

The Effect of E-Service Quality, Website Quality, Promotion, and E-Trust on Repurchase Intentions at E-Commerce Shopee in DKI Jakarta

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Abstract

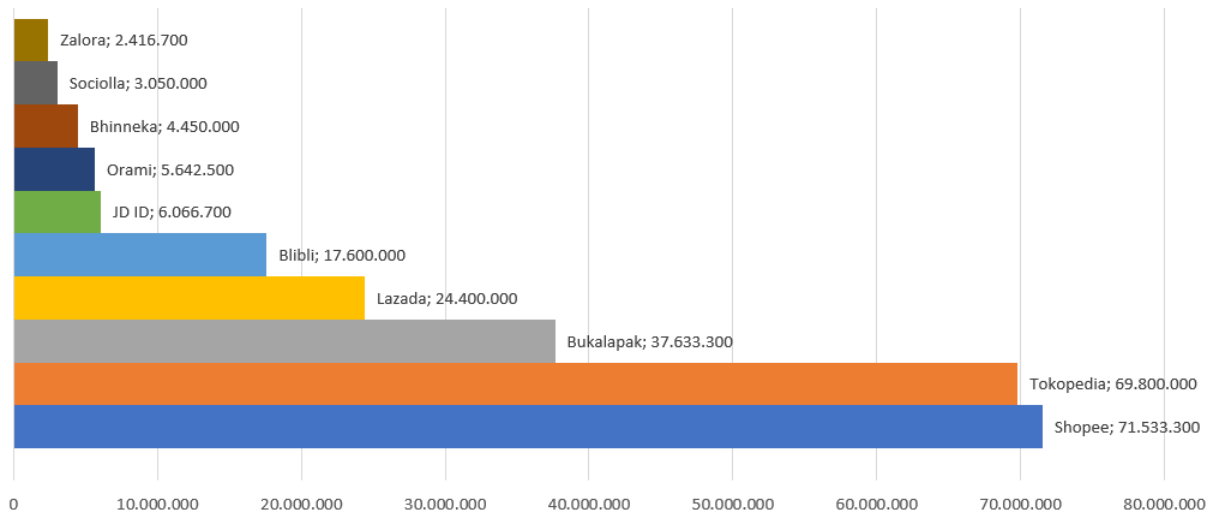
This study aims to analyze e-service quality, website quality, promotion, and e-trust against Shopee's repurchase intention in DKI Jakarta. This study uses a quantitative approach, and because the population in this study cannot be generalized with certainty, the sample selection uses a non-probability purposive sampling approach. Obtained 200 samples that have been confirmed as feasible for testing because they have gone through the data screening stage. The first data analysis uses a descriptive analysis approach to ensure that the sample characteristics are appropriate to the context. Then using PLS-SEM data analysis through Smart-PLS 3.0 software, The results of this study reveal that e-service quality and website quality have a negative and insignificant effect on repurchase intention. Meanwhile, promotion and e-trust have a positive and significant effect on repurchase intention.

Keywords: *e-service quality, promotion, e-trust, repurchase intention, and website quality.*

