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The Influence of E-Service Quality and Customer Experience against Repurchase Intention and Trust as the Intervening Variable

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ABSTRACT

Objectives: The research of this study is to aim and determine to analyze the effect of E Service Quality and Customer Experience on Repurchase Intention with Trust as a mediating variable.

Methodology: This research data is taken from the primary data obtained from processing questionnaire data filled out by the Tokopedia users who have made at least two purchases. The number of samples used was 108 respondents and the analysis technique used in this study is to use the partial least square (PLS) analysis.

Finding: The results of this study indicate that trust mediates the relationship between e service quality variables and customer experience on repurchase intention which has a positive and significant effect

Conclusion: The results of hypothesis testing show that E-Service Quality has a positive and significant effect on Trust, Customer Experience has a positive and significant effect on Trust, Trust has a positive and significant effect on Repurchase Intention, E-Service Quality has a positive and insignificant effect on Repurchase Intention, Customer Experience has a positive and insignificant effect on Repurchase Intention, Trust has a positive and significant effect on mediating the E-Service Quality variable on Repurchase Intention, Trust has a positive and significant effect on mediating the Customer Experience variable on Repurchase Intention.

Keywords: E Service Quality; Customer Experience; Trust; Repurchase Intention

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INTRODUCTION

The development of information technology in the current era of globalization is growing so rapidly. Over time, the development of technology takes a very important role in life today, because information technology can facilitate humans in carrying out various activities in life. Currently the world knows technology as the internet. The internet can reach all regions in the delivery of various information, fast, quality, and almost no cost (Jayaputra, 2022). With the increasing number of internet users around the world, Indonesia is currently a

country that gets internet access, with the majority of people spread across all Indonesian provinces already getting internet access. Based on the results of a survey conducted by Hootsuite and We Are Social, in 2021 as of January, internet users in Indonesia have reached 202.6 million Indonesian. Please With internet access almost spread throughout the region, there are more and more activities that arise by utilizing this internet, one of which is marketing activities carried out by companies online. Many companies take advantage of this opportunity to benefit them, one of which is by marketing and selling their products via the internet, this is often known as e- commerce. Javid et al., (2019).

Furthermore, the object of observation in this study is Tokopedia. Based on the survey results from alexa web analytics Tokopedia is one of the e-commerce whose rating is stable material from the top 10 most visited sites in Indonesia from number 8 to and to number 1 of the most visited buying and selling sites in Indonesia, it can be said that it is increasingly popular among the public. According to the source (Iprice.co.id 2021) tokopedia is ranked first with monthly web visitors of 147,790,000 visitors, then in second place is shoppe with monthly web visitors of 126,996,700, in third place is bukalapak with a total of 29,460,000 visitors, then lazada followed with a total of 27,670,000 visitors, and in the last position is BliBli with a total of 18,440,000 web visitors.

Research Problem Formulation

1. Is there a significant influence between *E Service Quality* on *Trust*?
2. Is there a significant influence between *Customer Experience* on *Trust*?
3. Is there a significant influence between *Trust* on *Repurchase Intention*?
4. Is there a significant influence between *E-Service Quality* on *Repurchase Intention*?
5. Is there influence between *Customer Experience* on *Repurchase Intention*?
6. Does *Trust* mediate the relationship between *Customer Experience* variables on *Repurchase Intention*?
7. Is *Trust* mediate the the relationship between variable *Eservice Quality* to *Repurchase Intention*?

LITERATURE REVIEW

1. Link between E Service Quality and Trust

E-service quality is basically the development of traditional-based service quality into electronic services using the internet as a medium. E-service quality is a service offered using the internet that is managed by customers and is interactive (Dweeri et al., 2017). Meanwhile, Trust is the belief that consumers have in the competence of producers. Several factors can influence trust, namely policy, credibility, and openness carried out by the company Li et al. (2021). In a marketplace, service quality is one of the main keys in showing the superiority of a company because e service quality is the fulfillment of customer needs and desires and the accuracy of their delivery to balance customer expectations. In research conducted by Wuisan et al., (2020) E service quality has a positive effect on trust. Zeithaml and Parasuraman (2017) found similar results that electronic service quality (E Service Quality) has a significant effect on trust.

