EFFECT OF E-SERVICE QUALITY ON REPURCHASE INTENTIONS THROUGH CUSTOMER SATISFACTION ON SHOPEE CUSTOMERS IN MAKASSAR CITY

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Abstract:

This study aims to determine the effect of e-service quality on customer intentions to repurchase, through Shopee customer satisfaction in Makassar City. Quantitative methods are carried out to obtain research data, where later the data is primary data from distributing questionnaires to research objects. In the process, Shopee customers in Makassar City are used as the population in the study. The sample needed in the study was taken by purposive sampling technique with 385 sample respondents. Regression analysis using the PLS (Partial Least Square) method was used with the help of software in the form of SmartPLS3.0. The results showed that e-service quality can affect customer satisfaction, e-srvice quality affects repurchase intentions, customer satisfaction has a significant and positive effect on repurchase intentions and e-service quality has a significant and positive effect on repurchase intentions through satisfaction.

Keyword: *E-Service Quality, Repurchase, Customer Satisfaction*

A. PRELIMINARY

Every year, technological advances occur more rapidly. The use of technology today has developed in various aspects of life, especially in the use of the internet. With the internet, every community can access the information and services needed in everyday life. The use of the internet can be used by the community as a material in accessing various service and information needs via the internet.

Advances in technology also have many benefits for several companies, one of which is by building an E-commerce business via the internet. E-commerce according to Kotler & Armstrong (2012) is defined as an online channel that can be obtained by someone online via a computer, which is needed by business people in their business dealings and can also be used to obtain consumer market information to make a choice.

Table 1. Most Visits to E-Commerce Sites in Indonesia 2022

No.	E-Commerce	Number of Visits
1.	Shopee	190.7 million
2.	Tokopedia	147.7 million
3.	Lazada	64.1 million
4.	Blibli	24.9 million
5.	Bukalapak	24.1 million

Data table 1.1 above shows the results from Databoks.katadata.co.id, taken in August 2022. The data results show that Shopee ranks first as an e-commerce site in Indonesia which can be visited by 190.7 million visits. As the second rank, Tokopedia comes with a visit receipt score of 147.7 million. Besides that, in third place were Lazada with 64.1 million visits, Blibli with 24.9 million visits, and Bukalapak with 24.1 million visits. This is a new business opportunity for change to build its E-commerce business. The high interest of customers in the Shopee E-commerce site has encouraged him to build electronic service quality (E-service Quality) to encourage repurchase intentions through customer satisfaction.

*E-Service Quality*Shopee was formed by providing convenience for customers in finding products in various categories, be it electronics, computers and accessories, care and beauty, and so on. With the rapid development of this technology, the opportunity for people to make repeat purchases will increase. This is supported by Bulut's statement (2015), repurchase intention is defined as an individual's choice to choose to repurchase a company, taking into account the individual's condition.

The company has made various efforts to attract customers to make repeat purchases, for example by improving service quality and building the company's competitive advantage to achieve customer satisfaction. This satisfaction is important because according to Kotler & Keller (2006), satisfaction is an individual's pleasure or disappointment that can arise by comparing the performance described through the product or in other words is the customer's expectation. E-Service Quality or the quality of electronic services is an important factor for achieving successful service improvement and the competitiveness of a company. Current conditions show that to increase the competitiveness and service of companies, especially in the e-commerce world, quality services on a website basis are needed (Anggraeni & Yasa, 2012).

B. RESEARCH METHODS

Research design

The applied research design uses quantitative methods. This method is applied because it has structured, systematic, and planned specifications from the start to the research design, which includes research objectives, research objects, research subjects, data sources, data samples, and also the methodology.

Population and sample

The population used is all Shopee company customers in Makassar City, where the total population cannot be identified. Technique *Purposive sampling* applied so that later the research sample is the population at the request of the researcher. Because in this study the population used was infinite, the calculation was done using the Cochran formula(Sugiyono 2017:148). The calculation results show that in this study the sample used was 384.16 (385 respondents).