INTRODUCTION

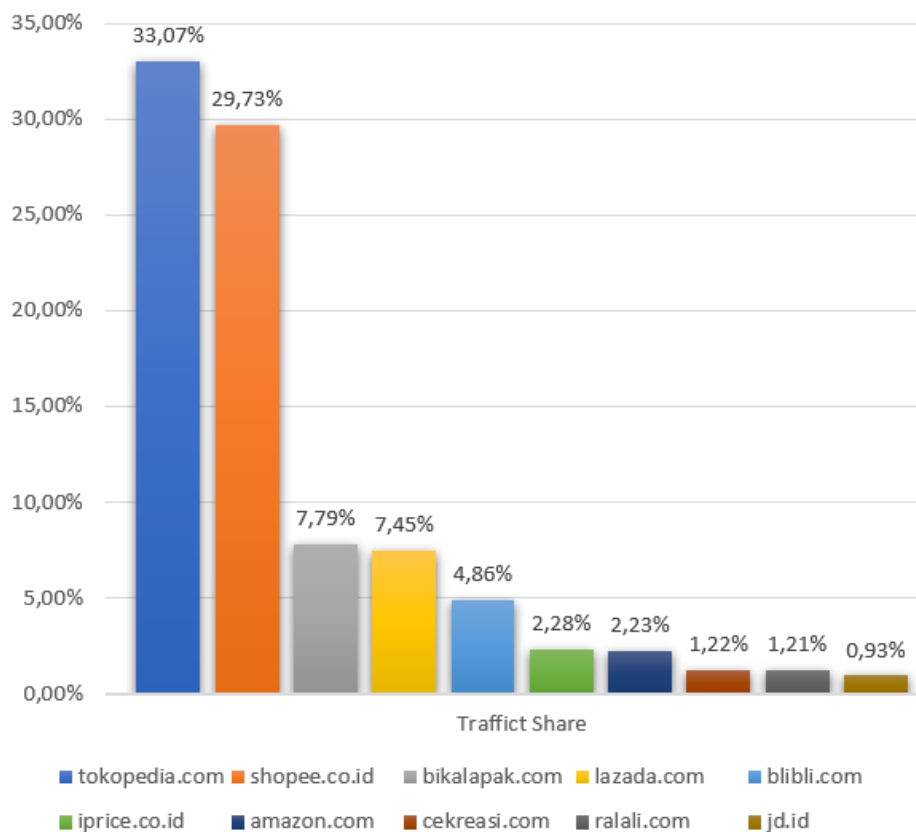
Online shopping behavior has become a trend and tendency of the Indonesian people. This phenomenon is the main reason for business actors to maintain business continuity (Zaitun and Juliyanto, 2022). Advances in information and communication technology have led to various features on online shopping applications or sites, which make it easier for consumers to shop at certain online stores (Aulivia, 2023; Khaerunnisa and Mukhlisun, 2023; Nur, 2023). It is proven that Indonesian people shop online from 2022 to early 2023, increasing 12.8% year on year (CNBC 2023). Confirmed from the report of the Chairman of the Board of Trustees of the Indonesian e-Commerce Association (idEA), assessing that e-commerce will continue to grow this year reaching IDR 600 trillion to IDR 700 trillion (Sari, 2023).

This resulted in an increasingly high and tight competition strategy in achieving sustainable profitability and competitive advantage. As a newcomer, Shopee was able to occupy the highest position in online store competition, outperforming old competitors such as Tokopedia, Lazada, Bukalapak, and others. Competition between Shopee and Tokopedia is getting tougher based on the average number of visitors per month. Shopee is the e-commerce site with the largest monthly visitors in Indonesia. iPrice data shows that this marketplace received 71.5 million visits during the first quarter of 2020. Tokopedia and Bukalapak rank next with 69.8 million and 37.6 million visits respectively (Jayani and Fitra, 2020).



Source : (Jayani and Fitra, 2020) adapted and processed by researchers
Figure 1 Monthly Web Visitors (Quarter I-2020)

However, based on the latest report in early 2021 from (Iqbal, 2021), based on Similarweb data for the first quarter (Q1) 2021. Shopee is in second place with a 29.73% traffic share in March 2021. This percentage is lower than Shopee's traffic share in January 2021 which reached 29.78%. During January-March 2021, Shopee received 117 million monthly visits and 35.74 million unique visitors per month. The decrease in Shopee e-commerce traffic during January 2021 could be a problem that occurs in Shopee e-commerce.



Source : Asti, (2021) adapted and processed by researchers
Figure 2 Map of Indonesian E-Commerce Players

Discussion of the phenomenon of online shop competition in Indonesia raises the selection of relevant research objects for further analysis. Researchers prefer Shopee as the object of this study because as a newcomer, Shopee is able to compete, especially because it has a strong link to trends in Indonesian online shopping behavior. The most important thing in the context of online shopping behavior is intention, because it is a form of a person's sincerity which is reflected in certain actions (Hamdan, Kurniawan, Imaningsih, and Samudro, 2021). Online shopping intention has been widely studied in previous research (Ali, Hamdan, and Mahaputra, 2022; Anshu, Gaur, and Singh, 2022; Hamdan and Yuliantini, 2021; Pham and Nguyen, 2019). It has been recognized that the most important factor to be researched that influences repurchase intention in the context of online shopping is promotion (Luthfiana and Hadi, 2019; Tong, Xu, Yan, and Xu, 2022), website quality (Nafisah and Hayati, 2022; Pham and Nguyen, 2019), e-service quality (Hamdan and Paijan 2020; Sari and Hariyana 2019), dan e-trust (Miao et al., 2022; Prahawan, Juliana, and Purba, 2021).

