



EXAMINING THE ROLE OF E-SATISFACTION AND E-TRUST TOWARD REPURCHASE INTENTION ON ONLINE MARKETPLACE MEDIATED BY ELECTRONIC WORD OF MOUTH

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ABSTRACT

This study aims to determine the effect of e-satisfaction on electronic word of mouth, the effect of e-trust on electronic word of mouth, the effect of electronic word of mouth on repurchase intention, the effect of e-satisfaction on repurchase intention, the effect of e-trust on repurchase intention, the effect of e-satisfaction on repurchase intention through electronic word of mouth, the effect of e-trust on repurchase intention through electronic word of mouth. The data collection in this study was by distributing questionnaires to 200 online marketplace customers. In analyzing the research data, the Structural Equation Model (SEM) approach was used with the Lisrel application version 8.8. The results of this study are there is a positive and significant effect of e-satisfaction on electronic word of mouth, there is a positive and significant effect of e-trust on electronic word of mouth, there is a positive and significant effect of electronic word of mouth on repurchase intention, there is a positive and significant effect of e-satisfaction on repurchase intention, there is a positive and significant effect of e-trust on repurchase intention, there is a positive and significant effect of e-satisfaction on repurchase intention through electronic word of mouth, there is a positive and significant effect of e-trust on repurchase intentions through electronic word of mouth.

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INTRODUCTION

The development of current technology has given rise to various kinds of consequences on human life. One consequence of the rapid development of technology is the increasing number of internet users worldwide. The internet can eliminate obstacles for humans to interact with each other without time limits and distance.

Internet users in Indonesia are increasing every year. In 2021, the number of internet users in Indonesia was 201.37 million, with the prediction of an increase in the number of internet users by 239.03 million in 2026 (www.statista.com, 2021).

Internet development is getting faster, resulting in the creation of business opportunities, namely the increasing number of people who make buying and selling transactions online. According to data from www.statista.com (2021), total e-commerce revenue in Indonesia in 2021 will reach US\$ 38.2 million and is predicted to increase in 2025 to reach US\$ 56.4 million. This shows that the development of e-commerce in Indonesia is outstanding. The increase that occurred was due to one of the reasons for the high interest of the Indonesian people in buying and selling online.

The increase in total e-commerce revenue in Indonesia causes companies to compete to provide a place for sellers and buyers to conduct transactions online. Indonesian people's consumption level on digital platforms, especially in e-commerce, increased during the Covid-19 pandemic. The report "Navigating Indonesia's E-commerce: Omnichannel as Future

of Retail" confirms that 74.5% of consumers prefer to shop online than offline shopping, with the media used being through websites, social media, and online marketplaces. The online marketplace is a place to conduct transactions between sellers and buyers through the internet and digital media.

W&S Group surveyed customer desire to revisit the online marketplace site. The results showed that 56.1% would switch to another online marketplace site. According to Sullivan and Kim (2018), Repurchase Intention is the desire of customers to revisit online stores.

The research institute Blackbox Research surveyed the online shopping experience, which resulted in 45% of respondents feeling less satisfied with online shopping (Andriyanto, 2020).

According to Bulut (2015), e-satisfaction is the positive effect of customers on a website that is formed from an assessment of all perspectives of customer relations with the company.

Report from the Ministry of Trade regarding complaints in the online shopping sector, the results obtained in the first semester of 2020 received 4,855 customer complaints. Complaints given by customers prove a lack of customer trust in online shopping sites. The increasing number of complaints occurred due to the increased intensity of online shopping during the Covid-19 pandemic. According to Pradnyaswari and Aksari (2020), e-trust is customer trust in an online transaction on a site or website.

According to Bulut and Karabulut (2018), online shopping is riskier than offline shopping, so customers

will look for product information or media that consumers will use where customers can obtain information through electronic word of mouth (EWoM) media. According to Jalilvand and Samiei (2012), EWoM is a positive or negative customer statement about a product or brand available on the internet network.

Various previous studies have proven the effect of e-satisfaction on repurchase intention, such as research by Bulut (2015), Mansourimoayyed et al. (2020), and Trivedi and Yadav (2020), who found a positive and significant relationship between e-satisfaction and repurchase intention. Therefore, it shows that e-satisfaction is the main driver in customer repurchase intention. When customers are satisfied with a product, customers tend to make repeat purchases in the future.

Previous studies have proven the effect of e-trust on repurchase intention, such as research by Bulut (2015), Prahiawan et al. (2021), and Sullivan and Kim (2018), who found a positive and significant relationship between e-trust and repurchase intention. Therefore, it shows that the higher e-trust perceived by customers towards e-commerce can make customers desire to make repeat purchases.

Although in previous studies of e-satisfaction, e-trust on repurchase intention has been widely carried out, there are still few studies that use EWoM intervening variables in the Tokopedia online marketplace, especially in the DKI Jakarta area.

The problems contained in the background made the researcher conduct this research. Therefore, this study has the following objectives: to determine the effect of

e-satisfaction on EWoM, the effect of e-trust on EWoM, the effect of EWoM on repurchase intention, the effect of e-satisfaction on repurchase intention, the effect of e-trust on repurchase intention, the effect of e-satisfaction on repurchase intention through EWoM, the effect of e-trust on repurchase intention through EWoM.

