is expected to reach 168.3 million users this year and 212.2 million by 2023. It is expected to reach 75.3 percent of the entire population of the selected market by 2023. Fashion is the most profitable e-commerce category, with a forecast revenue of $11.7 billion in 2023 [2].

In companies in Indonesia, there is the term Unicorn, which means a startup company with a value valuation of up to 1 billion US$ [3]. Indonesia currently has seven unicorns, two of which are e-commerce. E-commerce in Indonesia, which has occupied the top 3 most prominent visitors in the fourth quarter of 2020, is e-commerce with the unicorn status [4].

One of this e-commerce is reported to have become the e-commerce that has the highest number of complaints. The Indonesian Consumers Foundation (YKLI) describes the complaint reports on e-commerce along with the percentages described in table 1 as follows [5]

Table 1: Total Customer Complains

Complaints	Precentage (%)
Item not received	28,2 %
Order not according to spesifications	15,3%
Refund	15,3%
Transaction System	12,8%
Fraud Case	12%
System Server	5,1%
Account Hijacking System	2,5%
Other	8,8%

In e-commerce, repurchase intention has become a determinant of success in companies in expanding their market share [6]. Several other sources state that e-commerce has made it difficult for consumers and also harmed consumers. Besides that, other consumers say that problems with service quality have caused these consumers to feel tired of shopping again on e-commerce [7]–[9].

In a previous study conducted by Pham & Ahammad in 2017, it was found that online customer satisfaction leads to repurchase intention and the possibility of customers making positive recommendations to others. However, customers are unwilling to pay more [10]—research showing that several factors can influence repurchase intention on online learning. By looking at previous research which has shown that repurchase intention can be influenced by several factors in different objects, this study contributes by using several variables from relevant previous studies to be able to measure user intentions to repurchase on the e-commerce.

The main purpose of the study was to measure user intent in making buybacks on the same e-commerce, by contributing to increasing the influence of those factors through recommendations to that e-commerce.

After identifying the problem and reviewing related theories, researchers conducted a compounding of models that referred to previous research and relevant variables. The questionnaires in this study were distributed to the e-commerce users, with regional domiciles in Jakarta, Bogor, Depok, Tangerang, and Bekasi. If the data has been collected, then the data will be cleaned first to proceed to the analysis stage. If the data is clean, then data analysis will be carried out to measure the effect of the variables used.

2. LITERATURE REVIEW

2.1 E-Commerce

E-Commerce is an online platform considered a technology solution for small sellers or retailers [11]. There are seven forms of e-commerce, which are as follows [12] :

(1) Business-to-Business (B2B)
Electronic transactions are carried out between companies, goods, and services, usually used by traditional producers and traders.

(2) Business-to-Consumer (B2C)
Business people carry out this type of business to consumers, which is where the company sells products to users or so-called consumers. Therefore, e-commerce continues to overgrow so that the emergence of websites.

(3) Customer-to-Customer (C2C)
All electronic product transactions between customers are included in this form of e-commerce transaction.

(4) Consumer-to-Business (C2B)
C2B is a business model that allows someone to offer products or services owned by his company to other companies, and the company can buy the products or services offered.

(5) Business-to-Administration (B2A)
E-commerce Business to Government refers to all online transactions between enterprises and government entities (B2A). Through e-government, the government's engagement in this type of e-commerce has grown in recent years.

(6) Consumer-to-Administration (C2A)
All online transactions between people and governmental agencies fall under the Consumer to Administration category (C2A)

(7) Online-to-Offline (O2O)
This type has the aim of attracting consumers through online media to go shopping at physical stores. This type combines e-commerce and shopping at physical retail. When a buyer puts an online shopping order on the seller's website and subsequently picks up the products, he purchases directly at the company's nearest location. Many conventional retail activities have been displaced by e-commerce, but there are still some aspects of physical learning that cannot be accomplished by digital means.

2.2 Trust

Dabholkar and Sheng in 2012 [13] believe that customers have trusted service providers because these service providers have provided benefits. Customers' trust has encouraged the growth of consumer commitment to service providers since they have had great experiences with a product or service. [14]. According to [15] Whenever the party trusts the other, business transactions between two or more parties are conceivable. Consumers are more inclined to buy if they have a high level of confidence in a shopping site [16].