In particular, repurchase behavior is highly expected by e-commerce players. The repurchase intention of consumers is very influential in a significant increase in Shopee's e-commerce. However, with the large variety of products available at Shopee, there are problems faced by Shopee consumers. Online store businesses must think about how they analyze and target potential customers (Yusoff and Azmel, 2022). According to research (Saidani et al., 2019), several Shopee customers assessed that the services provided by Shopee in filtering products were enough to disappoint customers because there were still many fake products and not products that did not match what was shown in the picture before buying. In addition, the increasing number of Shopee users also has an impact on the delivery process for customer orders. On the basis of this description, Shopee's repurchase intention in DKI Jakarta. Next, the researcher explained the literature review and hypothesis development to strengthen the research model that was built.

Repurchase Intention

Repurchase intention is consumer action behavior after repurchasing, when they feel the product's performance is in line with the expectations and benefits received from the product (Kotler and Keller, 2016). According to (Phuong and Dai Trang, 2018) explaining repurchase intention is the level of consumer motivation to repurchase a product. Cuong (2021) asserts that consumer repurchase is an important key to the success of online shopping stores and creating profits. In the context of online retail, (Javed and Wu, 2020) define e-repurchase intention as a consumer plan that consumers will make to repurchase in the future at the same retailer, because a consumer's positive intention to buy a product or service is closely related to trust (Javed and Wu, 2020). Reinforcing this, (Miao et al., 2022) in her research revealed that online repurchase intention antecedents for the impact of each factor must use the UTAUT, TRA and TPB approaches in the field of e-commerce in an effort to renew understanding of future research.

E-Service Quality

Service is a form of all actions or performance that will be offered from one party to another but is intangible, but can be felt directly by consumers for the performance provided from certain services (Kotler and Keller, 2016). While (Wirtz and Lovelock, 2021) defines service quality as the beliefs of consumers about the general way of working in a company. There are five main dimensions for measuring service quality, namely: physical evidence, reliability, responsiveness, assurance, and empathy. Kumar and Kashyap (2022) revealed that if the quality of the services provided is getting better, the consumer's intention to transact on online applications or sites will also be higher. Confirmed by (Priskila and Priskila 2019; Sari and Hariyana 2019) research reveals that service quality has a significant effect on repurchase intentions with a positive relationship in doing online shopping. Therefore, the hypothesis that will be developed in this study are:

H1: E-service quality has a positive and significant effect on repurchase intention.

Website Quality

Razak, Ahmad, and Marimuthu (2016) stated that in e-commerce, websites have a very important role in maintaining consumer intentions. Then (Kotler and Keller, 2016) stated that consumers expect websites that have high quality when shopping online. Because website quality is a major factor in e-commerce which is seen as an important factor in influencing repurchase intentions (Pham and Nguyen, 2019). There are dimensions of the website quality model (usability, information quality, and interaction quality) used as the main determinants of website quality (Muhsin and Zuliestiana, 2017). In addition, (Wilson, Keni, and Tan, 2019) revealed that website quality plays the best role in repurchase intention, if the company's website offers good quality and attractive products or services, then the consumer's intention to reuse the website is higher. Confirmed by (Pham and Nguyen, 2019), that website quality has a positive and significant effect on repurchase intention. The better the consumer's assessment of website quality, the higher the consumer's intention to make a repeat purchase. Therefore, the hypotheses to be developed in this study are:

H2: Website quality has a positive and significant effect on repurchase intention.

Promotion

Kotler and Keller (2016) define promotion as an effective way of the marketing strategy process to communicate with the market in an effort to provide information to consumers regarding new products or additional services that attract the attention and intention of consumers to make purchases. Confirmed by (Lee and Charles, 2021) research that promotion has a significant and positive influence on repurchase intention. If the promotions provided by business actors are effective and appropriate, it will also increase consumer intention to shop again at the online store. This is justified by research (Gorji and Siami, 2020; Luthfiana and Hadi, 2019; Samuel and Anita, 2023), that sales promotion has a positive and significant effect on repurchase intention. Therefore, the hypotheses to be developed in this study are:

H3: Promotion has a positive and significant effect on repurchase intention..

