

ANALYSIS OF FACTORS THAT CAN INCREASE REPURCHASE INTENTION, WOM AND SITE REVISIT In E-COMMERCE APPLICATIONS

¹Gilang Pratama Hafidz, ²Dosman T Sitorus

^{1,2}Universitas Esa Unggul, Indonesia

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ABSTRACT

About 90% of internet users in Indonesia have made online transactions, which makes Indonesia the highest level of e-commerce usage worldwide. The purpose of this study is to determine the effect of Web Design, Customer Service, Security and Fulfillment of Needs on the Overall Quality of Electronic Services. Overall Electronic Service Quality on Customer Satisfaction and Customer Trust. To find out the role of Customer Satisfaction and Customer Trust in mediating Repurchase Intention, WOM and Site Revisit in e-commerce applications. 330 people were selected as respondents with the criteria of being at least 17 years old, having made a transaction at least 1 time and being in the JABODETABEK area and then processed using Structural Equation Modeling (SEM). The results show that the Overall Electronic Service Quality has the most impact on customer satisfaction and customer trust. For an indirect effect, Customer Trust mediates the relationship between Overall Electronic Service Quality and Repurchase Intention. Customer satisfaction mediates the relationship between Overall Electronic Service Quality and site revisit. This research provides advice to companies to always improve the Overall Electronic Service Quality in e-commerce to increase Repurchase Intentions. For further research, the researchers can expand the research in terms of broader demographic locations in Indonesia.

E-mail:

Gilang.pratama@esaunggul.ac.id

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1. INTRODUCTION

Around 90% of Indonesian internet users have made online transactions which makes Indonesia at the highest level in the use of e-commerce worldwide and predicts that the Indonesian e-commerce industry will reach a value of 40 billion USD in 2022. E-commerce uses methods that are can generate an intention to buy from online application users, so to encourage customers to have the intention to repurchase the company must provide a sense of satisfaction to customers Ali & Bhasin (2019). To produce customer satisfaction, e-commerce must provide the best quality electronic services consisting of attractive web designs, customer service, guaranteed security and fulfillment so that customers want to revisit the Rita, Oliveira & Farisa (2019) website. 85% of customers check reviews before making a purchase and 65% of customers admit that reviews influence purchase intentions, therefore it can be said that word-of-mouth affects business performance Lin & Heng, (2015). So it is important to research repurchase intentions, word-of-mouth and website revisits so that e-commerce has a competitive advantage in the world of online markets.

Previous research examined online shop objects in general, while this research focuses more on e-commerce. The purpose of this study was to examine the effect of overall electronic service quality on customer satisfaction, customer trust and its impact on repurchase intention, word-of-mouth, revisit sites on e-commerce application customers and provide input to e-commerce management in terms of increasing repurchase intention, word of mouth and revisiting the site.

With an attractive website, it will affect the quality of electronic services. This is because visually, the customer's eyes will prefer to see things that are more aesthetic than things that just look at them, which makes them lazy. Of course, before shopping at a store, we often see the appearance of the store from the front and the layout of the goods in it. Likewise with website design.

The results of previous research have proven that website design has a positive influence on the overall quality of electronic services, so companies must make website designs as attractive as possible Rita, Oliveira, & Farisa (2019). Then, the research by Blut et al. (2015) proved that website design has a positive influence on the overall quality of electronic services. In addition, Díaz & Koutrmena (2013)

stated that website design has a positive influence on the overall quality of electronic services. From the description above, the hypothesis is proposed as follows:

H1: Website design has a positive influence on overall e-service quality

With customer service, customers will feel safe. Customers will find it easier to get information from pre-transaction to post-transaction. This will be more efficient and effective in the shopping experience process, which will greatly affect the quality of service.