2.3 Customer Satisfaction

Satisfaction refers to a person's sentiments of joy or disappointment as a result of comparing a product's or service's perceived performance to expectations [17]. The goal of such a term is to convey that if a product or service fails to meet the client's expectations, the consumer is displeased. Customers might be happy if performance exceeds expectations. Customer satisfaction can be linked to another sensation, notably emotion, when it comes to addressing the wants and expectations of customers. According to [18], traditionally, satisfaction has been defined as phenomenon-based cognition. Cognition is linked to expectations or paradigms, which convey expectations generated from consumer ideas about the degree of performance of a specific product or service. Customer satisfaction is also connected to the quantity and direction of dissatisfaction, which shows the difference between a purchase and post-use or product/service performance ratings and expectations held previous to purchase.

2.4 E-Service Quality

E-service quality is a type of electronic service that is used to make shopping, purchasing, and delivering items and services more efficient. [19]. The quality of electronic services is essential to determine the success and failure of e-commerce. However, it is also essential in providing an experience to consumers, where consumers will feel the internet is more than just an interactive flow of information [20]. With superior e-Service quality, it can meet consumer expectations, giving rise to the satisfaction that can influence consumers to make purchases [21].

2.5 Repurchase Intention

Repurchase intention leads to the possibility of a consumer repurchasing through an online store and can be the primary determinant of purchase action [22]. According to [23] repurchase intention can be one of the things that companies need to pay attention to compete with a competitive advantage.

According to Paulo Rita, Tiago Oliveira, and Almira Farisa's 2019 study on the impact of e-service quality and customer satisfaction on consumer behavior in online purchasing, there is a link between customer satisfaction and customer satisfaction trust on repurchase intention. Furthermore, it was shown that the overall quality of e-services is related to client pleasure and trust [24].

A similar study was also conducted by Zhigang Li, Qian Zeng, and Xiaole Cheng. In 2019 with a similar study entitled Mechanism Study of Repurchase Intention illustrates that The quality of e-services is connected to the intention to repurchase. In addition, E-Satisfaction is linked to Repurchase Intention. [25].

3. METHODOLOGY

3.1 Research Model and Hypothesis

The model utilized in this study comprises four variables: three independent variables (E-Service Quality, Trust, and Customer Satisfaction) and one dependent variable (Repurchase Intention). Previous study [25] shown a favorable association between e-service quality and repurchase intention. According to Paulo Rita, Tiago Oliveira, and Almira Farisa's 2019 study on the impact of e-service quality and customer satisfaction on consumer behavior in online purchasing, there is a link between customer satisfaction and customer satisfaction trust on repurchase intention. Furthermore, it was shown that the overall quality of e-services is related to client pleasure and trust [26]. The relationship between E-Service Quality and Customer Satisfaction, as in previous studies, with the existence of superior e-Service quality, can meet consumer expectations to lead to the satisfaction that can influence consumers to make purchases [21]. Furthermore, the association between customer satisfaction and repurchase intention, as established in prior research, implies that when consumers are happy with the items or services they acquire, they are more likely to purchase from the same source again [24]. The relationship between Trust and Repurchase Intention, as in previous research, states that if consumers have a high level of trust in a shopping site, it will be more likely that consumers intend to

buy [16]. Furthermore, like in earlier study, the link between Customer Satisfaction and Trust demonstrates that there is an effect of customer satisfaction on trust, with the higher the degree of satisfaction, the higher the level of trust [27].

Based on the findings of the literature review, the researchers suggest the research model depicted in figure 1 as follows :
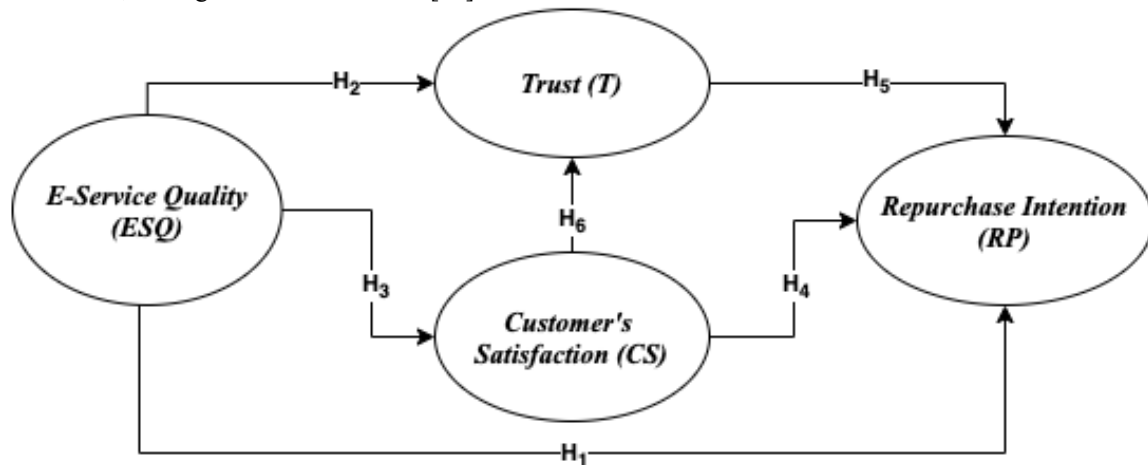