E-Trust

Miao et al. (2022) state that consumer trust is described as a consumer desire, therefore companies must be trusted or relied on to fulfill their promises. Meanwhile, according to Wang et al (2018), it is stated that building customer trust depends on the company itself, customer displacement, and customer perceptions that will emerge. Miao et al. (2022) define consumer trust as a desire of consumers, therefore companies must be trusted or reliable to fulfill their promises. Meanwhile, (Trivedi and Yadav, 2020) stated that if one party can trust the other party, then the process of forming positive behavior and good intentions will be faster. Consumer intentions to make repeat purchases are influenced by trust (Prathama, 2019). Confirmed by research (Hamdan and Rizka, 2021; Prahawan et al., 2021), trust has a positive and significant influence on online repurchase intentions. Therefore, the hypothesis that will be developed in this study are:

H4 : E-Trust has a positive and significant effect on repurchase intention.

RESEARCH METHODS

This study discusses the effect of e-service quality, website quality, promotion, and e-trust on repurchase intention, where the method used is quantitative research. In summary, the flow of this research method is presented in Figure 3. Because the object of this research is e-commerce site Shopee, whose population is spread throughout Indonesia, it makes consumer characteristics difficult to generalize. Therefore, the location of the research object is determined to be in the DKI Jakarta area, because it is certain that the people there are technologically literate and represent all the behaviors of people throughout Indonesia. Finally, the sampling technique used is non-probability purposive sampling, in which the sample criteria must meet certain criteria.

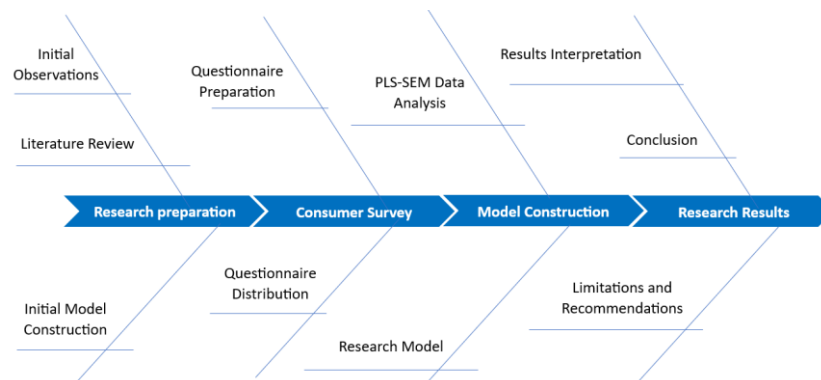


Figure 3. Research Methods Flow

As a tool for preparing questionnaires, researchers use Google Forms to make it easier to distribute questionnaires via social media (i.e., WhatsApp, Facebook, email, and Instagram). Prior to testing the data from questionnaires that have been responded to by respondents, data screening was carried out to ensure the quality and feasibility of the data to be tested. The result is a number of 200 samples that are acceptable and feasible to be tested using the PLS-SEM analysis method. According to (Hair et al., 2017), the PLS-SEM data analysis method is very suitable for exploratory and predictive research. There are 2 procedures for using PLS-SEM, the first is the outer model testing stage and the second is the inner model testing. The results of the descriptive analysis and PLS-SEM data are discussed further.

RESULT AND DISCUSSION

Respondent's Profile

The descriptive results of the respondents provide an understanding of the majority of the profiles that influence buying behavior in online stores. The results of the respondent's profile presented in Table 1 include gender, age, domicile residence, education level, occupation, and monthly income.