In the world of online business, buyers can carry out all transaction processes from start to finish on their own without the help of customer service McLean & Wilson (2016). The results of research conducted by Baradaran & Ghorbani (2020) show evidence that customer service has a positive influence on the overall quality of electronic services, so business owners must provide the best service to customers. In addition, Turel & Connelly (2013) stated that customer service has a positive influence on the overall quality of electronic services, as companies usually provide online-based services such as online chat and telephone to make it easier for customers to contact the company if they have problems when making transactions. Customer service can contribute to the overall quality of electronic services Blut (2016). From the description above, the hypothesis is proposed as follows:

H2: Customer Service has a positive impact on overall e-service quality

One of the things that buyers want when making online purchases is fundamentally receiving security at the time of making a transaction and after the transaction process is complete. With the security provided, this will have an impact on the point of view of the service recipient. So that will improve the quality of service. Of course, buyers don't want to do anything that can spread their data.

The results of research conducted by Rita, Oliveira, & Farisa (2019) state that security has a positive influence on the overall quality of electronic services. Then, Blut's research (2016) proves that security has a positive impact on the overall quality of electronic services. In addition, Fortes & Rita (2016) stated that security has a positive effect on the overall quality of electronic services, because security is a very important and major part of the overall quality of electronic services. From the description above, the hypothesis is proposed as follows:

H3: Security/privacy has a positive relationship to overall e-service quality

Before customers shop at an online store, customers will usually see the products sold by online stores first. If the online store has a complete range of products, this will have an impact on the buyer's point of view. Of course, buyers always want to shop at once from an online store so it's not complicated. So that the more online stores are able to fulfill the wishes of buyers, the more online stores indirectly improve the quality of service.

The results of research conducted by Rita, Oliveira, & Farisa (2019) show that fulfillment has a positive influence on the overall quality of electronic services. Then, Blut's research (2016) shows evidence that fulfillment of needs has a positive effect on the overall quality of electronic services. In addition, Liao & Keng (2013) stated that fulfillment of needs has a positive influence on the overall quality of electronic services, because companies will do their best to fulfill all requests or wishes of buyers. From the description above, the hypothesis is proposed as follows:

H4: Fulfillment has a positive relationship to overall e-service quality

This is because e-service quality will fulfill customer desires. There is a saying that "customer is king". This shows that customers want to be treated as well as possible. With good electronic service quality, customers will feel happy and will automatically result in customer satisfaction.

The results of research conducted by Blut et al. (2015); Kitapci, Akdogan, & Dortyol (2014) stated that the overall quality of electronic services has a positive impact on customer satisfaction. Then, research by Rita, Oliveira, & Farisa (2019) shows evidence that the quality of electronic services as a whole has a positive impact on customer satisfaction. In addition, Pereira, de Fátima Salgueiro, & Rita (2017) stated that the quality of electronic services as a whole has a positive impact on customer satisfaction, because if the buyer receives the highest quality service, the buyer will feel happy and will automatically feel satisfied with the company's services. From the description above, the hypothesis is proposed as follows:

H5: Overall e-service quality has a positive relationship to customer satisfaction

When customers get good service, of course, an attachment to the service provider or service will be built. So this will create a sense of trust naturally. When buyers are treated well, it will produce a pleasant experience that creates trust in online stores.

The results of research conducted by Fortes, Rita, & Pagani (2017) state that the overall quality of electronic services has a positive impact on customer trust. Then, research by Rita, Oliveira, & Farisa (2019) shows evidence that the overall quality of electronic services has a positive impact on customer trust. Additionally, Rasheed & Abadi (2014); Wu et al. (2018) stated that the quality of electronic services as a whole has a positive impact on customer trust, because if the buyer experiences difficulties or makes mistakes, the company immediately helps the buyer solve the problem as quickly as possible and provides a way out without harming the buyer, by receiving such good service, the buyer will feel happy and automatically the buyer will feel confident in the company because the company always solves the problems faced by the buyer well without harming the buyer. From the description above, the hypothesis is proposed as follows:

H6: overall e-service quality has a positive relationship to customer trust

Customer satisfaction affects the relationship between overall e-service quality and repurchase intention. Repurchase intention will increase when online stores provide the best overall electronic service quality, so customers will feel more satisfied. By providing the best service, online stores automatically meet the expectations of buyers. Thus, when a buyer needs the same product or service, the buyer will intend to buy again at the same online store.