Figure 1: Research Model

H1: E-Service Quality has a positive and significant influence on the Repurchase Intention of E-Commerce Users

H2: E-Service Quality has a positive and significant influence on the Trust of E-commerce users.

H3: E-Service Quality has a positive and significant influence on Customer Satisfaction of E-commerce users.

H4: Customer's Satisfaction has a positive and significant effect on the Repurchase Intention of E-Commerce users.

H5: Trust has a positive and significant effect on the Repurchase Intention of E-commerce users

H6: Customer's Satisfaction has a positive and significant influence on the Trust of E-commerce users.

3.2 Data collection

Data collection is done using a questionnaire. This collection of questionnaires is distributed online by distributing it through social media and messenger applications.

The data obtained through the distribution of online questionnaires is an assessment of respondents with a Likert scale and produces variable measurements on an interval scale. Respondents were asked to rate a statement on a 5-point Likert scale (1 = Strongly disagree to 5 = strongly agree).

3.3 Population & sample

This study's demographic consists of e-commerce consumers in Jakarta, Bogor, Depok, Tangerang, and Bekasi, Indonesia. It is taking the number of samples according to Hair's [28] theory, which specifies that the minimum number of samples should be at least five times the number of observations of the variables to be studied.

The population used in this study is e-commerce users in Indonesia in Jakarta, Bogor, Depok, Tangerang, and Bekasi. It is taking the number of samples using the theory according to Hair [28] which states that to determine the minimum number of samples at least five times the number of observations of the variables to be analyzed. So, in this study, it can be concluded that the sampling follows the statement on hair, namely the number of indicators multiplied by 5.

23 (indicator) x 5 = 115 Sample.

The sample that will be used in this study is a minimum of 115 respondents.

3.4 Data Analysis

To perform data analysis, researchers used Smart PLS 3.3.2 software. This research conducted validity test, reliability test, inner model measurement, and hypothesis testing. Each test is described as follows.

3.4.1   Validity Test

The first validity test is measured by using a loading factor. According to Joe F Hair et al. in 2011 [28] these values correlate with the indicators and their constructs. The low loading value on the indicator illustrates that the indicator does not work on its measurement model. The expected loading value is greater than 0.7 so that the questionnaire items can be said to be valid.

In addition, the measurement of validity by measuring the Average Variance Extracted. For each build, an outstanding Average Variance Extracted (AVE) value of larger than 0.5 is required [29]. So, in order to establish the validity of the construct using the AVE value, the choice is made on the assumption that an AVE greater than 0.50 is considered legitimate.

Cross Loading also includes the result value for the validity test. The value of discriminative validity is that the cross-loading factor value determines that a construct has an adequate discriminant. To discover out, compare the loading value of the target construct to more than the loading value of the construct [28].

3.4.2   Reliability Test

In testing reliability, this study uses Cronbach's Alpha values, the basis for decision making in Cronbach's alpha, namely the questionnaire items can be said to be reliable, if the Cronbach's Alpha value is greater than 0.70

3.4.3   Pengukuran Inner Model

This study uses the R-Square value as a measurement of the inner model. Changes in the R-square value, according to [29], are used to explain whether particular independent latent variables have a substantive influence on the latent dependent variable. The value of R-square (R2) ranges from 0 to 1. The value of R2 can be said to be good if it is above 0.5 [30].

3.4.4   Pengujian Hipotesis

Path coefficients are used in this study to assist identify the strength of the association between variables.