Table 1 Respondent's Profile

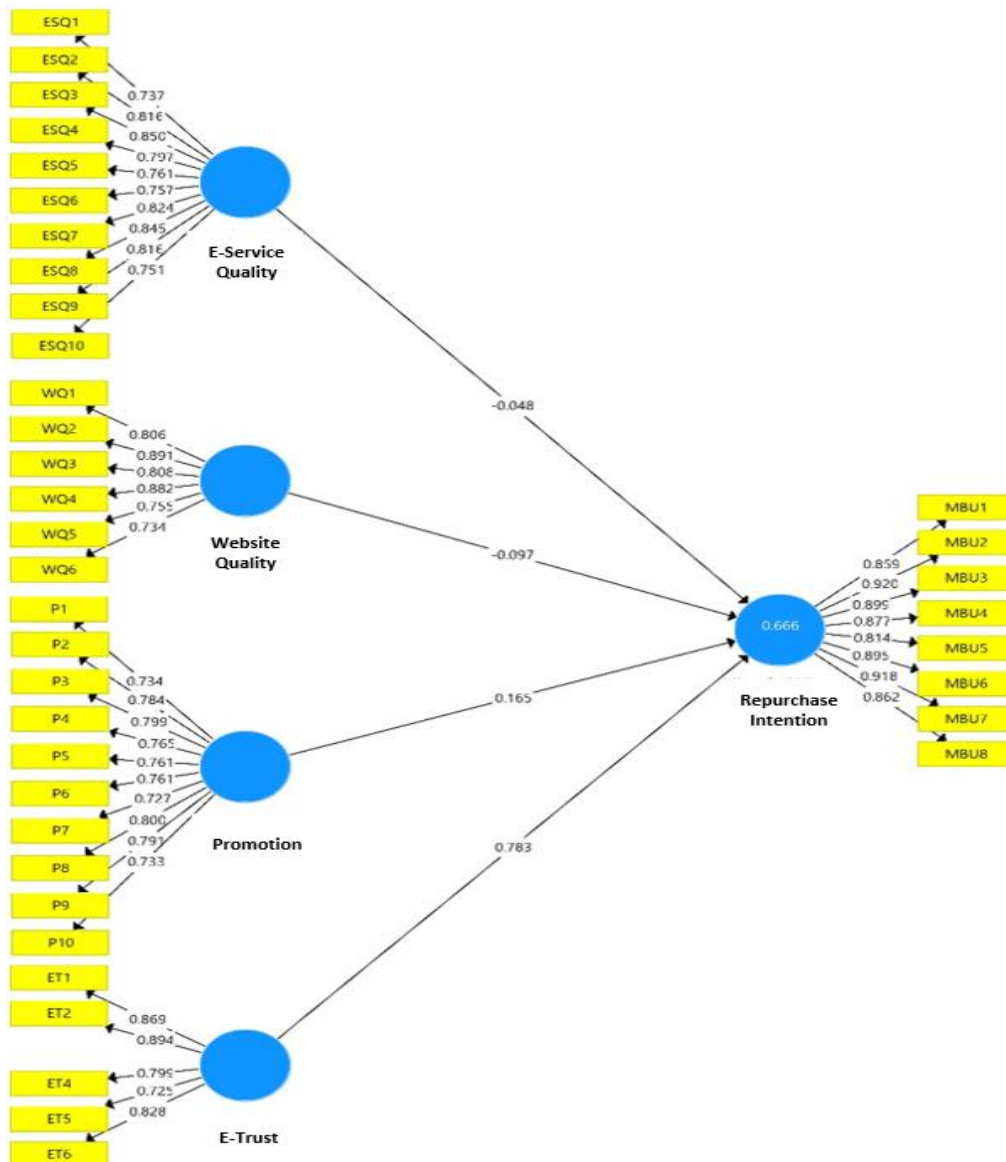
	Category	Respondents	Percentage
Genders	Male	74	37,0%
	Female	126	63,0%
Age	17 - 20 years	38	19,0%
	21 - 24 years	125	62,5%
	25 - 29 years	22	11,0%
	30 - 34 years	10	5,0%
	>35 years	5	2,5%
Domicile DKI Jakarta	South Jakarta	20	10,0%
	North Jakarta	14	7,0%
	East Jakarta	149	74,5%
	West Jakarta	12	6,0%
	Central Jakarta	5	2,5%
Education Level	High School	135	67,5%
	Diploma 3	17	8,5%
	Bachelor	46	23,0%
	Postgraduate	2	1,0%
Occupation	Student	112	56,0%
	General employees	45	22,5%
	Government employees	8	4,0%
	Entrepreneur	11	5,5%

	Category	Respondents	Percentage
	Housewife	13	6,5%
	Other	11	5,5%
Monthly Income	<IDR 1.000.000	61	30,5%
	IDR 1.000.001-IDR 3.000.000	53	26,5%
	IDR 3.000.001-IDR 5.000.000	50	25,0%
	IDR 5.000.001-IDR 10.000.000	26	13,0%
	> IDR 10.000.001	10	5,0%

Source : SPSS Data Processing Results (2022)

Outer Model

The outer model aims to ensure that each item has good validity and reliability in reflecting each construct. Testing the validity and reliability using Outer Loadings assessment ($OL > 0.70$), Average Variance Extracted ($AVE > 0.50$), Cronbach's Alpha ($CA > 0.70$), and Composite Reliability ($CR > 0.70$) (Hair et al., 2017). The results of the outer model are presented in Figure 4 and Table 2 below.