H1 : *E Service Quality* has a positive and significant effect on *Trust*

2. Link between Customer Experience and Trust

Customer experience is a personal experience obtained due to stimuli, for example those provided by marketers before and after purchasing goods and services (Anggreni et al., 2019). Customer experience refers to the experience felt by customers of a brand, product, or service to increase the value of a sale. Customer experience is the most important thing in shaping a trust, with what they have sacrificed for a product, they expect an experience that can make them believe in the product this is because a good experience in consuming the product, will affect the high level of trust in consumers. The results of previous research suggest Micu et al., (2019) found that experience (Customer Experience) has a significant effect on trust (Trust) and something similar was also found by Parastanti et al., (2014) where customer experience has a positive influence on trust (Trust).

H2 : Customer Experience has a positive and significant effect on *Trust*

3. Link between Trust and Repurchase Intention

Trust can be defined as the trust that consumers have in the seller's ability to provide secure transaction services ranging from delivery to existing payment systems (Kusuma et al., 2020). Kurniawati and Yaakop (2021) define trust to be a belief that an individual can hold on to the offer given by another party. Customer trust is generated using how to understand consumer expectations, what consumers believe and believe (Kusuma et al., 2020). (Bakari et al., 2018) say that, trust relates to a sense of having confidence and dependence on another party. In e-commerce, a sense of trust works closely with consumer confidence in an e-commerce or seller contained therein. Trust is the most important element in online marketing, trust is the most important foundation for consumers to buy in online stores, the higher the level of trust provided by online stores, the higher the interest in repurchasing in consumers. Researchers conducted by Muhammad Abid Saleem et al., (2017) found similar results that trust is directly positively related to repurchase intention. And these results are also proven by research conducted by Chinomona and Dubihlela (2014), Giantari et al., (2013), Mohmed et al., (2013) and Mozavi and Ghaedi (2012) which state that trust has a positive and significant effect on repurchase intention.

H3 : Trust has a positive and significant effect on *Repurchase Intention*.

4. Link between E Service Quality and Repurchase Intention

In a marketplace, service quality is one of the main keys in showing excellence in a company, especially those that provide services because e-service quality is the fulfillment of customer needs and desires. E-service quality has a positive and significant effect on customer satisfaction (Fiona 2020). The results of the indirect effect test show a positive and significant effect of e-service quality on repurchase intention (Priambodo and Farida 2020).

H4 : E Service Quality has a positive and significant effect on *Repurchase Intention*.

5. Link between Customer Experience and Repurchase Intention

Cahyani et al., (2019) assume that the higher the level of competition, the higher the service provider must also maintain the consumer experience or customer experience so that it remains satisfactory and consumers will make repeat purchases. Consumers will always be emotionally involved in every activity so that consumers have a unique,

memorable experience that takes place at that time and then the desire to return to use arises (Phuong and Trang, 2018). Customer experience is very important for a marketplace in order to provide a good experience, so that buyers have the intention to buy back at the marketplace. The results showed that customer experience simultaneously had a significant effect on repurchase intention variables (Cahyani et al., 2019). Meanwhile, according to (Febriani and Ardani 2021) The results showed that customer experience has a positive and significant effect on repurchase intention.

H5: Customer Experience effect positive and significant on *Repurchase Intention*