To find out is there a significant relationship between the latent variables or not. According to Hair [31], the T-Statistic value can be significant if the value is greater than 1.95 with a significance level of 5%. Decision-making for hypothesis testing is that if the P-Value value is smaller than the Alpha value, reject H0. Otherwise, if the P-Value value is greater than the Alpha value, then accept H0.

4.   RESULT AND DISCUSSION

This study has collected 125 valid respondents. The respondent follows the needs of the questionnaire, namely e-commerce users who have made more than one transaction and intend to make a repurchase. In this study, it was found that male users use e-commerce more than women. In addition, it can be seen that the most age range who use e-commerce is 15-25 years old. The most dominating occupation of the respondents who use e-commerce is as a student. In addition, the users who use e-commerce the most are domiciled in Jakarta. As many as 88 respondents out of 125 claimed to have made more than one transaction and had the intention to make a repurchase, and the rest could make a repurchase. The demographics of the respondents are described in table 2 below

Table 2: Demographics of Respondent

Category	Description	Frequency	Precentage (%)
Gender	Woman	45	36
	Man	80	64
Age	15 – 25	99	79,2
	26 – 35	10	8
	36 – 45	8	6,4
	46 – 60	6	4,8
	>60	2	1,6
Job	Collage Student	59	47,2
	Civil Employee	11	8,8
	Private Employee	33	26,4
	Entrepreneur	6	4,8
	Not Working	6	4,8
	Other	10	8
City	Jakarta	88	70,4
	Bogor	6	4,8
	Depok	10	8
	Tangerang	14	11,2
	Bekasi	7	5,6
Intention to Repurchase	Yes	88	70,4
	Maybe	37	29,6

4.1 Variabel Pengukur

In this study, the authors used three independent variables, namely E-Service Quality (X1), Trust (X2), and Customer's Satisfaction (X3). In addition, researchers also use Repurchase Intention as the dependent variable (Y). The following is the measure of each of the variables used, described in table 3:

Table 3: Variabel Measurement

Construct		Item
E-Service Quality	ESQ1	Availibility Customer Service
	ESQ2	Quick Service
	ESQ3	Return handling
	ESQ4	Satisfaction with the Service
	ESQ5	Transaction Security
	ESQ6	Personal Information
	ESQ7	Security Feature
	ESQ8	Misuse Information
	ESQ9	Timeliness Delivery
Trust	T1	Trustworthy
	T2	Committed
	T3	Confidence
Customer Satisfaction	CS1	Expected Service
	CS2	Buying Experience
	CS3	Loyal
Repurchase Intention	RP1	More Purchase in the future
	RP2	Repeat Use
	RP3	Recommend to others

4.2 Validity Test

Measurement of validity test with Convergent Validity can be assessed using the value of loading factor, Average Variance Extracted (AVE), and Cross Loading.

The Loading Factor process occurred three times in this test. This process caused several indicators to be eliminated because they were invalid. The results of the process have been described in Tables 4-6 as follows.

Table 4: Result of Loading Factor on First Process

Construct	Items	Loading Factor	Result
Repurchase Intention	RP1	0,925	Valid
	RP2	0,921	Valid
	RP3	0,924	Valid
Customer Satisfaction	CS1	0,858	Valid
	CS2	0,878	Valid
	CS3	0,808	Valid
E-Service Quality	ESQ1	0.555	Invalid
	ESQ2	0.610	Invalid
	ESQ3	0.627	Invalid
	ESQ4	0.689	Invalid
	ESQ5	0.778	Valid
	ESQ6	0.691	Invalid
	ESQ7	0714	Valid
	ESQ8	0.702	Valid
	ESQ9	0.690	Invalid
	ESQ10	0.642	Invalid
	ESQ11	0.629	Invalid
	ESQ12	0.673	Invalid
	ESQ13	0.660	Invalid
	ESQ14	0.712	Valid
Trust	T1	0,784	Valid
	T2	0,811	Valid
	T3	0,806	Valid

There are ten invalid loading factor results on the E-Service Quality variable because the results are less than 0.7. Then do the elimination in the first test, the results of which have been described in table 5 below

Table 5: Result of Loading Factor on Second Process

Construct	Items	Loading Factor	Result
Repurchase Intention	RP1	0,925	Valid
	RP2	0,921	Valid
	RP3	0,924	Valid
Customer Satisfaction	CS1	0,858	Valid
	CS2	0,878	Valid
	CS3	0,808	Valid
E-Service Quality	ESQ5	0.778	Valid
	ESQ7	0714	Valid
	ESQ8	0.702	Valid
	ESQ14	0.672	Invalid
Trust	T1	0,784	Valid
	T2	0,811	Valid
	T3	0,806	Valid