Source : SmartPLS Data Processing Results (2022)

Figure 3 Loadings Factor Results After Modification

Table 2 Validity and Reliability Results

Constructs	Items	OL		AVE	CA	CR
		Before	After			
E-Service Quality	ESQ1 Shopee sells the products I need	0.737	0.737	0.634	0.936	0.945
	ESQ2 Shopee product display is well and neatly packaged	0.816	0.816			
	ESQ3 Shopee service is very good and friendly	0.850	0.850			
	ESQ4 Complete Shopee product service information	0.797	0.797			
	ESQ5 Shopee service is fast and responsive	0.761	0.761			
	ESQ6 Shopee makes it easy for every transaction activity	0.757	0.757			
	ESQ7 Shopee guarantees the security of every transaction activity	0.824	0.824			
	ESQ8 I believe Shopee offers products as expected	0.845	0.845			
	ESQ9 Shopee services help if there are problems	0.816	0.816			
	ESQ10 Shopee understands my specific needs	0.751	0.751			
Website Quality	WQ1 I find Shopee's website easy to use	0.806	0.806	0.664	0.898	0.922
	WQ2 Shopee's website provides a positive user experience	0.891	0.891			
	WQ3 Shopee provides accurate information	0.808	0.808			
	WQ4 Shopee makes it easy to understand any information	0.882	0.882			
	WQ5 Shopee's website makes the transaction process easy	0.755	0.755			
	WQ6 I feel confident shopping via the Shopee website	0.734	0.734			
Promotion	P1 Shopee ads are very intentioning	0.734	0.734	0.587	0.922	0.934
	P2 Shopee ads appear in various media	0.784	0.784			
	P3 Shopee offers attractive discounts	0.799	0.799			
	P4 Promotional information quickly and precisely	0.765	0.765			
	P5 Shopee promotion according to my needs	0.761	0.761			
	P6 Shopee promotions always attract attention	0.761	0.761			
	P7 Give direct offers to consumers	0.727	0.727			
	P8 Maintaining good relations between consumers and partners	0.800	0.800			
	P9 Build a good relationship with its users	0.791	0.791			
	P10 Shopee can build a good company image	0.733	0.733			
E-Trust	ET1 Shopee has a high responsibility	0.869	0.869	0.681	0.882	0.914
	ET2 Shopee has honesty	0.894	0.894			
	ET3 Shopee always gives satisfaction	0.699	-			
	ET4 Shopee gives attention and confidence	0.799	0.799			
	ET5 Actual and factual Shoppe information	0.725	0.725			
	ET6 Reliable Shopee	0.828	0.828			
Repurchase Intention	MBU1 I will tell you positive things about Shopee	0.859	0.859	0.776	0.959	0.965
	MBU2 I'm intentioned in repurchasing on Shopee	0.920	0.920			
	MBU3 I'll be shopping on Shopee soon	0.899	0.899			
	MBU4 I will shop at Shopee for a long time	0.877	0.877			
	MBU5 I will recommend using Shopee	0.814	0.814			
	MBU6 I will prioritize shopping at Shopee	0.895	0.895			
	MBU7 I will repurchase the same product on Shopee	0.918	0.918			
	MBU8 I will remember shopping again at Shopee continuously	0.862	0.862			

Source: SmartPLS Data Processing Results (2022)

The results of Table 2 provide an understanding that the validity test assessed through the “FL-After > 0.70” of each item made a strong contribution in reflecting its construct and was confirmed by the value (AVE>0.50). Confirmed by the results of reliability testing (CA> 0.70; CR> 0.70) provides certainty that the items have a reliable and consistent ability to measure each construct. After producing the outer model that is at the level of good test criteria, then the evaluation of the inner model can be carried out.

