

EFFECT OF E-SERVICE QUALITY, PRODUCT COMPLETENESS AND PROMOTION ON CONSUMER'S REPURCHASING INTEREST (MATAHARI.COM CASE STUDY)

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ABSTRACT

This study aims to determine: (1) e-service quality, product completeness and promotion on consumer repurchase interest (the Matahari.com case study) (2) the effect of e-service quality, product completeness and promotion on consumer repurchase interest (study of the case of Matahari.com) partially and (3) the effect of e-service quality, product completeness and promotion on consumer repurchase interest (the case study of Matahari.com) simultaneously. The population in this study are consumers who have visited the website and application on Matahari.com in the city of Bandung. The sampling technique used the Structural Equation Model (SEM) analysis method with a total sample of 140 people. The data analysis technique used is multiple regression. The results showed that: (1) there was a positive effect of e-service quality on consumer repurchase interest (the case study of Matahari.com), as evidenced by the t-count value of 2.120, (2) there was a positive effect of product completeness on consumer repurchase interest (the case study of Matahari.com), as evidenced by the t-count value of 2.201, (3) there is a positive effect of promotion on consumer repurchase interest (the case study of Matahari.com). evidenced from the t-count value of 4.059 and (4) there is an effect of e-service quality, product completeness and promotion together on consumer repurchase interest (the Matahari.com case study), as evidenced by the calculated F value of 13,841. The results showed that e-service quality, product completeness, promotion and consumer repurchase interest at Matahari.com have values that fall into the "Satisfied" category.

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1. INTRODUCTION

With the development of an increasingly sophisticated era, it also affects the increasing number of human needs. We as humans do not only need primary needs such as clothing, food and shelter, but also secondary and tertiary needs that require more attention to the fulfillment of these needs. Along with the development of technology, of course, information will develop rapidly. Utilization of the internet network system can support all activities in various fields that make information easier and faster, and is supported by the presence of mobile phone operating system technology. Based on APJII (Association of Indonesian Internet Service Providers) has announced the results of a survey in 2017 regarding the Statistics on the Growth of Internet Users in Indonesia which is increasingly showing an increase every year (Hermawan, 2012).

It is known that internet users in Indonesia in 2018 were 171.17 million people if in the form of a percentage of 64.8% of the total population of Indonesia of 264.16 million people. When compared to internet users in Indonesia in 2017 as many as 143.26 million people if in the form of a percentage of 54.68% of the total population of Indonesia of 262 million people, the growth of internet users in 2017-2018 is 27.91 million people. The percentage of user growth in 2017-2018 is 10.12%. Based on data from the 2018 national survey of internet user penetration by APJII (Association of Indonesian Internet Service Providers) states the main reason Indonesians use the internet. These reasons are used to communicate through messages, use social media as a means of information, seek information from various means, play online games, read news in online media, watch videos or movies (streaming) and shop online. The rapid

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internet network indirectly brings a new lifestyle among people who like to take advantage of internet facilities. One business or trade that uses internet facilities as a medium is the emergence of e-commerce, which is a business that presents stores without physical space or commonly referred to as online stores that bring new phenomena or new lifestyles among the public, namely shopping online. People began to demand information about products and the convenience of shopping via the internet (e-shopping). People prefer to take the time to shop online which offers more convenience, speed, and efficiency, because communication technology can meet information needs without having to meet face to face, but can be through websites or available applications via mobile phones, tabs, laptops and computers that are available. easily accessible than visiting the store directly to buy the goods they want (Hasan, 2013).

The following is data on visitor fluctuations in several e-commerce or online stores in Indonesia. Currently, the market leader based on the e-commerce map in Indonesia is the Tokopedia platform, but if it is based on B2C (Business to consumer) it is led by the Shopee platform. Matahari.com's position is now 29th out of 49 e-commerce in Indonesia in the second quarter/Q2 of 2019, far below its competitor, the Tokopedia platform, but if it fits the similarity in the B2C category, the competitor on the Matahari.com platform is the Shopee platform. Shopee is the first mobile-platform in Southeast Asia and Taiwan that offers fun, free and reliable online buying and selling transactions via mobile phones.