When eliminating invalid loading factor results, the ESQ14 variable, which was valid in the first process, becomes invalid because the results have decreased. Then do the re-elimination, the results of which have been described in table 6 as follows:

Table 6: Result of Loading Factor on Final Process

Construct	Items	Loading Factor	Result
Repurchase Intention	RP1	0,925	Valid
	RP2	0,921	Valid
	RP3	0,924	Valid
Customer Satisfaction	CS1	0,858	Valid
	CS2	0,878	Valid
	CS3	0,808	Valid
E-Service Quality	ESQ5	0.778	Valid
	ESQ7	0714	Valid
	ESQ8	0.702	Valid
Trust	T1	0,784	Valid
	T2	0,811	Valid
	T3	0,806	Valid

In the final process, 12 indicators have passed the elimination. The remaining indicators already have a result of more than 0.7, and it can be said that the indicator is valid.

The validity test also measures the Average Variance Extracted. By using the help of Smart PLS Software, it is known to have the results of the AVE value in table 7 as follows:

Table 7: Result of Average Variance Extracted

Construct	AVE	Result
Repurchase Intention (RP)	0,852	Valid
Customer Satisfaction (CS)	0,720	Valid
E-Service Quality (ESQ)	0,791	Valid
Trust (T)	0,641	Valid

In addition to the Loading Factor and AVE values, the measurement of the validity test with discriminant validity can be assessed using Cross Loading. The results of the Cross Loading value are described in table 8 below

Table 8: Result of Cross Loading

Items	RP	CS	ESQ	T
RP1	0,925	0,719	0,657	0,702
RP2	0,921	0,716	0,668	0,669
RP3	0,924	0,723	0,661	0,624
CS1	0,587	0,852	0,577	0,641
CS2	0,647	0,872	0,621	0,709
CS3	0,741	0,820	0,612	0,649
ESQ5	0,657	0,631	0,864	0,625
ESQ7	0,594	0,634	0,906	0,645
ESQ8	0,662	0,636	0,898	0,653
T1	0,524	0,572	0,444	0,784
T2	0,506	0,602	0,493	0,811
T3	0,673	0,695	0,743	0,806

Based on the table above, all the remaining indicators have a Loading Factor value of more than 0.7, an AVE value of more than 0.5, and the value of the construct relationship with the indicator is greater than the others. Then the remaining indicators can be said to be valid.

4.3 Reliability Test

Cronbach's Alpha is used in this study as a reliability test.. The following are the results of reliability testing with Smart PLS in table 9 as follows:

Table 9: Reliability Test Result

Construct	Cronbach's Alpha	Result
Repurchase Intention	0,913	Reliable
Customer Satisfaction	0,805	Reliable
E-Service Quality	0,868	Reliable
Trust	0,724	Reliable

Based on Cronbach's Alpha above results, all constructs are declared reliable because they already have a Cronbach's alpha value greater than 0.7.

4.4 Inner Model Test

This study, testing the inner model using R-Square. The results of the R-Square are in table 10 as follows

Table 10: Result of R-Square

Construct	R-Square
Repurchase Intention	0.670
Customer Satisfaction	0.508
Trust	0.671

Based on these results, E-Service Quality and Customer Satisfaction variables have influenced Repurchase Intention by 67%. It is possible if 32% of other influences are on other variables outside of this study. The E-Service Quality variable influences Customer Satisfaction by 50.8%, about 49.2% the influence of other variables is not found in this study. In addition, the variables of E-Service Quality and Customer Satisfaction influence Trust of 67.1%, where the remaining influence of 32.9% is found in other variables not found in this study.

4.5 Hypothesis Test

At this stage, the acceptance of the hypothesis is done by analyzing the value of the hypothesis. If

the T-Statistics value is higher than 1.96 and the path coefficient value is higher than 0.1, it indicates a significant level in testing the hypothesis. In table 11, the path coefficient values are addressed as follows:

Table 11: Result of Path Coefficient

Relationship	Path Coefficient
ESQ → RP	0.273
ESQ → T	0.326
ESQ → CS	0.712
CS → RP	0.452
T → RP	0.167
CS → T	0.554

Based on these findings, the impact of e-service quality on repurchase intention is 0.273, the impact of e-service quality on trust is 0.326, the impact of e-service quality on customer satisfaction is 0.712, the impact of customer satisfaction on repurchase intention is 0.452, the impact of customer satisfaction on trust is 0.554, and the impact of trust on repurchase intention is 0.167.

