

# **The Influence of Electronic Service Quality and Customer Satisfaction on Repurchase Interest (Study on Bukalapak E-commerce users in FE UNJ Students)**

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## **Abstract**

According to survey data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2023 will reach 215,626,156 out of a total population of 275,773,901. Looking at age demographics, the majority of current internet users are Indonesians aged 19-34, accounting for 97.17%. On the other hand, Indonesia, as one of the largest countries in the world, has great potential as a producer and uses enormous technology. Almost all companies, both private and state, involve technology in their business. The significant increase in e-commerce and online transportation services is concrete evidence that cannot be denied of the successful use of technology in Indonesia. Especially in purchasing products online via the internet or what is usually called online shopping. This research aims to explore the impact of electronic service quality and customer satisfaction on the intention to repurchase among Bukalapak E-Commerce users. Data was collected through a survey method using an online questionnaire. Purposive sampling was employed to select the sample. The population targeted consists of students from the Faculty of Economics at Jakarta State University, Class of 2020, who are active Bukalapak users. The study sample included 234 respondents who had made purchases on Bukalapak within the past six months. Data analysis was conducted using Structural Equation Modeling (SEM) with SPSS version 22 software.

**Keyword :** Quality of Electronic Services; Customer Satisfaction; Intent to Repurchase

## 1. Introduction

The availability of internet networks allows information to be rapidly transmitted and received by individuals without any restrictions. Nowadays, many people use the internet due to its swift expansion. Essentially, the internet consists of a network of computers interconnected by the global TCP/IP standard system, which operates as a packet exchange protocol to serve billions of users worldwide (Nasution et al., 2020).

According to survey data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2023 is 215,626,156 out of a total population of 275,773,901. This means that 78.19% of Indonesia's population will use the internet in 2023. When examining age demographics, the majority of internet users are Indonesians aged 19-34, accounting for 97.17%. The advancement of technology in Indonesia has led to changes in human lifestyles, with technology being widely applied in various sectors such as trade, businesses, banking, education, and healthcare to enhance efficiency and reduce costs (Nasution et al., 2020).

Indonesia, being one of the largest countries in the world, holds significant potential as a technology producer and user (Purba et al., n.d. 2021). Nearly all companies, both private and public, incorporate technology into their operations. The notable rise in e-commerce and online transportation services serves as undeniable evidence of the successful application of technology in Indonesia. This is especially evident in online shopping, which involves purchasing goods or services via the internet. E-commerce refers to the buying, selling, and exchanging of products, services, and information electronically through the internet (Anwar & Adidarma, n.d. 2021). The rapid expansion of e-commerce in Indonesia can be attributed to the growing public awareness and usage of the internet.

According to M. Suyanto, e-commerce offers several advantages, such as enabling people to work from home, selling a wide range of goods at more affordable prices, and allowing residents in rural areas to access products and services that would otherwise be difficult to obtain without e-commerce (Musatjibah T., 2021). The growth of online buying and selling in Indonesia is evidenced by the presence of various e-commerce platforms like Lazada, Tokopedia, Shopee, Bukalapak, and Zalora.

## **2. Literature Review**

### **2.1 Repurchase Interest**

Swastha and Handoko, as cited in Alvian & Prabawani (2020), define repurchase interest as the consumers' intention to buy products or services they have previously purchased. According to Kotler and Keller in the same study, this desire to repurchase arises when a consumer is satisfied with a product that meets their expectations and performs as desired. This satisfaction motivates consumers to choose the same product or brand in the future and to recommend it positively to others.

Repurchase interest behavior will arise when the product successfully meets consumer needs and approval, indicating that they will return to buy and use the product in larger quantities (Martha Maharany et al., 2021). So it can be concluded that repurchase interest is a desire that arises in the mind of a consumer or buyer to repurchase the same product or service based on a satisfactory previous experience.