Inner Model

The inner model is a test that aims to see the ability of exogenous variables in influencing endogenous variables and whether they produce relevant predictive models. This study uses the R^2 , Q^2 , and path coefficient approaches shown in Table 3. The value of R^2 is (0.75 = strong, 0.50 = moderate, and 0.25 = weak) (Hair et al., 2017), while the value of $Q^2 > 0$ is stated The model has relevant predictions (Sarstedt et al., 2017). In addition, the criteria for the significance level of the construct at an error rate of 5% is ($\alpha=0.05$) or (t-table 1.96), especially the path coefficient relationship is also important to do, whether a hypothesis has a positive or negative direction. The value of path coefficients is between (-1) to (1). If the value is in the range (0) to (1) it is declared positive, whereas if the value is in the range (-1) to (0) then it can be declared negative (Hair et al., 2017).

Table 3 Inner Model Results

Effects Between Variables	Original Sample (O)	T Statistics	P Values	Accepted	R^2	Q^2
E-Service Quality → Repurchase Intention	-0.048	0.703	0.482	No	0.666	0.507
Website Quality → Repurchase Intention	-0.097	1.123	0.262	No		
Promotion → Repurchase Intention	0.165	2.064	0.040	Yes		
E-Trust (X4) → Repurchase Intention	0.783	9.911	0.000	Yes		

Source : SmartPLS Data Processing Results (2022)

The results of testing the inner model through the approach ($R^2 = 0.666$) are moderate, meaning that the ability is quite good (66.6%) given by exogenous variables in explaining endogenous variables and the rest is explained by variables outside this study. While the results of the Q^2 assessment ($0.507 > 0$), it means that the model built has relevant predictions.

Discussions

Based on Table 3, it can be concluded that the E-Service Quality variable has a negative and insignificant effect on repurchase intention. This means that H1 is rejected. This shows that e-service quality has no influence on consumers in carrying out repurchase intentions at e-commerce Shopee in DKI Jakarta. The results of this study are in line with research conducted by (Ikhsan and Lestari, 2021) which states that service quality has a negative and significant effect on repurchase intention. This means that respondents consider the e-service quality variable not to be one of the main factors in influencing repurchase intention at e-commerce Shopee in DKI Jakarta. So the increase or decrease in e-service quality no longer affects the repurchase intention of consumers, because consumers have had enough of the e-service quality provided by Shopee.

Based on Table 3, it can be concluded that the website quality variable has a negative and insignificant effect on repurchase intentions at e-commerce Shopee in DKI Jakarta. It means H2 is rejected. This shows that website quality has no influence on consumers in carrying out repurchase intentions at e-commerce Shopee in DKI Jakarta. The results of this study are in line with research conducted by (Hariadi and Sulistiono, 2021) which states that website quality has a negative and insignificant effect on repurchase intention. This means that respondents consider the website quality variable not to be one of the main factors in influencing repurchase intention at e-commerce Shopee in DKI Jakarta. So the website quality provided by shopee is increasing or not, it does not affect the repurchase intention, because consumers already feel that the Shopee quality website is enough to generate repurchase intention from consumers.

Based on Table 3, it can be concluded that the promotion variable has a positive and significant effect on repurchase intention at e-commerce Shopee in DKI Jakarta. This means that H3 is accepted. Respondents felt that the promotions carried out by Shopee were good and could affect the intention to repurchase. This means that respondents consider the promotion variable to be one of the main

factors in influencing repurchase intention at e-commerce Shopee in DKI Jakarta. The results of this study are in line with research conducted by (Gorji and Siami, 2020; Luthfiana and Hadi, 2019) which states that promotion has a positive and significant effect on repurchase intention. This means that respondents consider the promotion variable to be one of the main factors in influencing repurchase intention at e-commerce Shopee in DKI Jakarta. The better the promotion that shopee does, the higher the repurchase intention felt by consumers.

Based on Table 3, it can be concluded that the e-trust variable has a positive and significant effect on repurchase intention at e-commerce shopee in DKI Jakarta. This means that H4 is accepted. Respondents feel that e-trust or the trust given by Shopee is good and can affect repurchase intentions. The results of this study are in line with research conducted by (Miao et al., 2022; Prahiawan et al., 2021) which states that e-trust has a positive and significant effect on repurchase intention. This means that respondents consider the e-trust variable to be one of the main factors in influencing repurchase intention at e-commerce Shopee in DKI Jakarta. The higher the e-trust that shopee provides to consumers, the higher the repurchase intention from consumers.