Method of collecting data

Open questionnaires are applied in research to be used as a data collection tool, where later Respondents will choose answers that are already available on a Likert scale with five levels of answers. The answers are related to the respondent's agreement with the existing statements. Respondents filled out statements via the Google form link which would then be shared via social media.

Data analysis technique

Smart PLS software applied as a technique for analyzing data research carried out. This technique is a form of variance-based structural equation study that continuously tests both measurement and structural models.

C. ANALYSIS AND DISCUSSION

3.1. Data Analysis Method with Structural Equation Modeling (SEM)

Partial Least Square (PLS) and SmartPLS software version 3.0 are used as research data analyzers. This method is included in the SEM (Structural Equation Modeling) equation model with component and variance basis. PLS directly has the ability to analyze indicator variables, latent variables, and measurement errors.

In general, this analysis is based on two sub-models, namely the measurement model (outer model) and structural (inner model).

a. Convergent Validity

Testing the validation of each construct variable in this study can be applied using Convergent validity. Convergent validity can be known from the standardize loading factor. In the process, indicator significance can be achieved when the loading factor results exceed 0.7, however results of more than 0.5 are still acceptable. For this reason, when the results of the loading factor are below 0.5, it is unacceptable.

b. *Discriminant Validity*

The process of ascertaining the results of convergent validity will be carried out using Discriminant validity. When later the correlation results from the variable to the variable itself are greater than the correlation values of all other variables, then this test is called fulfilled. This test is applied by paying attention to the cross loading value and comparing the roots of AVE (Average Variance Extracted). When the cross loading result value is > 0.7 for each item and the AVE value shows > 0.5 for each question, the model meets discriminant validity.

c. *Composite Reliability*

Table 2. Results of Reliability Test of Latent Variables

Variable	Cronbach's Alpha	Composite Reliability	Information
E-service quality (X)	0.934	0.944	Reliable
Customer Satisfaction (Z)	0.899	0.937	Reliable
Repurchase Intention (Y)	0.869	0.928	Reliable

Source: Primary data processed, 2022

The results of the test above represent all latent variables in a study where the results of calculating Cronbach's alpha and composite reliability are > 0.7, which means that all latent variables are reliable.

3.2. Structural Model (Inner Model)

Table 3. Analysis of the Coefficient of Determination (R2)

Variable	*R-square*	*R-square Adjusted*
Customer Satisfaction (Z)	0.559	0.557
Repurchase Intention(Y)	0.637	0.635

Source: Primary data processed, 2022

The Q-Square calculation shows a value of 0.84 so that the research value can explain 84% of the contribution to the influence of e-service quality, repurchase intention, and customer satisfaction.

Table 4. Direct Effects of Research Variables

Path Analysis	Original Sample (O)	Sample Means (M)	Standard Deviation (STD)	T Statistics ($\mid$O/STDEV$\mid$)	P Values
E-SQ (X) -> KP (Z)	0.747	0.748	0.030	25,028	0.000
E-SQ (X) -> NPU (Y)	0.249	0.250	0.062	4,032	0.000
KP (Z) -> NPU (Y)	0.595	0.594	0.061	9,753	0.000

Source: Primary data processed, 2022

1. The results of the e-service quality test obtained P values of 0.000 with resultsthe statistic is 25.028. This value can be interpreted as a statistic (25.0028) > ttable (1.649) and a significance value of 0.000 <0.05. The original sample results give a value of 0.748, so it is known that the effect of e-service quality on customer satisfaction is positive.
2. The results of the e-service quality test obtained a P value of 0.000 with a statistical result of 4.032. This value can be interpreted as a statistic (4.032) > ttable (1.649) and a significance value of 0.000 <0.05. The results of the original sample give a value of 0.250, so it is known that the effect of e-service quality on repurchase intention is positive.
3. The results of customer satisfaction testing obtained P values of 0.000 with a statistical value of 9.753. These results indicate that the statistic (9.753) > ttable (1.649) and the significance result is 0.000 <0.05. The original sample value shows a value of 0.594, so it is known that the effect of customer satisfaction on repurchase intention is positive.