(Ananda et al., 2021) states that consumer repurchase interest can be assessed through four main indicators, including:

- 1) Transactional Interests, which reflect consumer interest in making repeat purchases on products they have used.
- 2) Referential Interests, which reflect consumer interest in recommending product they have used to others.
- 3) Preferential Interests, which reflect consumers' interest in always choosing the products they have used as the first choice.
- 4) Explorative Interest, which reflects consumers' interest in seeking information related to the product they want to support the specialty of the product.

### **2.2 Electronic Service Quality**

Matsumoto dan Cao dalam Albi (2021) suggest that quality refers to the extent to which a product meets its specifications, which is an important aspect of production, quality can also be linked to the services provided to consumers (Albi, 2021). Furthermore (Albi, 2021) also states that service quality includes two qualities, namely technical quality related to what is directly received by customers, and functional quality related to how the service is carried out.

Meanwhile, the quality of electronic services in e-commerce reflects the consumer experience in shopping, purchasing, and shipping products / services. Zeithaml in research by Dinda Ayu Puspita (2023) describes electronic service quality as a measure of the

efficiency and effectiveness of electronic-based services, such as applications or websites, which are used to facilitate various stages of transactions (Ayu Puspita & Rahayu Tri Astuti, n.d., 2023). In a broader context, electronic service quality includes aspects that utilize the internet to improve the transaction process and achieve customer satisfaction (Lengkay et al., n.d., 2023).

In Li & Suomi's research (2020) 5 dimensions of SERVQUAL (Service Quality) are as follows:

1. Website design: Poor website design can create a negative impression of the website's quality for customers, potentially causing them to abandon the purchasing process. The website serves as the initial touchpoint for building customer trust.
2. Reliability: This dimension is crucial for e-service quality. In an online setting, it is essential to ensure that customers have confidence that the organization will fulfill its promises.
3. Responsiveness: In e-service, companies offer quick responses to customer inquiries or issues via digital channels, enhancing customer comfort during the purchase process and allowing them to proceed without interruptions.
4. Security: Security refers to the assurance of being free from danger, risk, or uncertainty during the service process.
5. Fulfillment: In e-services, providing customers with the right information about the availability of a product or service is important when making a purchase.
6. Personalization: In e-services, the interaction between customers and companies allows businesses to gather information about customers, including their purchasing habits, needs, and preferences, enabling them to provide personalized services.
7. Information: In the context of e-services, the engagement between consumers and companies opens up opportunities for companies to gain insights about customers, including purchasing patterns, needs, preferences, etc., enabling them to provide services tailored to customers' individual needs.
8. Empathy: In e-services, empathy plays a crucial role in shaping customers' perceptions of service quality in the absence of face-to-face interaction.

## 2.3 Customer Satisfaction

Oliver in Albi's research (2021) customer satisfaction is an evaluation of feelings that arise after customers use the product or service offered, by comparing initial expectations before buying the product (Albi, n.d., 2021). Kotler and Keller in Nisha Kusumadewi's research (2020) Customer satisfaction is also described as the emotional response that occurs after evaluating a product's performance against the expectations customers have, which can result in either a sense of pleasure or disappointment. (Kusumadewi et al., n.d., 2020).

So that if a purchase is able to meet consumer needs and expectations, then consumer satisfaction can be realized (Wungkana & Santoso., 2021). Kennedy in research by Dedek Kurniawan Gultom (2020) explains that the level of customer satisfaction tends to increase when customers feel that the seller has been fair in conducting transactions (Kurniawan Gultom et al., 2020).