LITERATURE REVIEW

E-satisfaction

E-satisfaction is a positive response given by a customer that comes from the customer's experience after making a purchase. E-satisfaction experienced by customers occurs when customers do not try to find alternatives other than the website that customers are using at the time (Prahiawan et al., 2021). In an online marketplace, e-satisfaction is the key to a customer repurchase. According to Mansourimoayyed et al. (2020), e-satisfaction refers to the impression customers give about previous purchases that exceed customer expectations.

E-satisfaction, according to Hidayah and Utami (2017), refers to the psychological condition of the customer where the customer feels satisfaction by not looking for other preferences other than the site that the customer is using at that time. When customers feel satisfied, customers are more willing to use products from the same brand or company. E-satisfaction is the experience felt after using the product and comparing the perceived quality and the expected quality (Gounaris et al., 2010). When the customer is not satisfied, he will look for other alternatives, and it will

be an opportunity for competitors to take advantage of the situation.

E-trust

E-trust is the ability of a customer to accept the risks that may occur when customers make online transactions. In an online transaction, the customer will depend on trust about the product or service that the customer will buy. Trust is crucial in making an online purchase (Prahawan et al., 2021). According to Pradnyaswari and Aksari (2020), e-trust refers to the trust customers feel on a website when making online purchases.

According to Zeki A Bulut (2015), E-trust refers to the state of a customer based on positive customer expectations, where customers are willing to accept the risks that occur during online purchases. Lack of customer trust causes customers to be reluctant to make an online purchase. E-trust is defined as a customer's believes that a product or service provider can be relied on to behave in such a way that the long-term interests of consumers can be fulfilled (Martínez & Rodríguez, 2013).

Electronic Word of Mouth

Electronic word of mouth is a positive or negative expression of online customers regarding a particular product or brand by current and previous customers. Word of mouth is a marketing communication tool contained in the marketing mix. Marketing communication aims to create awareness and increase customer desire to purchase (Prahawan et al., 2021). EWoM, according to Mansourimoayyed et al. (2020), refers to customer expressions about a particular

product or service carried out via the internet network.

EWoM, according to Rajinikanth (2018), refers to an explanation of a product by current and previous customers available on the internet network. EWoM provided by customers can impact customer trust in products or services that lead to a purchase (Wang et al., 2018).

According to Jansen and Zhang (2009), electronic word of mouth refers to exchanging information between potential, actual, or former customers about a product, brand, service, or company that is provided to many people and institutions via the internet and its dynamic and continuous.

Repurchase Intention

Repurchase intention is an impulse in customers to repurchase a product on the same online shopping site. Repurchase intention occurs when customers have purchased a product and feel satisfied when shopping online on the online shopping site (Prahawan et al., 2021). According to Rajinikanth (2018), repurchase intention refers to the desire that exists in a customer to make a repeat purchase of a particular brand or product.

According to Setyorini and Nugraha (2016), repurchase intention refers to customer evaluation by taking into account the customer's condition at that time to make a repeat purchase of products from the same company. According to Peter and Olson (2014), Repurchase Intention is a purchase activity carried out more than once or several times. The satisfaction obtained by a consumer can be encouraged by someone to make a repeat purchase, to be loyal to the product or loyal to the place where he

bought the item so that consumers can tell good things to others.

Relationship between e-satisfaction and electronic word of mouth

E-satisfaction can affect electronic word of mouth. Customers who are satisfied with a product or service tend to recommend the product or service they use to encourage others to have the same experience. The main driver of word of mouth is satisfaction with a product or service (Yang et al., 2019). There is a relationship between e-satisfaction and e-wom which shows a significant effect, namely in research conducted by Duarte et al. (2018), Gao et al. (2020), and Sanyal et al. (2021) which states that e-satisfaction perceived by customers can affect the EWoM given by the customer, on online shoppers. Therefore, the proposed hypothesis is:

H1: e-satisfaction has an effect on electronic word of mouth

Relationship between e-trust and electronic word of mouth

E-trust can affect electronic word of mouth. E-trust that customers feel can affect the EWoM that customers will give to the company. Online customer trust is the main driver in influencing the electronic word of mouth provided by customers. There is a relationship between e-trust with EWoM which shows a significant effect, namely in research conducted by Murdifi et al. (2020), Parnataria and Abror (2019), and Wijayanto and Komita, (2021) which states that when customers have confidence in a company that the company will always fulfill what is expected by customers, customers will provide a positive electronic word of mouth

about the company. Therefore, the proposed hypothesis is:

H2: e-trust has an effect on electronic word of mouth

Relationship between electronic word of mouth and repurchase intention

Electronic word of mouth can affect repurchase intention. Electronic word of mouth can affect where customers will shop online, the products that customers will buy and also how customers evaluate a product. There is a relationship between electronic word of mouth and repurchase intention, which shows a significant effect, namely in research conducted by Prahiawan et al., (2021); Rajinikanth, 2018; Yang et al., 2019) which states that the higher the EWoM perceived by customers, the higher the repurchase intention of the customer. a product. Therefore, the proposed hypothesis is:

H3: electronic word of mouth has an effect on repurchase intention

Relationship between e-satisfaction and repurchase intention

E-satisfaction can affect repurchase intention. E-satisfaction is important in customer repurchase intention. When customers are satisfied with a product, customers tend to make repeat purchases in the future. There is a relationship between e-satisfaction and repurchase intention which shows a significant effect, namely the research conducted by Bulut (2015), Mansourimoayyed et al. (2020), and Trivedi & Yadav (2020) which states that customers who are satisfied with a product or service will create a desire to make a repeat purchase. Therefore, the proposed hypothesis is:

H4 : e-satisfaction has an effect on repurchase intention

Relationship between e-trust and repurchase intention

E-trust can affect repurchase intention. Customer trust is positively related to customer attitudes, leading to the customer's desire to make repeat purchases. There is a relationship between e-trust on repurchase intention, which shows a significant effect, namely in research conducted by Bulut (2015), Prahawan et al. (2021), and Sullivan and Kim (2018), which states that the higher e-trust perceived by customers towards e-commerce can make customer's desire to make repeat purchases. Therefore, the proposed hypothesis is:

H5: e-trust has an effect on repurchase intention

Relationship between e-satisfaction, electronic word of mouth and repurchase intention

E-satisfaction can affect repurchase intention through electronic word of mouth. Electronic word of mouth provided by customers can strengthen and also weaken the effect of e-satisfaction on customer repurchase intention. There is a significant relationship between e-satisfaction with repurchase intention mediated by e-wom, namely research conducted by Mansourimoayyed et al. (2020) Sanyal et al. (2021) Wijayanto and

Komita (2021) which states that when customers are satisfied, the customer will provide a positive electronic word of mouth, with the more favourable it is. Electronic word of mouth delivered by customers can increase customer repurchase interest. Therefore, the proposed hypothesis is:

H6: e-satisfaction has an effect on repurchase intention through electronic word of mouth

Relationship between e-trust, electronic word of mouth and repurchase intention

E-trust can impact repurchase intention through EWOM. EWOM provided by customers can strengthen and weaken the impact of e-trust on customer repurchase intention. There is a significant relationship between e-trust and repurchase intention mediated by EWOM, namely research conducted by mouth Arumsari and Ariyanti (2017), Wijayanto and Komita (2021), and Yang et al. (2019) which means that if the customer feels confident about the site used, the customer will provide a positive electronic word of mouth, with the more positive electronic word of mouth delivered by customers, it can increase customer repurchase interest. Therefore, the proposed hypothesis is:

H7: e-trust has an effect on repurchase intention through electronic word of mouth

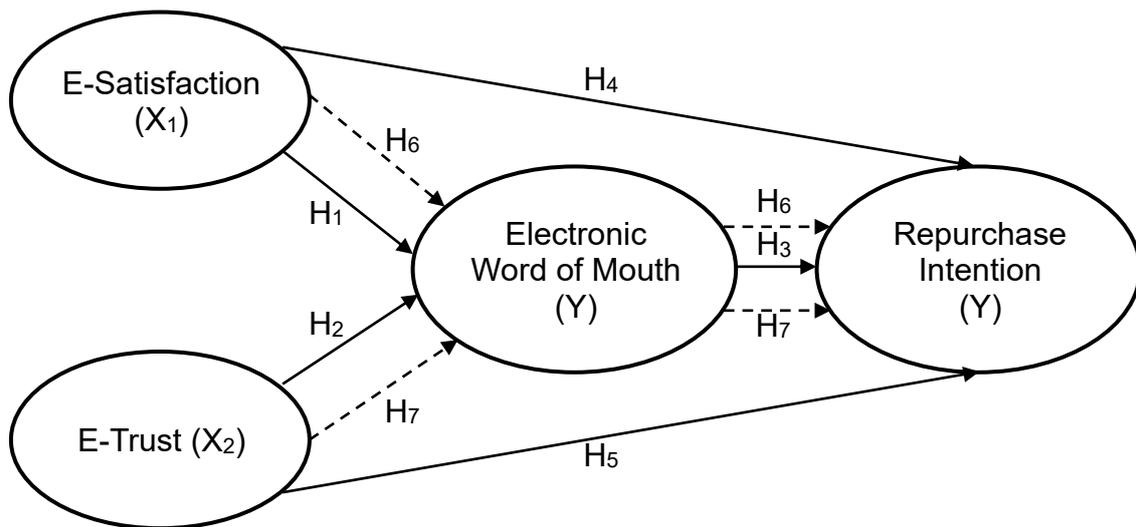


Figure 1. Hypothesis framework
Source: Data processed by author (2022)

RESEARCH METHODS

Research Approach

This study uses a quantitative approach. According to Sugiyono (2016), a quantitative approach is a research approach used to test hypotheses with research instruments through specific samples and populations. The reason for using a quantitative approach is to determine the effect between research variables. This research started from January 2022 – May 2022 to look for phenomena related to the variables in this study.

Data and Sample

The sampling technique in this study used purposive sampling. According to Sugiyono (2016), purposive sampling is a technique for certain reasons. This technique was chosen because the sample in this study has specific characteristics. The sample criteria in this study are domiciled in DKI Jakarta and have purchased at the online marketplace at least once with an age range of 18-35 years. In determining the sample size, this study refers to the formula Hair et al.

(2010), which is the minimum sample size for analysis using LISREL, which is 200 samples. So, this study used a sample of 200 respondents.