CONCLUSION

Based on the results of the analysis and discussion that has been carried out using the Partial Least Square (PLS)-Structural Equation Modeling (SEM) analysis method regarding the effect of e-service quality, website quality, promotion, and e-trust on repurchase intentions at e-commerce Shopee at DKI Jakarta, the conclusion is (a) e-service quality has a negative and insignificant effect on repurchase intention at e-commerce Shopee in DKI Jakarta. From the results of this study, it can be concluded that if the e-service quality provided is not good by e-commerce Shopee, the lower the repurchase intention of e-commerce shopee consumers in DKI Jakarta, (b) website quality has a negative and insignificant effect on repurchase intentions at e-commerce Shopee in DKI Jakarta. From the results of this study, it can be concluded that the website quality owned by Shopee e-commerce is not good, and the lower repurchase intention of Shopee e-commerce consumers in DKI Jakarta, (c) the promotion has a positive and significant effect on repurchase intentions at e-commerce Shopee in DKI Jakarta. From the results of this study, it can be concluded that if the promotion provided by Shopee e-commerce is very attractive, the higher the repurchase intention of Shopee e-commerce consumers in DKI Jakarta, and (d) e-trust has a positive and significant effect on repurchase intention at e-commerce Shopee in DKI Jakarta. From the results of this study, it can be concluded that if consumers' e-trust in Shopee e-commerce is further improved, the repurchase intention of Shopee e-commerce will also increase.

In addition, the researcher intends to provide managerial input to Shopee e-commerce as an effort to make the right marketing strategy decisions in the future, including: (a) from the results of the e-service quality variable analysis, suggestions that can be taken into consideration by shopee are that they can provide guarantees for their products/services by providing 100% guarantee information that the products marketed by Shopee are of good quality, then provide knowledge to Shopee partners to provide services in the form of good products and services before sending products to consumers and Shopee can help make the process of claiming product returns to Shopee partners from consumers easier. So that it can increase the chances of repurchasing intentions from consumers, (b) from the results of the website quality variable analysis, suggestions that can be taken into consideration for Shopee are by providing more accurate information on the Shopee website, such as providing knowledge to shopee partners to provide more accurate information for each product being marketed. In addition, therefore Shopee can filter products that have inaccurate product information. In this way, you will be able to increase your Repurchase Intention on Shopee e-commerce, (c) from the results of the promotion variable analysis, suggestions that can be taken into consideration by Shopee are by providing promotions directly to consumers, providing promotions via consumer personal e-mails, or by providing notifications on applications or websites regarding the latest offers provided Shopee. With consumers getting Promotional offers directly, they will be able to increase repurchase intentions on Shopee e-commerce, and (d) from the results of the e-trust variable analysis, suggestions that can be

taken into consideration by Shopee are that Shopee must be consistent in providing cashback to consumers by monitoring the management of cashback given to consumers every time they purchase Shopee.

In addition, this research also provides a theoretical contribution to complement future knowledge in the context of online shopping behavior. Based on the results of Q^2 , this research model has produced a model that is at a relevant predictive level, so that it is acceptable and feasible to be developed in future research, especially the indicators developed in this study are very important to adapt, because they have made a strong contribution to every construct. Apart from that, of course the limitations and shortcomings of this study are evidence for developing research models in the future, such as the R^2 value which produces a moderate effect, resulting in a gap for further research to adapt or develop this research model. Meanwhile, the context of this research is limited to testing online retail, so it is necessary to expand research generalizations. Finally, because the R^2 value is moderate, which means that there are still other factors playing a role in influencing this research model, it requires additional or a combination of important and relevant factors in this context, such as: website knowledge, especially responding to negative eWOM, because by responding to negative eWOM or Negative reviews are likely to increase purchase intention (Zinko et al., 2021), and usually have a stronger impact on consumer intention and behavior than positive eWOM (Nadarajan, Bojei, and Khalid, 2017; Xie, Miao, Kuo, and Lee, 2011).

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