Meanwhile (Anggraini & Budiarti, 2020) suggests that achieving customer satisfaction is the main goal of every company. Sidharta and Suzanto in Arya Nurdiasnyah's research (2022) also explain that consumer interest in using E-Commerce is also influenced by the level of satisfaction in making online transactions, this is the main indicator that determines whether consumers will like an online store and can be a reason for making repeat purchases (Nurdiansyah et al., 2022). According to Priansa in Marisi Butarbutar (2021) the dimensions of customer satisfaction include several aspects, including:

- 1) Product: Product quality that can meet consumer tastes and expectations, measured by product variety, quality, and availability.
- 2) Price: Reflects the quality of the product as measured by the price level and the appropriateness of its selling value with price variations.
- 3) Promotion: Efforts to communicate product benefits to target consumers as measured by advertisements, discounts, and gifts.
- 4) Employee Service: Employee service refers to the assistance provided by staff to fulfill consumer needs and desires, encompassing aspects such as politeness, friendliness, efficiency, and accuracy.
- 5) Ambiance: Supporting factors that create a positive impression for consumers and

### **3. Material and Method**

This research is planned to be carried out in a span of 6 (five) months, starting from January 2024 to June 2024. The researchers conducted a study across the entire Jabodetabek area, focusing on respondents who were 2020 students from the Faculty of Economics at UNJ living in Jabodetabek. The research was carried out online by distributing questionnaires through Google Forms, which helped the researchers save time and reduce costs. The criteria for participation included being a 2020 Economics student at Jakarta State University who had made at least one purchase through the Bukalapak app in the past six months.

#### **3.1 Design Study**

##### **3.1.1 Research Methods**

This research employs a quantitative approach, which aims to describe, explain, and test the relationships between variables through statistical analysis. The research utilizes a survey method, which is designed to provide an overview of the population's characteristics as represented by the sample.

The study employs purposive sampling as its technique. The sample was selected based on specific criteria established by the researcher, which include:

- 1) Students from the Faculty of Economics, Class of 2020, at Jakarta State University.
- 2) Individuals who have made purchase transactions through Bukalapak within the last 6 months.

Thus, the required sample size is 234 students from the Faculty of Economics, Class of 2020 at Universitas Negeri Jakarta.

##### **3.1.2 Data Collection Technique**

In this study, researchers collected data through a survey approach using a questionnaire. Researchers distributed questionnaires via google form to respondents of Jakarta State University Faculty of Economics students who had transacted at Bukalapak E-Commerce in the last 3 months. Then the data obtained from the questionnaire is primary data. In addition, researchers also utilise secondary data consisting of information obtained from articles, journals, and other references.

### 3.2 Data Analysis

After collecting the data, the researcher analyzes it to derive results and conclusions regarding the variables under study. The analysis is performed using multiple linear regression methods with the help of SPSS (Statistical Package for the Social Sciences) software. The analysis includes descriptive statistics, validity tests, and reliability tests. Multiple linear regression analysis involves several tests, including the coefficient of determination, normality test, linearity test, multicollinearity test, and heteroscedasticity test. Hypothesis testing is conducted using both the t-test and F-test.

### 4. Result

**Table 4. 1 Descriptive Statistics Test results**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Kualitas Pelayanan Elektronik	234	25.00	55.00	48.1923	4.69789
Kepuasan Pelanggan	234	25.00	45.00	39.4573	3.93732
Minat Beli Ulang	234	16.00	45.00	38.4744	4.75961
Valid N (listwise)	234				

Source : Data processed by researchers

Based on the collected data, the distribution is as follows:

1. For the Service Quality Variable (X1), the minimum value is 25, the maximum value is 55, the average value is 48.19, and the standard deviation is 4.697.
2. For the Customer Satisfaction Variable (X2), the minimum value is 25, the maximum value is 45, the average value is 39.45, and the standard deviation is 3.937.
3. For the Repurchase Interest Variable (Y), the minimum value is 16, the maximum value is 45, the average value is 38.47, and the standard deviation is 4.759.

Based on the validity test that has been carried out, the results for the Repurchase Interest questionnaire can be seen in Table 3.2 below.