Table 5. Indirect Effects of Research Variables (Indirect Effects)

Path Analysis	Original Sample (O)	Sample Means (M)	Standard Deviation (STD)	T Statistics (│O/STDEV│)	P Values
E-SQ (X) -> KP (Z) -> NPU (Y)	0.445	0.443	0.049	9,080	0.000

Source: Primary data processed, 2022

4. Customer satisfaction test data obtained P values of 0.000 with a statistical value of 9.080. This means statistics (9.080) > ttable (1.649) and a significance result of 0.000 <0.05. The original sample results show a value of 0.443, so it is known that the effect of E-service quality on repurchase intentions through customer satisfaction is positive.

3.3. Effect of E-service quality on customer satisfaction

The significant and positive effect of E-service quality on Shopee customer satisfaction in Makassar city was found in this study. For that, the first hypothesis of the research is proven. This is an indication that if there is an increase or decrease in the quality of Shopee's e-service, there will be an impact on customer satisfaction. Thus it can be said that Shopee customer satisfaction is influenced by e-service quality, this is realized when Shopee provides convenience and speed in accessing customer needs products on related websites, which have a significant and positive impact on customer satisfaction. When e-service quality is improved and according to consumer expectations, Shopee customer satisfaction will increase, and vice versa if e-service quality activities experience a decrease and are not as expected, it will result in a decrease in Shopee customer satisfaction in Makassar City. This is according to research by Rohwiyati and Praptiestrini (2019) which shows a significant and positive effect between e-service quality and customer satisfaction on Shopee customers in Solo City.

3.4. Effect of E-service quality on repurchase intention

A significant and positive effect between E-service quality and customer intention to repurchase at Shopee in Makassar City was found in this study. For this reason, the second hypothesis in this study is accepted, this is an indication that an increase or decrease in e-service quality carried out by Shopee will have an impact on repurchase intentions. Thus it can be said that the intention of Shopee customers to make repeat purchases is influenced by the e-service quality of these e-commers, namely by accelerating and facilitating access to the products that customers want through the product website so that it can have a significant and positive impact on customer intentions to make repeat purchases. This condition is supported by the trust of products that have been purchased repeatedly, if e-service quality activities are improved and meet consumer expectations, it will result in an increase in repurchase intentions for Shopee customers. Vice versa, if e-service quality activities experience a decline and are not as expected, it will result in a decrease in Shopee's repurchase intention in Makassar City. The results of the existing research are in accordance with the conclusions of Saodin's research (2021) which states that there is an effect of e-service quality on the repurchase intention of a three-star hotel, Lampung City.

3.5. Effect of customer satisfaction on repurchase intention

Customer satisfaction can have a significant and positive effect on the intention of Makassar City Shopee customers to repurchase. So the third hypothesis in this study is accepted, this is an indication that if there is an increase or decrease in customer satisfaction made by Shopee it will have an impact on repurchase intentions. Therefore, the satisfaction of all Shopee customers positively and significantly influences customer repurchase intentions. This is due to the behavior of customers who seek information and are interested in being supported by trust from products that have been purchased repeatedly. If customer satisfaction increases, it will result in an increase in customer intentions to repurchase at Shopee. Vice versa, when customer satisfaction activities decrease and are not as expected, it will result in a decrease in Shopee's repurchase intention in Makassar City. These results are in line with the results of research by Zhafira and Putu (2018) which state that there is an effect of customer satisfaction on repurchase intentions at The Night Market Café and Co Working.

3.6. Effect of E-service quality on repurchase intention through customer satisfaction

Repurchase intention by customers through customer satisfaction, proved to be positive and significantly influenced by e-service quality. For this reason, the fourth hypothesis of this study is proven, meaning that an increase in e-service quality will lead to an increase in the level of customer satisfaction and the desire to repurchase the product. E-service quality provides every customer with good service, especially for all respondents related to services ranging from efficiency, system availability, fulfillment, privacy, responsiveness, as well as compensation and contact. After that, by looking at the increase in existing e-services, customers will buy back the products provided by Shopee. These results are in line with Meliza Belleza's research which proves the effect of e-service quality on the interest of Shopee application customers to repurchase.

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