This of course can cause consumers to switch to competitors because they feel that competitors are better, but the interest in repurchasing from consumers in e-commerce is often influenced by various factors, one of which is poor e-service quality, inadequate product completeness. and less intense promotions, which can affect buying interest or visiting interest in the e-commerce that will be studied. Of the many e-commerce in Indonesia, one of the e-commerce that I will examine is Mataharimall.com, but on November 20, 2018 Mataharimall.com merged into Matahari.com. Bisnis reported that Mataharimall.com withdrew from the Indonesian trading industry. Mataharimall.com clarified that the Mataharimall.com platform is still operating, but Mataharimall.com consumers are now transacting through the Matahari.com website (Ariyanti, 2016).

Matahari.com provides more than hundreds of product choices at the best prices for all needs, ranging from women's fashion, men's fashion, children's fashion, accessories, children's toys, health & beauty, perfume and household goods. Matahari.com is supported by the largest multi-format retail company in Indonesia, namely the Lippo Group, which also manages Matahari Department Stores and Hypermarkets. Matahari.com is the first online retailer in Indonesia to adopt the "O2O" shopping system (Online-to-Offline and Offline-to-Online).

Table 1. Matahari.com E-Commerce Map

| Year | Quartal | Traffic | Appstore Rank | Playstore Rank | Twitter | Instagram | Facebook |
|------|---------|-----------|---------------|----------------|---------|-----------|-----------|
| 2017 | 1 | 7.500.000 | - | 8 | 106.000 | 220.000 | 1.533.000 |
| 2017 | 2 | 7.000.000 | - | 7 | 106.000 | 232.000 | 1.550.191 |
| 2017 | 3 | 7.576.000 | - | 9 | 106.000 | 243.000 | 1.551.000 |
| 2017 | 4 | 5.629.000 | 10 | 8 | 106.000 | 264.000 | 1.563.000 |
| 2018 | 1 | 3.974.000 | 10 | 9 | 105.400 | 297.000 | 1.586.100 |
| 2018 | 2 | 4.666.300 | 10 | 10 | 104.900 | 335.100 | 1.650.800 |
| 2018 | 3 | 2.784.900 | 10 | 10 | 102.690 | 356.490 | 1.658.700 |
| 2018 | 4 | 2.071.000 | 11 | 10 | 101.820 | 387.970 | 1.658.000 |
| 2019 | 1 | 769.100 | 10 | 12 | 101.000 | 385.500 | 1.645.900 |
| 2019 | 2 | 414.800 | 7 | 14 | 100.130 | - | 1.635.770 |

Source: <https://iprice.co.id/insights/mapofecommerce/>

Based on the Indonesian e-commerce map data above, which was taken from 2017 to early 2019. That data is data on monthly visits to Matahari.com. It can be seen that there is a problem with the data above, that the interest in visiting the online site Matahari.com has decreased from early 2017 with 7,500,000 visits to early 2019 with 414,800 visits. In the online business, the goods traded cannot be touched directly by consumers, so good and quality services are needed that can lead to high repurchase

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interest. E-service quality (e-servqual) is defined as the extent to which a website facilitates efficient and effective shopping, purchasing and delivery (Ferdinand, 2014).

Service quality can be seen from the appearance of the website or application, payment system and information from the website or application itself as well. Matahari.com has customer service, starting from telephone, email and Matahari chat. Based on the results of a review of consumer visits from January-July at Matahari.com, the results show that websites that often have errors (lack of features & crashes), problematic wishlists, do not respond to consumer comments, products sent do not match the product when ordered. , incomplete descriptions of product information, items listed are available but when paid are "out of stock", and product photos do not match with product names. From some of the problems of e-service quality above, Matahari.com is still not good and can affect the decline in repurchase interest. In addition, various products will affect consumers' repurchase interest because varied products will provide a more complete and attractive perception for consumers who will decide to buy the products they want.