This is in line with research conducted by Tandon, Kiran & Sah (2017). Research conducted by Rita, Oliveira & Farisa (2019) proves that customer satisfaction mediates the quality of electronic services as a whole on the intention to repurchase which has a positive influence. From the description above, the hypothesis is proposed as follows:

H7: Overall e-service quality on repurchase intention through customer satisfaction has a positive influence

Customer trust affects the relationship between overall e-service quality and repurchase intention. To gain customer trust, online stores must provide the best service to buyers, so that buyers don't feel disappointed. In this way all the information contained in the application can be accounted for by the online shop. When an online shop gives a promo to a buyer, the discount must be in accordance with that given by the company. If there are problems when the buyer makes a transaction, the online shop must handle them as soon as possible, so that the buyer can continue the transaction. Thus the buyer will feel confident in the online store and will generate an intention to repurchase the online store when they need a product or service.

The results of research conducted by Listiyana, Alvin & Qomariah (2022) show that the overall quality of electronic services has a positive influence on repurchase intentions through customer trust. In line with research conducted by Yogatama (2022). Research conducted by Rita, Oliveira & Farisa (2019) proves that customer trust mediates the overall quality of service on repurchase intention to have a positive influence. From the description above, the hypothesis is proposed as follows:

H8: Overall e-service quality on repurchase intention through customer trust has a positive influence

Customer satisfaction affects the relationship between overall electronic service quality and word of mouth. Buyers will do word of mouth when online stores provide the best overall electronic service quality, so customers will feel satisfied when making transactions at the online store. By providing the best service, online stores automatically meet the expectations of buyers. Thus the buyer will automatically do word of mouth by itself to the people around him.

The results of research conducted by Moustafa & Eissa (2019) show that the overall quality of electronic services to word of mouth through customer satisfaction has a positive influence. In line with research conducted by Yogatama (2022). Research conducted by Rita, Oliveira Farisa (2019) proved that customer satisfaction mediates all service quality on word of mouth which has a positive influence. From the description above, the hypothesis is proposed as follows:

H9: Overall e-service quality has a positive effect on WOM through customer satisfaction

Customer trust affects the relationship between overall electronic service quality and word of mouth. To gain customer trust, online stores must provide the best service to buyers, so that buyers don't feel disappointed. For example, if there are problems when the buyer makes a transaction, the online

shop must handle them as soon as possible, so that the buyer can continue the transaction. Thus the buyer will feel confident in the online store and by itself the buyer will do word of mouth to the people closest to him.

The results of research conducted by Yogatama (2022) show that the overall quality of electronic services on word of mouth through customer trust has a positive influence. In line with research conducted by Moustafa & Eissa (2019). Research conducted by Rita, Oliveira Farisa (2019) proved that customer trust mediates the overall quality of electronic services on word of mouth which has a positive influence. From the description above, the hypothesis is proposed as follows:

H10: Overall e-service quality has a positive influence on WOM through customer trust

Customer satisfaction affects the relationship between overall e-service quality and site return. By providing the best service, online stores automatically meet the expectations of buyers and buyers will feel happy and satisfied for receiving this service. Thus the buyer will revisit the online store site when they need a product or service and at least the buyer will revisit the online store site just to see the promos in the online store application.