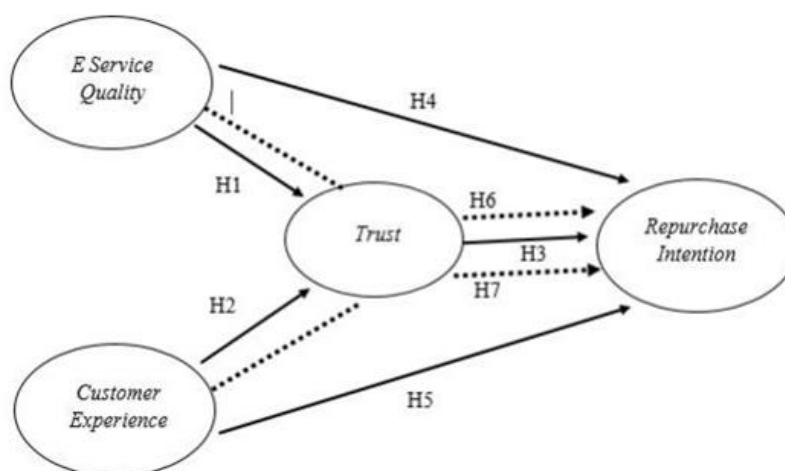
6. Trust mediates the relationship between E-Service Quality on Repurchase Intention
Service quality is a representative of customer trust in the e commerce site that customers visit. Service quality is one of the customer expectations when they do online shopping. With good service quality, it will give rise to a sense of intention from individuals to make repeat purchases because they feel that the company is providing excellent performance in providing service quality, this can be a consideration for consumers to make repeat purchases. Research conducted by Saleem et al., (2017) believes that electronic service quality (E-Service quality) is directly and positively related to repurchase intention and this is reinforced by research by Wuisan et al., (2020) getting significant results between electronic service quality (E-Service Quality) on repurchase intention through mediation Trust.

H6 : Trust mediates the relationship between *E-Service Quality and Repurchase Intention*.

7. Trust mediates the relationship between Customer Experience on Repurchase Intention
Trust and experience are some of the indicators used in measuring consumer intention to use or repurchase intention. Because with good trust and experience in using a service or service, consumers are expected to reuse the service or service. Research in Astarina et al. (2017) state that trust is significantly able to mediate the influence of customer experience variables on repurchase intention. The same results were obtained by research by Giantari et al., (2013) and Suandana (2016) which indicated trust as a perfect mediating variable in customer experience and repurchase intention.

H7 : *Trust* mediates the relationship between *Customer Experience* to *Repurchase Intention*

Figure 1. Conceptual Framework



RESEARCH METHODS

Variable Operationalization

1. Variable Definition

In this study, there are two variables, namely the independent variable and the dependent variable, as follows: (a) Dependent Variable, which is a variable that depends or may be influenced by other variables or independent variables. In this study, researchers used the dependent variable in the form of *Repurchase Intention*. (b) Independent Variables are variables that cause changes in the dependent variable. In this study, researchers used 2 independent variables, namely *E Service Quality* and *Customer Experience*. (c) Mediating Variables: *Trust*.

2. Variable Operationalization

Operationalization can be done by looking at the dimensions of behavior, facts, or properties denoted by concepts. Then with this translated into elements that can be observed and measured so as to develop an index of measurement of the concept. (Sekaran and Bougie, 2017).

Table 1.1 Variable Operationalization

No.	Variables	Indicator	Scale
1	<i>Repurchase Intention</i> Riadi <i>et al.</i> , (2018)	1. Transactional Interest	Ordinal
		2. Referential Interest	
		3. Preferential Interest	
		4. Explorative Interest,	
2	<i>E Service Quality</i> Rahayu (2018)	1. Realibility	
		2. Responsiveness	
		3. Privacy	
		4. Information quality	
		5. Ese of ese	
		6. Web design	

3	Customer Experience Lemke at al (2020)	1. Accessibility 2. Competence 3. Customer recognition 4. Helpfulness
4	Trust Kotler and Keller (2016)	1. Benevolence 2. Ability 3. Integrity 4. Willingness to depend

Population and Sample

1. Research Population

The population in this study are all consumers in the Tokopedia Marketplace who have made purchases two or more times.

2. Research Sample

A sample is a group or set of parts of a population. The sample consists of a number of members selected from the population. (Sakaran and Bougie 2017). In this study, from consideration and convenience, researchers used *non-probability sampling* and *purposive sampling*. The sample in this study that will be taken is 108 respondents (18 variable indicators multiplied by 6). This is done to avoid data that can deviate and adjust to the estimation procedure which ranges from 100-200 respondents. The sample in the study depends on the researcher's judgment, the researcher can arbitrarily or arbitrarily decide what elements to include in the sample using criteria such as: gender, age and occupation.