Data Collection Techniques

The data utilized in this research is primary data, using a survey method by distributing questionnaires through Google Forms on several social media to online marketplace customers. Operational variables in this study were adapted from several previous studies. The variables in this study were measured using a likert scale. Likert scale measures the views, opinions, and attitudes of an individual or group towards social phenomena (Sugiyono, 2016). This study uses likert-type scale with an interval of 1 to 6 (1 = totally disagree, 2 = disagree, 3 = slightly disagree, 4 = slightly agree, 5 = agree, 6 = totally agree).

Data Analysis Techniques

The data analysis technique applied in this research is a multivariate analysis method with Structural Equation Modeling (SEM). SEM is used in this study because it can determine the direct and indirect

effects and their magnitude. In the data processing, the researcher used SPSS Version 26 as a statistical application to test validity

and reliability and LISREL Version 8.8 software for confirmatory factor analysis (CFA) testing and hypothesis testing.

Table 1. Variable Operations

Code	Measurement Indicator	Source
ES		
E-satisfaction		
ES1	Customers don't need a long time to shop online	(Shin et al., 2013)
ES2	Customers are comfortable when using the online marketplace	
ES3	Customers feel that the steps to shop online provided are very easy	
ES4	Information provided by the online marketplace is very complete regarding the products offered	
ES5	Information provided on the online marketplace is very useful for customers	
ES6	Online marketplace has a professional website appearance	
ES7	Information relating to customers is well protected	
ES8	Online marketplace has a visually attractive home page	
ES9	Customers can leave a review in the provided review column	
ES10	Customers can actively leave product reviews	
ET		
E-trust		
ET1	Customers believe that information provided by online marketplace is credible information	(Chiu et al., 2010; Matute et al., 2016; Xhuvani, 2012)
ET2	Customers believe that online marketplace is reliable	
ET3	Customers are confident that online marketplace will fulfill its commitments	
ET4	Customers believe that shopping on an online marketplace is profitable.	
ET5	Customers believe that online marketplaces care about current and future customers	
ET6	Customers believe they will not be harmed when shopping online	
ET7	Company has experienced in the online marketplace	
ET8	Company has qualified resources in carrying out its operational activities	
ET9	Company understands who its target market.	
EWM		
Electronic Word of Mouth		
EWM1	Customers will share their information and knowledge about the product	(Duarte et al., 2018; Esenyel & Emeagwali, 2019; Jalilvand & Samiei, 2012)
EWM2	Customers will suggest others to make online purchases	
EWM3	Customers will recommend online marketplace	
EWM4	Customers will talk about positive things	
EWM5	Customers are pleased to say that they are online marketplace users	
EWM6	Customers will read reviews before making transactions	
EWM7	Customers will collect information sourced from product reviews by other customers.	
EWM8	Customers will talk about good things	
EWM9	Customers feel worried if they don't read product reviews	
EWM10	Customers feel confident to buy a product after reading product reviews	

Code	Measurement Indicator	Source
RI	Repurchase Intention	
RI1	Customers desire to visit the online marketplace again	(Zeki A Bulut, 2015; Kim et al., 2012; Trivedi & Yadav, 2020)
RI2	Customer intends to purchase goods from the online marketplace	
RI3	Customers intend to continue using the online marketplace	
RI4	Customers have a high willingness to repurchase the product	
RI5	Customers will recommend the online marketplace to people around them	
RI6	Customer intends to use the online marketplace as a priority for future purchases	
RI7	Customer intends to get product information from the online marketplace	

Source: Data processed by author (2022)

RESULTS AND DISCUSSION

Based on the results of the questionnaires that 200 respondents filled out showed that the questionnaires were filled mainly by women 61.5% and men by 3.5%. Based on age, the questionnaire was mostly filled by the age range of 21-25 years is 60%, 12-20 years by 23.5%, 26-30 years by 12%, and 31-35 years by 4.5%. Based on occupation, the questionnaire was filled mainly by college students by 62.5%, students by 21%, private employees by 10%, entrepreneurs by 5%, and civil servants by 1.5%. Based on the latest education, the questionnaire was mostly filled with high school education by 84.5%, bachelor's degree education by

12.5%, and diploma education by 3.0%. Based on income, the questionnaire was filled mainly by income of < Rp 1,000,000 which is 57.5%, income of Rp 1,000,001 – Rp 3,000,000 which is 27.5%, the income of Rp 3,000,001 – Rp 5,000,000 which is 12.5%, income > IDR 5,000,001 which is 2.5%.

The validity test in this study used the Pearson Product Moment Correlation. The validity test is carried out by taking into account the validity requirements. If $r_{count} \geq r_{table}$, then it is said to be valid with a significance level of 5%, which in this case, the value of r_{table} from the number of samples 200 is 0.1381. The validity test results show that all indicators are said to be valid.