The results of research conducted by Rita, Oliveira, & Farisa (2019) show that customer satisfaction mediates the quality of electronic services as a whole to revisit the site having a positive influence. In line with research conducted by Yogatama (2022). From the description above, the hypothesis is proposed as follows:

H11: Overall e-service quality has a positive effect on site visits through customer satisfaction

2. METHOD

In collecting data in this study, researchers used a questionnaire survey data collection technique which was distributed online via Google form using a Likert scale of 1-6, namely "Strongly Disagree" (STS), "Disagree" (TS), "Enough Disagree" (CTS), "Simply Agree" (CS), "Agree" (S), and "Strongly Agree" (SS) in order to obtain the right answer. This research is aimed at groups of people with several criteria set as informants. to provide the necessary information for this research. The sources will be screened to ensure that they remember their last experience when buying or shopping online at e-commerce. The criteria for selecting informants are internet users in Indonesia, who have visited and bought or used the services offered by e-commerce. The target population selected in this study consists of all adult women and men over the age of 17 years and have made a purchase using an e-commerce application. The sample criteria in this study consisted of all adult women and men over the age of 17 and had made at least 2 transactions using e-commerce applications.

Measurements related to website design consist of 24 questions obtained from Blut (2016). Measurements related to customer service consist of 6 questions from measurements obtained from Blut (2016). Measurement of security/privacy consists of 6 questions obtained from Blut (2016). Measurements related to fulfillment consist of 9 questions obtained from Blut (2016). Measurements related to Overall E-service quality consist of 3 questions obtained from Blut (2016). Measurement of customer satisfaction consists of 3 questions obtained from Fornell (1992).

Information collection was carried out by means of online questionnaires with a total of 66 questionnaires using Google Docs and links will be shared on social media such as FB, LINE and WA. The resource person will be directed to the questionnaire link via a shared link. Informants are needed to provide personal experience responses based on their experiences when shopping in online e-commerce.

Determining the number of samples was based on theory (Hair et al. 2022) which states that the number of samples in Structural Equation Modeling (SEM) analysis must be at least 5-10 times the number of questionnaire statements. So, the number of respondents in this research sample is 330 (5 x 66) respondents. The pretest will be conducted on 30 respondents and will be tested for validity and reliability using confirmatory factor analysis to test and measure the hypothesized model. The validity test was carried out using the Kaiser-Meyer-Olkin (KMO) measurement and anti-image matrix correlation measures of sampling adequacy (MSA) with the condition that the factor analysis value is acceptable, namely if $KMO \geq 0.5$ and $MSA > 0.5$. Furthermore, the reliability test looks at the Cronbach alpha value with the provision that an acceptable value is ≥ 0.6 .

Based on the results of the pretest conducted on 30 people, the results of 66 statements from 10 variables in this study fulfilled the Kaiser-Meyer-Olkin (KMO) and adequacy (MSA) measures of sampling with a value of > 0.5 so that the indicators in this study were declared valid and can be used for further analysis. Then, based on the results of the reliability test, all indicators have a value of > 0.6 so that they are declared reliable. Thus the 66 indicators can be used.

Furthermore, analysis of primary data on 330 respondents was carried out using the Structural Equation Modeling method which will be tested on the outer model and inner model. Outer model testing includes convergent validity, discriminant validity, reliability test, weight values, collinearity and R square adjusted. Then testing the inner model includes p-value criteria, t-statistics and original samples.

3. RESULT AND DISCUSSION

Outer Model Testing

Convergent Validity Test

The magnitude of convergent validity can be seen by looking at the value of the loading factor in the outer loading table and can also be seen by the magnitude of the AVE value or average variance extracted. The loading factor value is > 0.70 and > 0.5 for the AVE value, which is a constant that must be met to measure convergent validity (Hair et al. 2022).

In this research measurement, the results obtained for 21 reflective indicators had a loading factor value of > 0.7 and $AVE > 0.5$. So that all reflective indicators are not abolished.