In this study, table 12 describes the results of the T-Statistics and P-Value of each relationship as follows

Table 12: Result of T-Statistics and P-Value

Relationship	T-Statistic	P-Value	Result
ESQ → RP	2.622	0.001	Accepted
ESQ → T	4.149	0.000	Accepted
ESQ → CS	13.226	0.000	Accepted
CS → RP	3.434	0.009	Accepted
T → RP	1.644	0.101	Rejected
CS → T	7.701	0.000	Accepted

H1: **E-Service Quality (ESQ) has a positive and significant effect on the Repurchase Intention (RP) of E-Commerce Users.**

Based on the results in the table above, it can be seen from these results that the relationship between E-Service Quality and Repurchase intention has a significant influence. The results of T-Statistics have a value of 2,622, where the decision-making can be said to be significant if it is more than 1.96. In addition, the P-Value value has a result that is smaller than 0.05, which is 0.001. With a relationship strength of 0.273. These results are supported by previous research that states a positive relationship between E-Service Quality and Repurchase Intention [25]. This result shows that if the customer feels that the service provided when

doing e-commerce is good, it will affect the repurchase of the e-commerce user, which allows the user to have a desire in himself to make a repeat purchase due to exemplary services on the internet.

H2: E-Service Quality (ESQ) has a positive and significant effect on Trust (T) of E-commerce users.

Based on evaluating the T-Statistics and P-Value values, there is a substantial positive effect between E-Service Quality and Trust. The T-Statistics value of the test results is 4.149. The result has a value greater than 1.96. Therefore the effect is said to be significant. In addition, the P-Value value of the test results is also smaller than 0.05, and it can be said to have a significant effect with a result of 0.000. The Path Coefficient value of 0.326 indicates the strength of the association between E-Service Quality and Trust. Previous research has supported these results, stating that there is indeed a significant positive relationship between E-Service Quality and Trust [26]. These results indicate that the existence of services through internet media that are running well can increase customer confidence in e-commerce.

H3: E-Service Quality (ESQ) has a positive and significant effect on Customer Satisfaction (CS) of E-commerce users.

Based on the results in the table above, it can be seen from these results that the relationship between E-Service Quality and Customer Satisfaction has a significant influence. The results of T-Statistics have a value of 13,226, where decision-making can be said to be significant if it is more than 1.96. In addition, the P-Value value has a result that is smaller than 0.05, which is 0.000. With a relationship strength of 0.712, it can be said that E-Service Quality has the most significant relationship with customer satisfaction. Previous research has supported these results, stating that there is indeed a significant positive relationship between E-Service Quality and Customer Satisfaction [21]. It can be said that with the service through the internet media that goes well, it can increase customer satisfaction with e-commerce where users will feel satisfied.

H4: Customer Satisfaction (CS) has a positive and significant effect on the Repurchase Intention (RP) of E-Commerce users.

It was found that Customer Satisfaction has a positive and significant effect on Repurchase Intention. It can be seen from the results of the T-

Statistics test of 3.434 and the P-Value of 0.009. Therefore, it can be significant because the T-Statistics test results have a value greater than 1.96, and the P-Value test has a value less than 0.05. The significant influence between customer satisfaction and repurchase intention can be seen through the Path Coefficient, which is 0.452. These results are also supported by previous research, which states that if consumers are satisfied with the products or services they buy, consumers will tend to buy back from the same supplier [24]. These results can indicate that if e-commerce users are satisfied with the things provided by e-commerce, then these users have the potential to repurchase in the same e-commerce.

H5: Trust (T) does not have a significant effect on the Repurchase Intention (RP) of E-commerce users.

Based on the results in the table above, it can be seen from these results that the relationship between Trust and Repurchase Intention does not have a significant effect. The results of T-Statistics have a value of 1.644, where the decision-making can be said to be insignificant if it is smaller than 1.96. In addition, the P-Value value has a result greater than 0.05, which is 0.101. With a relationship strength of 0.167. These results are different from previous studies that have stated a significant relationship between trust and repurchase intention [16], [24].