**Table 4. 2 Validity Test of Repurchase Interest Variable**

Variable	Indicator	Statement items	Rcalculate	Rtable	Results
Repurchase Interest	Explorative Interest	1	0.734	0.128	<i>Valid</i>
		2	0.610	0.128	<i>Valid</i>
	Preferential Interest	3	0.798	0.128	<i>Valid</i>
		4	0.789	0.128	<i>Valid</i>
	Transactional	5	0.766	0.128	<i>Valid</i>
	Interest	6	0.762	0.128	<i>Valid</i>
		7	0.732	0.128	<i>Valid</i>
	Referential Interest	8	0.673	0.128	<i>Valid</i>
		9	0.753	0.128	<i>Valid</i>

Source : Data processed by researchers

The validity test results for the repurchase interest variable indicate that all statement items are considered valid, as the Rcount values exceed the Rtable values. Therefore, all items related to the repurchase interest variable are suitable for use as data collection tools in this study.

**Table 4. 3 Validity Test of Electronic Service Quality Variable**



Variable	Indicator	Statement items	Rcalculate	Rtable	Results
Electronic Service Quality	<i>Realibility</i>	1	0.588	0.128	<i>Valid</i>
		2	0.590	0.128	<i>Valid</i>
		3	0.607	0.128	<i>Valid</i>
	<i>Responsiveness</i>	4	0.645	0.128	<i>Valid</i>
		5	0.697	0.128	<i>Valid</i>
		6	0.607	0.128	<i>Valid</i>
	<i>Privacy / Security</i>	7	0.664	0.128	<i>Valid</i>
		8	0.615	0.128	<i>Valid</i>
	<i>Web Design</i>	9	0.618	0.128	<i>Valid</i>
		10	0.645	0.128	<i>Valid</i>
	<i>Personalization</i>	11	0.660	0.128	<i>Valid</i>

Source : Data processed by researchers

The validity test results for the electronic service quality variable reveal that all statement items are valid, as the Rcount values surpass the Rtable values. Thus, all items related to the electronic service quality variable are appropriate for use as data collection tools in this study.

**Table 4. 4 Customer Satisfaction Variable Validity Test**

Variable	Indicator	Statement items	Rcalculate	Rtable	Results
Customer Satisfaction	Kinerja ( <i>Perceived Performance</i> )	1	0.755	0.128	<i>Valid</i>
		2	0.659	0.128	<i>Valid</i>
		3	0.647	0.128	<i>Valid</i>
	Harapan ( <i>Expectations</i> )	4	0.666	0.128	<i>Valid</i>
		5	0.726	0.128	<i>Valid</i>
		6	0.618	0.128	<i>Valid</i>
	Kepuasan Menyeluruh ( <i>Overall Satisfaction</i> )	7	0.718	0.128	<i>Valid</i>
		8	0.665	0.128	<i>Valid</i>
		9	0.704	0.128	<i>Valid</i>

Source : Data processed by researchers

The validity test results for the customer satisfaction variable indicate that all statement items are valid, as their Rcount values exceed the Rtable values. Therefore, all items related to the customer satisfaction variable are suitable for use as data collection tools in this study.

**Table 4. 5 Reliability Test**

Variabel	Cronbach's Alpha	Reliabilitas (ri)	Hasil
Minat Beli Ulang (Y)	0.912	0.60	Realibel
Kualitas Pelayanan Elektronik	0.936	0.60	Realibel
Kepuasan Pelanggan (X2)	0.912	0.60	Realibel
Kriteria = ( $r_1$ )>0.60		Realibel	

Source : Data processed by researchers

The reliability test results indicate that the repurchase interest questionnaire, electronic service quality, and overall customer satisfaction are reliable, as their reliability index (ri) is greater than 0.60.

**Table 4. 6 Monte Carlo Normality Test Results**

# One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			234
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		.86928968
Most Extreme Differences	Absolute		.086
	Positive		.049
	Negative		-.086
Test Statistic			.086
Asymp. Sig. (2-tailed)			.000 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.		.061 <sup>d</sup>
	99% Confidence Interval	Lower Bound	.055
		Upper Bound	.068

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 743671174.