Data Collection Methods

The data collection technique used in this research is through distributing questionnaires in the form of Google forms distributed to respondents. The questionnaire is a primary data collection technique that is carried out by asking questions

Data Analysis Method

Data collection methods are very important in research.

Because of the way to get data from data sources, and for this research, the data analysis used is Partial Least Square (PLS) approach.

a. Evaluation of Measurement Model (Outer Model)

- 1) *Convergent Validity*
- 2) *Discriminant Validity*
- 3) *Composite Reliability*

b. Structural Model or Hypothesis Test (Inner Model)

- 1) *Square f value*
- 2) *R Square Value*
- 3) *Q Square Value*

c. Hypothesis Testing Results

- 1) *Direct Relationship Hypothesis Test (Bootstrapping)*
- 2) *Hypothesis Test of Mediation Relationship*

RESULTS AND DISCUSSION

Results

Outer Model

a. Convergent Validity

This reliability evaluation is used to see whether the data used in the study is consistent or not. (Hair et al., 2014) explains that an indicator is said to be quite good if the reliability indicator is 0.40-0.60 and is said to be good if the reliability indicator is > 0.70.

Table 1. Convergent Validity Testing Results

Varibael	Indicator	Outer Loadings	Description
E-Service Quality	ESQ1	0,780	Valid
	ESQ2	0,720	Valid
	ESQ4	0,717	Valid
	ESQ5	0,745	Valid
Customer Experience	CE1	0.789	Valid
	CE2	0.744	Valid
	CE4	0,807	Valid
	TRS1	0,783	Valid
Trust	TRS3	0,748	Valid
	TRS4	0,736	Valid
	RI3	0,743	Valid
Repurchase Intention	RI4	0,715	Valid

Based on the table above, the results after invalid indicators are dropped from the model can be seen that all indicators have met convergent validity, which has a value above 0.70.

b. Discriminant Validity

Discriminant validity is carried out to ensure that each concept of each latent variable is different from other variables. Constructs that have good discriminant validity if each loading factor value of each indicator of a latent variable has the largest loading factor value with other loading values on other latent variables.

Table 2. Discriminant Validity Test Results (Fornell Larcker)

	Customer Experience(X2)	E-Service Quality (X1)	Repurchase Intention(Y)	Trust(Z)
Customer Experience (X2)	0,861			
E-Service Quality (X1)	0,538	0,801		
Repurchase Intention (Y)	0,448	0,513	0,811	
Trust(Z)	0,628	0,642	0,618	0,781

Source: PLS 3.0 output

From the data management in the table above, several loading factor values for each indicator of each variable already have a loading factor value that is not greater than the loading value when connected to other variables. This means that each variable has good

discriminant validity where some variables still have a measure that is highly correlated with other constructs.

c. Construct Reliability and Validity

This reliability evaluation is used to see whether the data used in the study is consistent or not. (Hair et al., 2014) explains that an indicator is said to be quite good if the reliability indicator is 0.40-0.60 and is said to be good if the reliability indicator is > 0.70.

Table 3. Discriminant Validity Test Results (Fornell Larcker)

Variables	Composite Reliability	Average Variance Extracted (AVE)
Customer Experience (X2)	0,851	0,741
Service Quality (X1)	0,843	0,641
Repurchase Intention (Y)	0,793	0,658
Trust(Z)	0,824	0,610

Source: PLS 3.0 output

From the results of data management in the table above that the results of composite reliability testing show a satisfactory value, namely all variables are reliable because all latent variable values have a composite reliability value of more than 0.70, this means that the construct has good reliability or the questionnaire used as a tool in this study has been reliable or consistent and the *average variance extracted value* already has a value greater than the correlation between one construct and another in the model.