Table 2. Validity test result

Variables	Indicators	r-value	r-table 5% (n=200)	Explanation
E-satisfaction (X_1)	ES1	0.827	0.1381	Valid
	ES2	0.942	0.1381	Valid
	ES3	0.854	0.1381	Valid
	ES4	0.852	0.1381	Valid
	ES5	0.920	0.1381	Valid
	ES6	0.911	0.1381	Valid
	ES7	0.824	0.1381	Valid
	ES8	0.902	0.1381	Valid

Variables	Indicators	r-value	r-table 5% (n=200)	Explanation
E-trust (X ₂)	ES9	0.834	0.1381	Valid
	ES10	0.897	0.1381	Valid
	ET1	0.881	0.1381	Valid
	ET2	0.901	0.1381	Valid
	ET3	0.887	0.1381	Valid
	ET4	0.873	0.1381	Valid
	ET5	0.880	0.1381	Valid
	ET6	0.828	0.1381	Valid
	ET7	0.866	0.1381	Valid
	ET8	0.932	0.1381	Valid
Electronic word of mouth (Y)	ET9	0.909	0.1381	Valid
	EWM1	0.895	0.1381	Valid
	EWM2	0.948	0.1381	Valid
	EWM3	0.883	0.1381	Valid
	EWM4	0.930	0.1381	Valid
	EWM5	0.936	0.1381	Valid
	EWM6	0.887	0.1381	Valid
	EWM7	0.933	0.1381	Valid
	EWM8	0.895	0.1381	Valid
	EWM9	0.892	0.1381	Valid
Repurchase intention (Z)	EWM10	0.890	0.1381	Valid
	RI1	0.855	0.1381	Valid
	RI2	0.837	0.1381	Valid
	RI3	0.835	0.1381	Valid
	RI4	0.810	0.1381	Valid
	RI5	0.858	0.1381	Valid
	RI6	0.897	0.1381	Valid
	RI7	0.903	0.1381	Valid

Source: Data processed by author (2022)

The reliability test in this study used Cronbach's Alpha method. If Cronbach's alpha value is less than 0.6, then it is said to be less good, but if Cronbach's alpha value is 0.7, then

it is said to be accepted, and if Cronbach's alpha value is 0.8, then it is said to be good. The results of the reliability test show that all indicators are said to be reliable.

Table 3. Reliability test result

Variables	Cronbach's Alpha	Explanation
E-satisfaction (X ₁)	0.966	Reliabel
E-trust (X ₂)	0.965	Reliabel
Electronic word of mouth (Y)	0.976	Reliabel
Repurchase intention (Z)	0.939	Reliabel

Source: Data processed by author (2022)

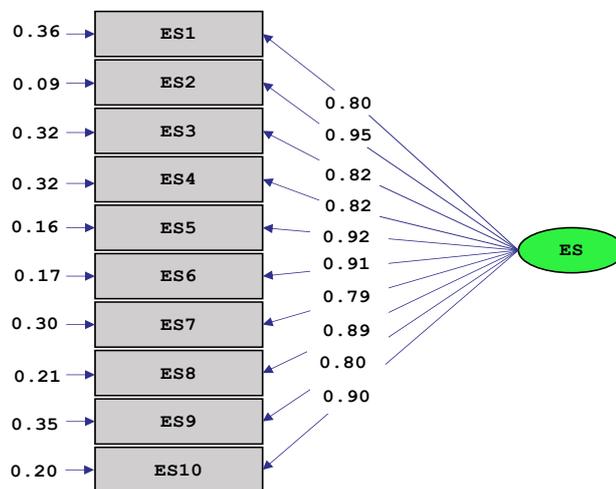
Confirmatory Factor Analysis (CFA) is an analysis used to check whether the measurement model built is in accordance with the initial

hypothesis through a standardized solution of ≥ 0.5 for each indicator (Hair et al., 2010). This study uses First Order Confirmatory analysis.

Table 4. E-satisfaction first order construct

<i>Goodness of Fit Indices</i>	<i>Cut-off Value</i>	<i>Result</i>	<i>Model Explanation</i>
Chi Square	< 3.00	0.27	<i>FIT</i>
RMSR	≤ 0.05	0.01	<i>FIT</i>
GFI	≥ 0.90	0.96	<i>FIT</i>
RMSEA	≤ 0.08	0.02	<i>FIT</i>
AGFI	≥ 0.90	0.94	<i>FIT</i>
CFI	≥ 0.90	1.00	<i>FIT</i>
NNFI	≥ 0.90	1.00	<i>FIT</i>

Source: Data processed by author (2022)



Chi-Square=39.74, df=35, P-value=0.26696, RMSEA=0.026

Figure 2. E-satisfaction first order construct model

Source: Data processed by author (2022)

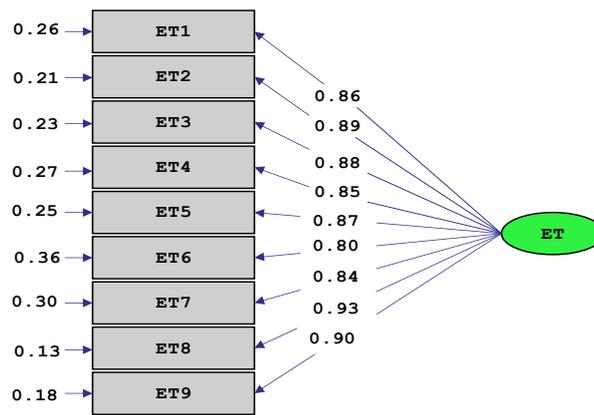
Instrument processing through first order on ten indicators of the e-satisfaction variable, the results obtained are the value of Goodness

of Fit Indices has met the model suitability requirements. In addition, all indicators have met the requirements, that is > 0.50 .