Source : Data processed by researchers

The normality test results show that the Monte Carlo significance value is 0.061, which is greater than 0.05, indicating that the data is normally distributed.

**Table 4. 7 Repurchase Interest Linearity Test Results on E-Service Quality**

## ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli Ulang * Kualitas Pelayanan Elektronik	Between Groups	(Combined)	21.870	22	.994	4.640	.000
		Linearity	15.473	1	15.473	72.228	.000
		Deviation from Linearity	6.397	21	.305	1.422	.110
	Within Groups		45.202	211	.214		
	Total		67.071	233			

Source : Data processed by researchers

The significance level for the repurchase interest variable is 0.00, which is less than 0.05, indicating a linear relationship between the electronic service quality variable and repurchase interest among Bukalapak app users who are students of the UNJ Faculty of Economics.

**Table 4. 8 Repurchase Interest Linearity Test Results on Customer Satisfaction**

ANOVA Table			Sum of		Mean		
			Squares	df	Square	F	Sig.
Minat Beli Ulang * Kepuasan Pelanggan	Between	(Combined)	12.727	7	1.818	7.561	.000
	Groups	Linearity	10.180	1	10.180	42.334	.000
		Deviation from Linearity	2.547	6	.425	1.765	.107
	Within Groups		54.344	226	.240		
	Total		67.071	233			

Source : Data processed by researchers

The significance level for the customer satisfaction variable is 0.00, which is less than 0.05, indicating a linear relationship between customer satisfaction and repurchase interest among Bukalapak app users who are students of the UNJ Faculty of Economics.

**Table 4. 9 Multicollinearity Test Results**

Coefficients <sup>a</sup>				Collinearity Statistics	
Model		Tolerance		VIF	
1	KUALITAS PELAYANAN	.839		1.191	
	ELEKTRONIK				
	KEPUASAN PELANGGAN	.839		1.191	

a. Dependent Variable: MINAT BELI ULANG

The multicollinearity test results between the variables of electronic service quality and repurchase interest show a significance value of 1.191, which is less than 10.00. This indicates that there are no signs of multicollinearity. Similarly, for customer satisfaction and repurchase interest, the significance value is also 1.191, suggesting that there are no indications of multicollinearity.

**Table 4. 10 Table of Heteroscedasticity Test Results**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.509	.923		.551	.582
	KUALITAS PELAYANAN ELEKTRONIK	.004	.008	.032	.450	.653
	KEPUASAN PELANGGAN	.000	.024	-.001	-.009	.993

a. Dependent Variable: ABS\_RES

Source : Data processed by researchers

The heteroscedasticity test results reveal that the electronic service quality variable has a significance value of 0.653, and the customer satisfaction variable has a significance value of 0.993. These values indicate that the regression model does not exhibit heteroscedasticity, as the significance probabilities exceed 0.05, leading to the acceptance of H0 (no heteroscedasticity).

**Table 4. 11 Multiple Linear Analysis Test Results**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	35.758	.606		59.001	.000
	KUALITAS PELAYANAN ELEKTRONIK	.043	.005	.455	8.169	.000
	KEPUASAN PELANGGAN	.083	.016	.290	5.209	.000

a. Dependent Variable: MINAT BELI ULANG

Source : Data processed by researchers

**Table 4. 12 T Test Results**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	35.758	.606		59.001	.000
	KUALITAS PELAYANAN ELEKTRONIK	.043	.005	.455	8.169	.000
	KEPUASAN PELANGGAN	.083	.016	.290	5.209	.000

a. Dependent Variable: MINAT BELI ULANG

Source : Data processed by researchers

1. The significance value (Sig) for the electronic service quality variable (X1) is 0.000, which is less than 0.005, indicating that H1 is accepted. This suggests that electronic service quality (X1) affects repurchase interest (Y). Additionally, the t value is 8.169, which exceeds the t table value of 1.651, further supporting the acceptance of H1 and confirming the impact of electronic service quality (X1) on repurchase interest (Y).
2. The significance value (Sig) for the customer satisfaction variable (X2) is 0.000, which is less than 0.005, indicating that H1 is accepted. This suggests that customer satisfaction (X2) influences repurchase intention (Y). Additionally, the t value of 5.209, which is greater than the t table value of 1.651, supports the acceptance of H1 and confirms the impact of customer satisfaction (X2) on repurchase intention (Y).