Inner Model

The structural model is a model development based on theoretical concepts in order to analyze the relationship between exogenous and endogenous variables that have been described in the conceptual framework. The stages of testing the structural model (inner model) are carried out with the following steps:

a. Coefficient of determination (R)

Table 4. R-values²

Endogenous Variable	R Square
Repurchase Intention (Y)	0,407
Trust(Z)	0,525

Source: PLS 3.0 output

From the results of data processing in the table above, it can be seen that the model of the *repurchase intention* variable has an *R Square* value of 0.407, which means that *repurchase intention* is stated in the weak criteria but can be explained by *e-service quality*, *customer experience* and *trust* by 40.7%. Furthermore, the trust variable has an *R Square* value of 0.525, which means that trust is stated to be included in the medium criteria and can be explained by *e-service quality* and *customer experience*.

b. F Square Value

Table 5. Values of f^2

Relationship	<i>Repurchase Intention</i>	<i>Trust</i>
<i>E-Service Quality (X1)</i>	0,003	0,273
<i>Customer Experience (X2)</i>	0,,032	0,237
<i>Trust (z)</i>	0,172	

Source: PLS 3.0 output

From the F Square test management table above, it can be concluded that the model on the e-service quality variable on repurchase intention has a small size effect while e-service quality on trust has a medium size effect. In the customer experience variable on repurchase intention, it has a small size effect, while the customer experience on trust has a medium size effect and the trust variable on repurchase intention has a medium size effect.

c. Q Square Value

Table 6. Q values²

Variables	$Q^2 (=1-SSE/SSO)$
<i>Repurchase Intention (Y)</i>	0.229
<i>Trust (Z)</i>	0.300

Source: PLS 3.0 output

The results of the above calculations show that the *Q Square* value on *repurchase intention* is 0.229 and trust is 0.300, which is greater than 0 (zero), which indicates that this research model has *predictive relevance* because it is greater than 0.

Hypothesis Test

The estimated values for the path relationships in the structural model must be significant. This significant value can be obtained by the bootstrapping procedure. Seeing the significance of the hypothesis by looking at the parameter coefficient value and the *tvalue* significance value in the *bootstrapping algorithm report*. To find out whether it is significant or insignificant, it can be seen from the t-table at $\alpha 0.05 (5\%) = 1.96$. Then the t-table is compared with the t-count (t-statistic).

Table 7. Hypothesis Test of Direct Relationship

	<i>Original Sample</i>	<i>tvalue</i>	<i>pvalue</i>	<i>Description</i>
<i>Customer Experience (X2)_ -> Repurchase Intention (Y)</i>	0.058	0.486	0.627	Rejected
<i>Customer Experience (X2)_ -> Trust (Z)</i>	0.398	5.096	0.000	Accepted
<i>E Service quality (X1) -> Repurchase Intention(Y)</i>	0.184	1.478	0.140	Rejected
<i>E Service quality (X1) -> Trust (Z)</i>	0.428	6.231	0.000	Accepted
<i>Trust (Z) -> Repurchase Intention (Y)</i>	0.463	3.721	0.000	Accepted

Based on the Direct Relationship Hypothesis Test, there are two variables that are not significant with a pvalue that passes the 0.05 mark, namely the customer experience variable on repurchase intention with a value of 0.627 and the e service quality variable on repurchase intention with a value of 0.140 which shows an insignificant relationship direction.

Table 8. Hypothesis Test of Mediation Relationship

	Original Sample	tvalue	pvalue	Description
Customer Experience (X2) -> Trust (Z) --> Repurchase Intention (Y)	0.184	2.897	0.004	Accepted
E Service quality (X1) -> Trust (Z) -> Repurchase Intention (Y)	0.198	3.102	0.002	Accepted

Source: PLS 3.0 output

Based on the Mediation Relationship Hypothesis Test Table, it can be seen that the *trust* variable mediates the variable relationship between variable X and Y which is indicated by significant results.

Discussion

Based on the results of the first hypothesis test (H1) of this study, the results show that *e-service quality* has a positive and significant effect on *trust*. This is evidenced by a *tvalue* greater than the T table of (6,231 > 1.96) or a *pvalue* of 0.000 < 0.05, with an original sample of 0.428 which shows a positive relationship direction. Thus the first hypothesis in this study is accepted, meaning that *E-Service Quality* affects *Trust*. The results of this study are reinforced by previous research conducted by Wuisan *et al.*, (2020) Electronic service quality (*E Service Quality*) has a positive effect on trust.