Discriminant Validity Test

Discriminant validity illustrates that one latent variable is different from the other. Discriminant validity has three methods, namely Fornell - Larckel, Cross Loading, and Heterotrait-Monotrait Ratio (HTMT). Fornell - Larckel shows that a latent variable shares more variance with the underlying indicators than with other variables (Hair et al. 2022). Cross Loading shows that each indicator is expected to be higher than other variables (Hair et al., 2017). Then, the Heterotrait-Monotrait Ratio (HTMT) shows the similarity ratio between 2 variables, the HTMT value must be less than 0.9 to ensure discriminant validity between the two reflective constructs (Hair et al. 2022).

Measurement of the Fornell Lacker Criterion on all latent variables (OEQ, CSA, CT, WO, RI, and SR) showed the results of 2 variables namely CT and RI did not meet the requirements, as seen in appendix 5. Then, cross loading measurements on reflective indicators there are 2 indicators, namely CT1 and CT2, the CT variable has a smaller value when correlated with the main variable, as shown in Appendix 5, while the indicators for other variables all meet the requirements. Furthermore, HTMT in this study has a discrepancy in the relationship between CSA and OEQ variables (1.010), CSA and RI (0.973), CT and OEQ (0.914), CT and RI (0.972), CT and WO (0.921), RI and SR (1.015), as well as SR and WO (0.957).

Internal Consistency Reliability Test

The internal consistency reliability test is measured by looking at the Composite reliability value. The Composite reliability value can be said to be reliable if it has a value > 0.7 (Hair et al. 2022). Then, the weight value is to see formative construct measurements where the t statistic value must be > 1.96 so that this indicator shows a significant contribution to measuring the latent variable. Furthermore, the measurement of collinearity between indicators in the formative construct looks at the Collinearity Statistics (VIF) value. The VIF value must be < 5 for low collinearity (Hair et al. 2022). Then, the value of the coefficient of determination (R square adjusted) explains to what extent exogenous variables are able to explain endogenous variables (Hair et al. 2022).

Based on the calculation results, the reflective variables in this study, namely OEQ, CSA, CT, WO, SR, and RI, have a composite reliability value of > 0.7 .

Significance of Weight Value

In the formative indicators of the variables WD, CS, SP, and FF, the results of the indicators were not significant because the t statistic was < 1.96 for the variables CS, namely CS1, CS2, CS5 and CS6. The FF variables are FF1, FF3, FF5, FF7, FF8, and FF9. SP3, SP4 and SP5 variables. The WD variables are WD1, WD2, WD3, WD4, WD5, WD6, WD7, WD8, WD9, WD10, WD11, WD12, WD13, WD14, WD16, WD17, WD18, WD19, WD20, WD21, WD22, WD23 and WD24. However, these indicators are not deleted because they have been tested further by looking at the outer loading value above 0.5 except for the WD2 indicator being removed because the outer loading value is below 0.5.

Collinearity between Indicators

Based on the results, the variables customer service (CS), web design (WD), security privacy (SP), and fulfillment (FF) have a VIF value < 5 so that it can be said that there is no multicollinearity between measurement items.

Coefficient of Determination (*Adjusted R²*)

Based on calculations, it is known that the web design, customer service, security privacy, and fulfillment variables are able to explain the overall e-service quality variable by 68.3%, while as much as 31.7% is explained by other variables not examined in this study. The overall e-service quality variable is able to explain the customer satisfaction variable by 63.5% while 36.5% is explained by other variables not examined in this study. The overall e-service quality variable is able to explain the customer trust variable by 60.4% while 39.5% is explained by other variables not examined in this study. The variables customer satisfaction and customer trust are able to explain the repurchase intention variable by 78.2% while 21.8% is explained by other variables not examined in this study. The variables customer satisfaction and customer trust are able to explain the word of mouth variable by 67.2% while 32.8% is explained by other variables not examined in this study. The variables customer satisfaction and customer trust are able to explain the site revisit variable by 46% while as much as 54% is explained by other variables not examined in this study.