Table 5. E-trust first order construct

<i>Goodness of Fit Indices</i>	<i>Cut-off Value</i>	<i>Result</i>	<i>Model Explanation</i>
Chi Square	< 3.00	0.02	<i>FIT</i>
RMSR	≤ 0.05	0.02	<i>FIT</i>
GFI	≥ 0.90	0.95	<i>FIT</i>
RMSEA	≤ 0.08	0.05	<i>FIT</i>
AGFI	≥ 0.90	0.92	<i>FIT</i>
CFI	≥ 0.90	1.00	<i>FIT</i>
NNFI	≥ 0.90	0.99	<i>FIT</i>

Source: Data processed by author (2022)



Chi-Square=42.63, df=27, P-value=0.2848, RMSEA=0.054

Figure 3. E-trust first order construct model

Source: Data processed by author (2022)

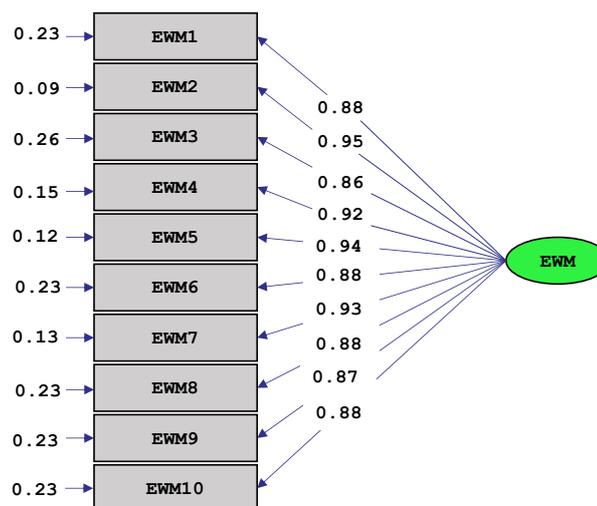
Instrument processing through first order on nine indicators of the e-trust variable obtained results, namely the value of Goodness of Fit Indices, has

met the model suitability requirements. In addition, all indicators have met the requirements, that is > 0.50.

Table 6. Electronic word of mouth first order construct

Goodness of Fit Indices	Cut-off Value	Result	Model Explanation
Chi Square	< 3.00	0.01	<i>FIT</i>
RMSR	≤ 0.05	0.02	<i>FIT</i>
GFI	≥ 0.90	0.95	<i>FIT</i>
RMSEA	≤ 0.08	0.05	<i>FIT</i>
AGFI	≥ 0.90	0.92	<i>FIT</i>
CFI	≥ 0.90	1.00	<i>FIT</i>
NNFI	≥ 0.90	1.00	<i>FIT</i>

Source: Data processed by author (2022)



Chi-Square=56.22, df=35, P-value=0.01290, RMSEA=0.055

Figure 4. Electronic word of mouth first order construct model

Source: Data processed by author (2022)

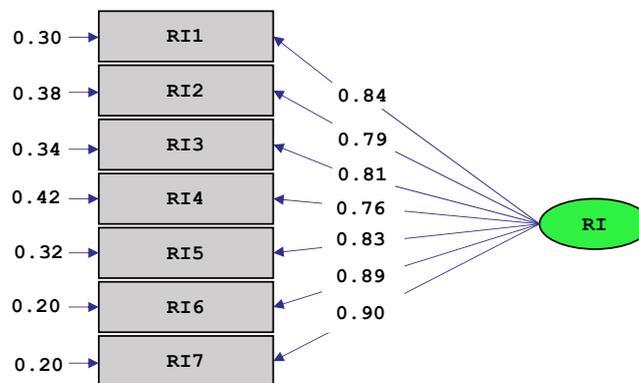
Instrument processing through first order on ten variable indicators of EWOM obtained results, namely the value of Goodness of Fit Indices has

met the model suitability requirements. In addition, all indicators have met the requirements, that is > 0.50 .

Table 7. Repurchase intention first order construct

<i>Goodness of Fit Indices</i>	<i>Cut-off Value</i>	<i>Result</i>	<i>Model Explanation</i>
Chi Square	< 3.00	0.02	<i>FIT</i>
RMSR	≤ 0.05	0.03	<i>FIT</i>
GFI	≥ 0.90	0.96	<i>FIT</i>
RMSEA	≤ 0.08	0.06	<i>FIT</i>
AGFI	≥ 0.90	0.93	<i>FIT</i>
CFI	≥ 0.90	0.99	<i>FIT</i>
NNFI	≥ 0.90	0.99	<i>FIT</i>

Source: Data processed by author (2022)



Chi-Square=26.25, df=14, P-value=0.02408, RMSEA=0.066

Figure 5. Repurchase intention first order construct model

Source: Data processed by author (2022)

Processing the instrument through first order on seven indicators of the repurchase intention variable, the result is that the Goodness of Fit Indices value has met the model suitability requirements. In addition, all indicators have met the requirements, that is > 0.50 .

In hypothesis testing, to find out whether the hypothesis is accepted or rejected in a hypothesis test is if t -values > 1.96 , then there is a significant relationship between variables. The relationship between variables is positive if the standardized total effect value shows positive results.