Based on the results of the second hypothesis test (H2) of this study, the results show that *customer experience* has a positive and significant effect on *trust*. This is evidenced by a *tvalue* greater than the T table of (5.096 > 1.96) or a *pvalue* of 0.000 < 0.05, and with an original sample of 0.398 which shows a positive relationship direction. Thus the second hypothesis in this study is accepted, meaning that *Customer Experience* affects *Trust*. The results of this study are reinforced by previous research researched by Micu *et al.*, (2019) found that experience (*Customer Experience*) has a significant effect on trust (Trust) and something similar was also found by Parastanti *et al.*, (2014) where customer *experience* has a positive influence on trust (Trust).

Based on the results of the third hypothesis test (H3) of this study, the results show that *Trust* has a positive and significant effect on *Repurchase Intention*. This is evidenced by a *tvalue* greater than the T table of (3.721 > 1.96) or a *pvalue* of 0.000 < 0.05, and with an original sample of 0.463 which shows a positive relationship direction. Thus the third hypothesis in this study is accepted, meaning that *Trust* affects *Repurchase Intention*. The results of this study are reinforced by previous research researched by Saleem *et al.*, (2017) found similar results that *trust* is directly positively related to *repurchase intention*.

Based on the results of the fourth hypothesis test (H4) of this study, the results show that *E-Service Quality* has a positive and insignificant effect on *Repurchase Intention*. This is evidenced by a smaller *tvalue* compared to the T table of (1.478 < 1.96) or a *pvalue* of 0.140 >

0.05, thus the fourth hypothesis of this study is not significant. This research is not in line with research researched by *E-service quality has a positive and significant effect on customer satisfaction* (Fiona 2020) which shows that *E-service quality has a positive and significant effect on customer satisfaction*.

Based on the results of the fifth hypothesis test (H5) of this study, it shows the results that *Customer Experience* has a positive and insignificant effect on *Repurchase Intention*. This is evidenced by a smaller *tvalue* compared to the T table of $(0.486 < 1.96)$ or a *pvalue* of $0.627 > 0.05$, thus the fifth hypothesis of this study is not significant. This research is not in line with research researched by (Cahyani *et al.*, 2019) The results showed that *customer experience* simultaneously had a significant effect on *repurchase intention* variables. Meanwhile, according to (Febriani and Ardani 2021) The results showed that customer experience has a positive and significant effect on *repurchase intention*.

Based on the results of the sixth hypothesis test (H6) in this study, the results show that *E-Service Quality* has a positive and significant effect on *Repurchase Intention* through *Trust* mediation. These results can be seen from the *tvalue* test which is greater than the T table $(3.102 > 1.96)$ or the *pvalue* of $0.002 < 0.05$, and the original sample of 0.198 which shows a positive relationship direction. Thus the sixth hypothesis in this study can be accepted. This research is reinforced by previous research researched by Wuisan *et al.*, (2020) getting significant results between *E-Service Quality* on *Repurchase Intention* through mediation *Trust*.

Based on the results of the seventh hypothesis test (H7) in this study, the results show that *Customer Experience* has a positive and significant effect on *Repurchase Intention* through *Trust* mediation. These results can be seen from the *tvalue* test which is greater than the T table $(2.897 > 1.96)$ or the *pvalue* of $0.004 < 0.05$, and the original sample.

0.194 which shows the direction of a positive relationship. Thus the seventh hypothesis can be accepted. The results of this study are supported by previous research researched by Astarina *et al.*, (2017) which states that *trust* is significantly able to mediate the influence of *customer experience* variables on *repurchase intention*. The same results were obtained by Giantari *et al.* research, (2013) and Suandana (2016) who indicated *trust* as a perfect mediating variable in *customer experience* and *repurchase intention*.

CONCLUSIONS

The results of hypothesis testing show that E-Service Quality has a positive and significant effect on Trust, Customer Experience has a positive and significant effect on Trust, Trust has a positive and significant effect on Repurchase Intention, E-Service Quality has a positive and insignificant effect on Repurchase Intention, Customer Experience has a positive and insignificant effect on Repurchase Intention, Trust has a positive and significant effect on mediating the E-Service Quality variable on Repurchase Intention, Trust has a positive and significant effect on mediating the Customer Experience variable on Repurchase Intention.

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