Demographic Analysis

Based on the distribution of the results of the questionnaire that was carried out to 330 respondents through the online google form, the results obtained were 252 males or 76.4% for males and 78 females or 23.6%. For the age range of 17-25 years there were 280 people or 84.8%, for those aged 26-35 years there were 35 people or 10.6%, for those aged 36-45 years there were 11 people or 3.3% and over the age of 46 years there were 1 person or 0.3%. Then, the domicile of respondents, Jakarta as many as 98 people or 29.7%, Bogor as many as 58 people or 17.6%, Depok as many as 52 people or 15.8%, Tangerang as many as 87 people or 26.4%, Bekasi as many as 35 people or 10.6%. Expenditure of respondents, IDR.0 – 2,000,000 as many as 279 people or 84.5%, IDR. 2,000,001-3,500,000 as many as 34 people or 10.3%, IDR. 3,500,001-IDR. 5,000,000 for 13 people or 3.9% and above IDR. 5000,001 for 4 people or 1.3%.

Inner Model Testing (Hypothesis Testing)

In testing the inner model or testing the hypothesis that is looking at the results of the significance of the path coefficient. If the t statistic value is greater than t table (1,960) at the 5% level, with a p-value <0.05, it can be said that there is a significant influence and the direction of the relationship looks at the original sample value (Hair et al. 2022). Based on the calculation results through bootstrapping, the results are obtained in the table below:

Table 1. Hypothesis Test Results

	Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values
WD → OEQ	H1	0.352	4.322	0.000
CS → OEQ	H2	-0.021	0.355	0.361
SP → OEQ	H3	0.143	2.182	0.015
FF → OEQ	H4	0.405	5.560	0.000
OEQ → CSA	H5	0.798	23.534	0.000
OEQ → CT	H6	0.778	22.373	0.000

Based on the table above, the H1 test of the effect of web design on overall e-service quality obtained the results of the t statistic $4.322 > 1.960$ with a p value of $0.000 < 0.05$ and a positive original sample value. So it can be said that there is a positive and significant influence between web design on overall e-service quality, thus H1 is accepted. The H2 test for the effect of customer service on overall e-service quality obtained the results of the t statistic $0.355 < 1.960$ with a p value of $0.361 > 0.05$ and the original sample value was negative. So it can be said that there is no positive and significant influence between customer service on overall e-service quality, thus H2 is rejected. The H3 test for the effect of security/privacy on overall e-service quality obtained the results of the t statistic $2.182 > 1.960$ with a p value of $0.015 < 0.05$ and a positive original sample value. So it can be said that there is a positive and significant influence between security/privacy on overall e-service quality, thus H3 is accepted. The H4 test for the effect of fulfillment on overall e-service quality obtained the results of the t statistic $5.560 > 1.960$ with a p value of $0.000 < 0.05$ and a positive original sample value. So it can be said that there is a positive and significant effect between fulfillment on overall e-service quality, thus H4 is accepted. Testing the H5 effect of overall e-service quality on customer satisfaction obtained the results of the t

statistic 23,534 > 1,960 with a p value of 0,000 <0.05 and a positive original sample value. So it can be said that there is a positive and significant influence between overall e-service quality on customer satisfaction, thus H5 is accepted. Testing H6 on the effect of overall e-service quality on customer trust, the results obtained were a t statistic of 22,373 > 1,960 with a p value of 0,000 <0.05 and a positive original sample value. So it can be said that there is a positive and significant influence between overall e-service quality on customer trust, thus H6 is accepted.

Mediation Analysis

Mediation analysis was used to measure the mediating variables, namely CSA and CT which were statistically significant or not to the relationship between OEQ, RI, WOM and SR. Based on the calculation results through bootstrapping, the results are obtained in the table below:

Table 2. Mediation Test Results

	Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values
OEQ → CSA → RI	H7	0.245	4.832	0.000
OEQ → CT → RI	H8	0.489	11.062	0.000
OEQ → CSA → WO	H9	-0.023	0.314	0.377
OEQ → CT → WO	H10	0.655	7.611	0.000
OEQ → CSA → SR	H11	0.542	9.930	0.000