Table 8. The result of structural equation model

Hypothesis	Variable	Standardized Total Effect	t-values	Explanations
H1	ES → EWM	0.20	3.02	Positive Significant
H2	ET → EWM	0.62	8.39	Positive Significant
H3	EWM → RI	0.35	4.70	Positive Significant
H4	ES → RI	0.19	2.01	Positive Significant
H5	ET → RI	0.68	5.80	Positive Significant
H6	ES → EWM → RI	0.07	2.54	Positive Significant
H7	ET → EWM → RI	0.22	4.26	Positive Significant

Source: Data processed by author (2022)

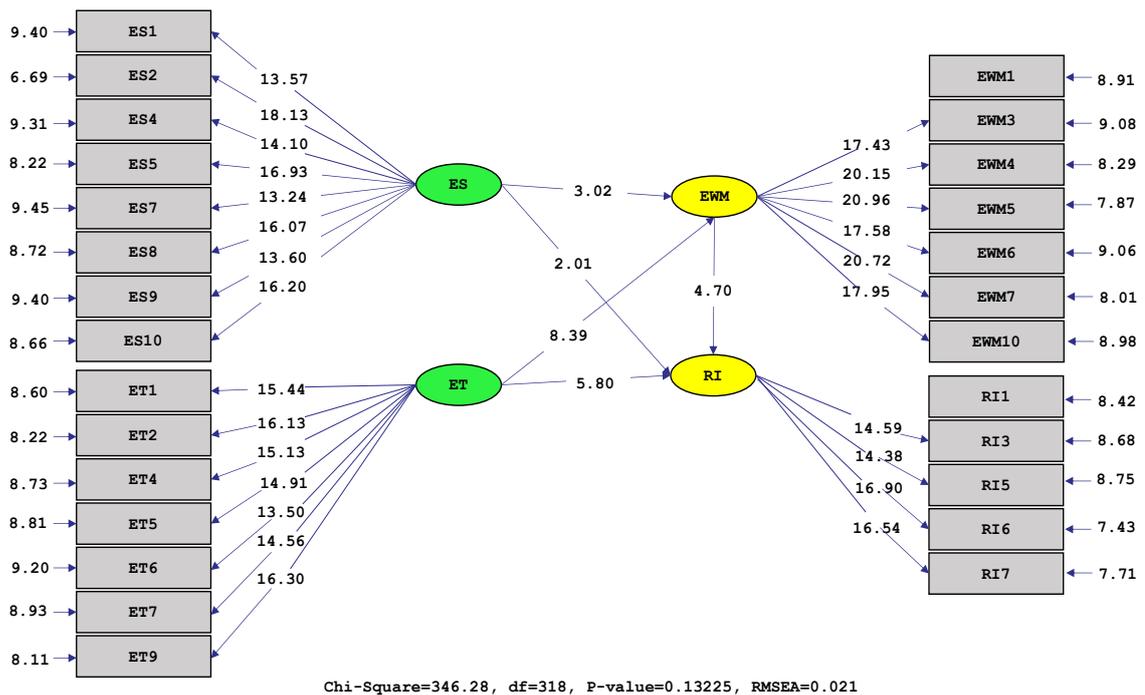


Figure 6. T-values SEM
Source: Data processed by author (2022)

Based on the results of the SEM test in table 7 and figure 6, there are seven hypotheses tested. The following is an explanation for each hypothesis in this

study. The t-values of the e-satisfaction variable on the EWoM variable are 3.02 > 1.96, so there is a significant relationship between the e-satisfaction

variable and the electronic word of mouth. Then, the standardized total effects value gets a value of 0.20, meaning it has a positive effect. Based on these results, the first hypothesis (H1) is accepted. According to research by Duarte et al. (2018), Giao et al. (2020), and Sanyal et al. (2021), research results showed positive and significant results on the e-satisfaction variable on the EWoM variable. This shows that the e-satisfaction perceived by online marketplace customers can impact the EWoM provided by customers.

The t-values of the e-trust variable on electronic word of mouth are $8.39 > 1.96$, so there is a significant relationship between the e-trust variable and EWoM. Then the standardized total effects value obtained a value of 0.62, which means it has a positive effect. Based on these results, the second hypothesis (H2) is accepted. Similar to research conducted by Murdifin et al. (2020), Parnataria and Abror (2019), and Wijayanto and Komita (2021), showed positive and significant results on the e-trust variable on the electronic word-of-mouth variable in an online marketplace. This indicates that the e-trust perceived by online marketplace customers can impact electronic word of mouth. Customers who feel online trust in the online marketplace tend to give positive EWoM.

The EWoM variable on the repurchase intention variable obtained t-values of $4.70 > 1.96$, so there was a significant relationship between the EWoM variable and the repurchase intention variable. Then the standardized total effects value obtained a value of 0.35, which means it has a positive effect. Based on these results, the third hypothesis (H3) is accepted. Similar to research conducted by Prahawan et al. (2021), Rajinikanth (2018), and Yang et al. (2019), showed positive and significant results on the electronic word-of-mouth variable on the repurchase intention variable in an online marketplace. This shows that electronic word of mouth can impact where

customers will online shopping, what products customers buy and also the media that customers will use.

The e-satisfaction variable on the repurchase intention variable obtained t-values of $2.01 > 1.96$, so there is a significant relationship between the e-satisfaction variable and the repurchase intention variable. Then the standardized total effects value obtained a value of 0.19, which means it has a positive effect. Based on these results, the fourth hypothesis (H4) is accepted. Similar to research conducted by Bulut (2015), Mansourimoayyed et al. (2020), and Trivedi and Yadav (2020), showed positive and significant results on the e-satisfaction variable on the repurchase intention variable on e-shoppers. This shows that when online marketplace customers are satisfied, customers tend to repurchase intention for a product or service.