H6: Customer Satisfaction has a positive and significant influence on the Trust of E-commerce users.

Based on the findings in the table above, it is clear that the connection between Customer Satisfaction and Trust has a significant impact. The result of T-Statistics, which has a value of 7,701, which is where the decision-making can be said to be significant if it is more than 1.96. In addition, the P-Value value has a result that is smaller than 0.05, which is 0.000. With a relationship strength of 0.554. This result is supported by previous research that states a positive relationship between customer satisfaction and trust [27]. Customer satisfaction can increase customer trust because of the relationship between the feelings of satisfaction that customers have felt to create trust in e-commerce. If the customer is satisfied in repurchasing the e-commerce, then the customer feels confident that the e-commerce has given an exemplary commitment.

5. SUGGESTION

5.1 Implication of Research

Based on the findings of this study, the researcher provides recommendations related to the repurchase intention of e-commerce users or other sectors. First, because this study uses the E-Service Quality variable as one of the influencing factors, e-commerce needs to improve or improve service quality through internet media properly. Maximizing services via the internet, such as chatbots and others, makes it easier for users to reach customer service, which will provide an excellent experience to users. It can make users satisfied with the service and have the desire to repurchase the same e-commerce.

Second, service through the internet does have a relationship with customer satisfaction. In this case, e-commerce can increase the user's sense of desire and intention to repurchase by providing services following customer expectations and providing a good experience. Therefore, customers tend to feel that the excellent experience provided brings customers back to make transactions simultaneously.

Lastly, in increasing the intention of users to repurchase products in e-commerce through trust. One of them is by quickly addressing issues regarding user trust, such as the experience of the goods received is not good, or the seller does not fulfill commitments. It impacts lowering the level of trust of users. E-commerce must also improve its security to avoid data leakage and build user trust in conducting transactions. These efforts can have an impact on users to feel more secure and trust to make transactions again.

5.2 Theoretical Contributions

This research has contributed to using previous research variables relevant to related problems such as E-Service Quality, Repurchase Intention, Trust, and Customer Satisfaction. The previous research was used as a reference to measure the user's desire to repurchase, in which this study only added related variables. Each of the variables used can be used in many contexts, such as research on someone's intentions to measure someone's desire to buy or on online purchases. The trust variable can also be used to measure a person's desire to use an application. Customer satisfaction or satisfaction can also be used as a

measuring variable in someone's desire to use the application. The results carried out in this study have proven that the model used is valid to date.

5.3 Limitation

This study has several limitations, one of which being the small number of respondents gathered. This study only explains the variables of e-service quality, trust, and customer satisfaction to measure the user's intention to repurchase. In addition, this study also states that other variables that affect repurchase intention are not found in this study. For future researchers, they can research with more respondents than this study to see whether the results obtained are different or not. The next researcher can analyze by adding variables related to repurchase intention, which can potentially affect repurchase intention. The next researcher can also test by modifying the relationship of this model and test the indirect relationship of this research model.

6. CONCLUSION

E-commerce has become a trend in Indonesia to become a place to make purchases. One of the e-commerce that occupies the top three with unicorn status is the e-commerce that has the most complaints and results in users not choosing the e-commerce as the primary choice for repurchasing. The researcher's goal with this study is to discover what characteristics impact e-commerce user's repurchase intentions.

SMART PLS software was utilized to analyze data from 125 respondents in this study. According to the findings of this study, E-Service Quality and Customer Satisfaction have an impact on Repurchase Intention. However, Trust does not have a significant effect on the Repurchase Intention of these e-commerce users. On the other hand, it was found that E-Service Quality does have a significant influence on Trust and Customer Satisfaction, and Customer Satisfaction also influences Trust. These results have stated the factors that influence repurchase intention which is in line with the objectives of this study.

E-commerce needs to continue to improve the security of transaction data and long-term user trust so that users feel the satisfaction of having made a transaction again and have the ability to make a repeat purchase. Based on the findings given in the previous section, it is possible to infer that E-Service Quality has a considerable impact on E-Commerce Users' Repurchase Intention. The quality

of e-services has a positive and significant impact on trust. Customer Satisfaction has a positive and large influence on E-Service Quality, and Customer Satisfaction has a positive and strong influence on Repurchase Intention. Customer Satisfaction has a good and considerable impact on Trust, while Trust has little impact on Repurchase Intention.

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