**Table 4. 13 F Test Results**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.540	2	9.270	76.171	.000 <sup>b</sup>
	Residual	28.112	231	.122		
	Total	46.652	233			

a. Dependent Variable: Minat Beli Ulang

b. Predictors: (Constant), KEPUASAN PELANGGAN, KUALITAS PELAYANAN ELEKTRONIK

Source : Data processed by researchers

The F test results reveal an F value of 76.171, exceeding the F table value of 3.03, and a p value of 0.000, which is below 0.05. This suggests that electronic service quality and customer satisfaction significantly influence repurchase interest.

**Table 4. 14 Results Coefficient of Determination test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.630 <sup>a</sup>	.397	.392	.349

a. Predictors: (Constant), KEPUASAN PELANGGAN, KUALITAS PELAYANAN ELEKTRONIK

Source : Data processed by researchers

The result indicates that the Adjusted R Square value is 0.392, meaning that electronic service quality and customer satisfaction account for 39.2% of the influence on repurchase interest, after adjusting for the sample and independent variables. The remaining portion is attributed to other factors not included in the study.

## **5. Discussion The Influence of Electronic Service Quality on Repurchase Interest**

The t test results for X1 (Electronic Service Quality) and Y reveal a t value of 8.169, which is greater than the t table value of 1.651, and a significance value of 0.000, which is less than 0.05. This indicates a positive and significant effect of electronic service quality (X1) on repurchase interest (Y).

The findings demonstrate that higher electronic service quality significantly enhances repurchase interest, meaning that improved electronic service quality is likely to increase repurchase interest among Bukalapak users.

### **The Influence Customer Satisfaction on Repurchase Interest**

The t test results for X2 (Customer Satisfaction) and Y show a t value of 5.209, which exceeds the t table value of 1.651, and a significance value of 0.000, which is below 0.05. This indicates a positive and significant effect of customer satisfaction (X2) on repurchase interest (Y).

The results demonstrate that higher customer satisfaction significantly increases repurchase interest, meaning that greater customer satisfaction leads to a higher likelihood of repurchase among Bukalapak users.

## **The Influence of Electronic Service Quality and Customer Satisfaction Simultaneously on Repurchase Interest**

The SPSS 26 analysis shows an F value of 76.171, exceeding the F table value of 3.03, and a p value of 0.000, which is below 0.05. This indicates a significant impact of electronic service quality (X1) and customer satisfaction (X2) on repurchase interest (Y).

The results suggest that both factors have a combined effect on repurchase interest, meaning that enhancements in electronic service quality and customer satisfaction lead to increased repurchase interest among Bukalapak users.

### **6. Conclusion, Implication, and Recommendation**

Based on the results of research data analysis and statistical data processing that has been carried out on 234 samples of students of the Faculty of Economics, State University of Jakarta through distributing questionnaires as a tool for research using google form and with the help of SPSS version 26, this research can be concluded as follows:

1. The findings indicate that electronic service quality significantly impacts repurchase interest. This implies that improvements in electronic service quality lead to a higher level of repurchase interest among Bukalapak users.
2. The results demonstrate that customer satisfaction significantly affects repurchase interest. This suggests that increased customer satisfaction corresponds to a higher level of repurchase interest among Bukalapak users.
3. The study reveals that both electronic service quality and customer satisfaction simultaneously influence repurchase interest. This means that enhancements in both electronic service quality and customer satisfaction are associated with greater repurchase interest among Bukalapak users.

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