Hypothesis 7 examines the mediating effect of customer satisfaction on the relationship between overall e-service quality and repurchase intention, the results obtained are T statistics 4.832 > 1.96 with a p value of 0.000. Then, to examine the effect of CSA mediating on the relationship between OEQ and RI, first the relationship between the variables OEQ and CSA was confirmed ($\beta P1 = 0.798$; $p < 0.05$). Second, the relationship between CSA and RI variables was confirmed ($\beta P2 = 0.307$; $p < 0.05$). That is, CSA significantly mediates the relationship between OEQ and RI and based on these findings it can be stated that CSA mediation is included in the category of indirect only (full mediation).

Hypothesis 8 examines the mediating effect of customer trust on the relationship between overall e-service quality and repurchase intention, the results obtained are T statistics 11.062 > 1.96 with a p value of 0.000. Then, to examine the effect of CT mediating on the relationship between OEQ and RI, first the relationship between the OEQ and CT variables was confirmed ($\beta P1 = 0.778$; $p < 0.05$). Second, the relationship between the CT and RI variables was confirmed ($\beta P2 = 0.629$; $p < 0.05$). That is, CT significantly mediates the relationship between OEQ and RI and based on these findings it can be stated that CT mediation is included in the category of indirect only (full mediation).

Hypothesis 9 examines the mediating effect of customer satisfaction on the relationship between overall e-service quality and word of mouth. The result is a T statistic of 0.314 <1.96 with a p value of 0.377. Then, to examine the effect of CSA mediating on the relationship between OEQ and WO, first the relationship between the variables OEQ and CSA was confirmed ($\beta P1 = 0.798$; $p < 0.05$). Second, the relationship between CSA and WO variables was confirmed ($\beta P2 = -0.029$; $p > 0.376$). This means that CSA does not mediate the relationship between OEQ and WO and based on these findings it can be stated that CT mediation is included in the no effect (no mediation) category.

Hypothesis 10 tests the mediating effect of customer trust on the relationship between overall e-service quality and word of mouth, the results obtained are T statistics 9.930 > 1.96 with a p value of 0.000. Then, to examine the effect of CT mediating on the relationship between OEQ and WO, first the relationship between the OEQ and CT variables was confirmed ($\beta P1 = 0.778$; $p < 0.05$). Second, the relationship between the CT and WO variables was confirmed ($\beta P2 = 0.842$; $p < 0.05$). That is, CT significantly mediates the relationship between OEQ and WO and based on these findings it can be stated that CT mediation is included in the category of indirect only (full mediation).

Hypothesis 11 tests the mediating effect of customer satisfaction on the relationship between overall e-service quality and site revisit, and the result is a T statistic of 4.832 > 1.96 with a p value of 0.000. Then, to examine the effect of CSA mediating on the relationship between OEQ and SR, first the relationship between the variables OEQ and CSA was confirmed ($\beta P1 = 0.798$; $p < 0.05$). Second, the relationship between CSA and SR variables was confirmed ($\beta P2 = 0.680$; $p < 0.05$). This means that CSA significantly mediates the relationship between OEQ and SR and based on these findings it can be stated that CSA mediation is included in the category of indirect only (full mediation).

Discussion

A good and attractive website design provided by the company will produce quality electronic services as a whole that can attract consumers' interest, so that consumers want to use the application. This is related to the quality of information that is effective and accountable, the website displays an attractive and fun design, has a variety of products that can attract buyers and the website provides promos to attract buyers' interest, so that buyers will feel happy and satisfied. This finding is in line with research conducted by Rita, Oliveira & Farisa (2019) which states that web design has an impact on the overall quality of electronic services.

Good customer service will reduce the overall service quality. This is because the increasing use of customer service by customers may indicate that the quality of electronic services is still not optimal because the system still has deficiencies so that customers experience difficulties and need assistance to access it. This is related to the quality of electronic services provided which do not provide good service to customers. Thus the increasing customer service will further reduce the quality of electronic services as a whole. This finding is in line with research conducted by Rita, Oliveira & Farisa (2019) which states that customer service has an impact on the overall quality of electronic services.