The t-values of the e-trust variable on repurchase intention are $5.80 > 1.96$, so there is a significant relationship between the e-trust variable and electronic word of mouth. Then the value of standardized total effects obtained a value of 0.68, which means it has a positive effect. Based on these results, the fifth hypothesis (H5) is accepted. This is similar to research conducted by Bulut (2015), Prahawan et al. (2021), and Sullivan and Kim (2018), which showed positive and significant results on the e-trust variable on the repurchase intention variable on online shopping websites. This shows that e-trust perceived by customers can impact repurchase intention from customers because an individual's trust can affect long-term orientation with a product or company.

The t-values of the e-satisfaction variable on repurchase intention through electronic word of mouth is $2.54 > 1.96$, so there is a significant relationship between the e-satisfaction variable and the repurchase intention variable through EWoM. Then the standardized total effects value is 0.07, which means it has

a positive effect. Based on these results, the sixth hypothesis (H6) is accepted. Similar to the research by Mansourimoayyed et al. (2020), Sanyal et al. (2021), and Wijayanto and Komita (2021), showed positive and significant results on the e-satisfaction variable on repurchase intention through electronic word of mouth. This shows that the e-satisfaction felt by customers can affect electronic word of mouth given by customers. The better EWOM given by the customer increases the customer's desire to repurchase intention.

The e-trust variable on the repurchase intention variable towards EWOM obtained t-values of $4.26 > 1.96$, so there is a significant relationship between the e-satisfaction variable and the repurchase intention variable through the electronic word-of-mouth variable. Then the standardized total effects value obtained a value of 0.22, which means it has a positive effect. Based on these results, the seventh hypothesis (H7) is accepted. Similar to research conducted by Arumsari and Ariyanti (2017), Wijayanto and Komita (2021), and Yang et al. (2019), showed positive and significant results on the e-trust variable on repurchase intention through EWOM. This shows that the e-trust perceived by customers can affect EWOM given by the customer. Customers' better electronic word of mouth creates a higher customer desire to repurchase intention.

This research has several managerial implications. The indicator that received the highest positive response from respondents was the statement that respondents were comfortable when using the online marketplace site. However, the highest negative response is the statement that the online marketplace site has a professional website appearance. This implies that customers feel comfortable when shopping online on the online marketplace. However, some customers feel that the website's appearance in the online marketplace is considered

unprofessional by customers. Therefore, the online marketplace should be able to create functions or features that make it easy for customers (user-friendly) and improve the aesthetics of the site (user interface) so that they can leave a professional impression on customers when using the online marketplace.

Then for e-trust, the indicator that received the highest positive response from respondents was the respondent's statement that they believed that shopping at the online marketplace site was profitable. However, the highest negative response in customer statements was that they believed the online marketplace would fulfill its commitments. This implies that customers feel confident that they will benefit when shopping online on the online marketplace. However, some customers feel that customers do not believe that the online marketplace site will fulfill its commitment as a trusted online marketplace. Therefore, online marketplaces should try to care about the current and future customers by providing credible information and increasing security in transactions, especially those related to user data.

Then for electronic word of mouth, the indicator that gets the highest positive response from respondents is the statement that respondents will read reviews before purchasing a product. However, the highest negative response is the statement that the customer will advise others to make a purchase on the online marketplace site. This implies that customers will read reviews related to the products they want to buy through the review column provided by other customers. However, the desire of customers to suggest others to shop online on the online marketplace or provide reviews about products still tends to be low. Therefore, to increase customer desire to provide reviews about products or services in the review column is by giving rewards to customers who have provided reviews of products that

have been purchased previously so that the customer's desire to suggest other people shop on the online marketplace and the desire to provide product reviews will increase.

Academic Implications. In further research, other variables can be used to affect electronic word of mouth and repurchase intention, such as perceived risk, perceived usefulness and commitment. Besides that, it can also expand the scope of respondents and use different online marketplace objects.

CONCLUSION

Based on the results of the study, there are several research results, including the first hypothesis to the seventh hypothesis, can be accepted because it has t-values > 1.96 and standardized total effects are positive. Based on the results of the study, researchers provide several suggestions, including to increase e-satisfaction, the online marketplace must provide the best service to its customers by consistently providing convenience in transactions such as easy ordering steps and payment methods, various expedition options so that customers will feel comfortable when using the online marketplace site as a media for online shopping. In addition, the online marketplace must always pay attention to the appearance of the online marketplace site (user interface) so that customers who use the online marketplace site find it easy to make transactions on an online marketplace and can maintain e-satisfaction.

Researchers also suggest that to increase e-trust, the online marketplace must pay attention to the transaction service process, where the final stage of an online purchase is a payment transaction. The online marketplace must strive to provide safe, clear, and precise transactions to increase the trust of online marketplace customers. In addition, the online marketplace must improve the security of its users' data

considering that many online marketplaces lose users' data. Therefore, by increasing the security of users' data, an online marketplace can maintain the e-trust of existing customers. Then to increase the positive electronic word of mouth provided by customers, the thing that can be done is to encourage customers' desire to provide reviews about products in the review column that has been provided by giving rewards to customers who have provided reviews. EWoM can be used as additional information for other customers so that the more EWoM customers there are, the more customer's repurchase intention will increase.

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