A good online application must have an adequate security system or one that can guarantee that buyer's information is not misused by irresponsible parties. To provide a sense of security to buyers when making transactions at online stores or after making transactions. This finding is in line with research conducted by Rita, Oliveira & Farisa (2019) which states that security has an impact on the overall quality of electronic services.

To fulfill the desires of buyers, companies must be able to produce the highest quality products so that they can attract buyers' interest, companies provide promos to attract buyers' interest and to increase the number of product sales, products are delivered according to the time period promised by the company and the company must guarantee, the product is sent in good condition to the address of the buyer. This finding is in line with research conducted by Rita, Oliveira & Farisa (2019) which states that meeting needs has an impact on the overall quality of electronic services.

To give satisfaction to the buyer, online stores must provide the best electronic services, if there is a problem when the buyer makes a transaction the company must be able to solve the problem as quickly as possible, so that the buyer does not feel disappointed and to make the buyer feel happy, this can be done by giving discounts prices on products and free shipping discounts. This finding is in line with research conducted by Rita, Oliveira & Farisa (2019) which states that the overall quality of electronic services has an impact on customer satisfaction.

To gain the trust of buyers, the company must provide information that can be accounted for, so that buyers will trust the company. If problems arise, the company must be able to solve these problems quickly and not harm the buyer, so that the buyer does not feel disappointed with the company. Companies must be able to provide an excellent buyer experience, so that buyers want to leave short messages about the extraordinary experience when shopping on the online application. This finding is in line with research conducted by Rita, Oliveira & Farisa (2019) which states that the quality of electronic services as a whole has an impact on customer trust.

This finding is in line with research conducted by Rita, Oliveira & Farisa (2019) which states that customer satisfaction relates the overall quality of electronic services to repurchasing intentions and revisiting sites. However, customer satisfaction has no impact on the overall relationship between electronic service quality and word of mouth. Customers who are satisfied with all the services provided by e-commerce applications do not make them recommend e-commerce applications to others. This is because customers do not get prices that are cheaper than the prices they receive from e-commerce applications. So, this is not in line with the research of Rita, Oliveira & Farisa (2019) which states that customer satisfaction has an impact on the overall relationship between electronic service quality and word of mouth.

Online applications must have clear operational standards, so that companies can provide the highest quality service when serving buyers, all promos or information contained in online store applications can be accounted for, so buyers don't feel disappointed or feel cheated. Thus the buyer will feel happy and trust the online store because the buyer never feels disappointed when making transactions at the online store, it is guaranteed that the buyer will have the intention to buy back to the online store when they need a product or service. If the buyer already has pleasant shopping security from an online application, consciously or unconsciously the buyer usually does word of mouth to the people around him. This finding is in line with research conducted by Rita, Oliveira & Farisa (2019) which

states that customer trust links the overall quality of electronic services to repurchase intentions and word of mouth.

4. CONCLUSION

This study examines the factors that can increase repurchase intention, word of mouth and revisit websites in e-commerce applications using customer references in the JABODETABEK area as research objects. To increase customer satisfaction and trust, companies must prioritize web design and fulfillment services. To increase repurchase intention, the company must improve the overall service quality by prioritizing customer trust. In order to increase website revisit, the company must improve the overall service quality by prioritizing customer satisfaction. To increase word of mouth, the company must improve the overall service quality by prioritizing customer trust. To improve customer fulfillment, companies must prioritize overall service quality. To increase repurchase intention, companies must improve overall service quality by prioritizing customer satisfaction. To improve web design, the company must prioritize the overall quality of service. To improve security, companies must prioritize overall service quality. For customer service, it has no impact on the overall service quality and for the relationship between customer satisfaction and overall service quality, word of mouth has no impact.

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