Completeness of the product is related to the depth, breadth, and quality of the products offered as well as the availability of these products at any time in the store. Based on the results of a review of consumer visits from January-July at Matahari.com, it shows that regarding Matahari.com products, consumers complain about incomplete products like its competitor Shopee, products that are sometimes defective. From some of the product completeness problems above, Matahari.com still has shortcomings, so consumers feel that the choice of e-commerce that suits their wants and needs is not Matahari.com but its competitors' e-commerce. In addition, the process is also influenced by promotions where the more intensive and frequent the promotions are carried out, the consumers will always grow a sense of interest in making purchases and repurchasing a product or service (Gunari & Oktafani, 2018).

Based on the results of a review of consumer visits from January-July at Matahari.com, it shows that Matahari.com does not hold big events like its competitors Shopee or Lazada, what Matahari.com provides is still lacking in consumers' minds and Matahari.com is less aggressive in promoting its products so that repurchase interest has shifted to other e-commerce sites that offer more massive promotions than those provided by Matahari.com. So from the description and description of the background above, the researcher is interested in knowing the effect of e-servqual, product completeness and promotions that have an impact on the process of repurchasing interest at Matahari.com.

2. METHOD

The method used in this study is a quantitative method. Quantitative method itself can be interpreted as a research method based on the philosophy of positivism used to examine certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses. In this study there are two kinds of variables, namely the independent variable and the dependent variable. Meanwhile, the population in this study includes consumers who have visited the website and application on Matahari.com in Bandung City, on the respondents' assessment of the website and application on Matahari.com. The number of samples used in this study was adjusted to the analytical method used, namely the Structural Equation Model (SEM)". The number of samples required is at least 5 times the number of indicator variables. The number of indicators in this study is 28 indicators, so a minimum of $28 \times 5 = 140$ samples is needed, so the number of samples used is 140 people (Utami, 2012). Furthermore, to determine the ranking in each research variable, it can be seen from the comparison between the actual score and the ideal score. The actual score is obtained through the calculation of all respondents' opinions according to the weight classification given (1,2,3,4, and 5). While the ideal score is obtained through the acquisition of the highest value prediction multiplied by the number of questionnaires multiplied by the number of respondents. When described by a formula, it will look like this:

$$\% \text{ Score} = \frac{\text{Score Actual}}{\text{Score Ideal}} \times 100\%$$

Information:

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- a. The actual score is the answer of all respondents to the questionnaire that has been submitted.
- b. The ideal score is the highest score or weight or all respondents are assumed to choose the answer with the highest score.

3. RESULTS AND DISCUSSION

3.1 Data analysis

Data analysis is an activity after data from all respondents or other data sources has been collected. Activities in data analysis are grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, performing calculations to answer the problem formulation, and performing calculations to test hypotheses that have been proposed. So that the data collected can be used, then the data must be processed and analyzed first so that later it can be used as a basis for decision making. The purpose of the data analysis method is to interpret and draw conclusions from the collected data. The validity test which is operated using IBM SPSS version 20 can be seen in the table below:

Table 2. E-Service Quality Validity Test Results

| Variable | Indicator | R (count) | R (table) | Status |
|-------------------------------------|-----------|-----------|-----------|--------|
| E-Service Quality (X ₁) | X1.1 | 0,607 | 0,1660 | Valid |
| | X2.1 | 0,517 | 0,1660 | Valid |
| | X3.1 | 0,680 | 0,1660 | Valid |
| | X4.1 | 0,577 | 0,1660 | Valid |
| | X5.1 | 0,703 | 0,1660 | Valid |
| | X6.1 | 0,645 | 0,1660 | Valid |
| | X7.1 | 0,656 | 0,1660 | Valid |
| | X8.1 | 0,676 | 0,1660 | Valid |
| | X9.1 | 0,658 | 0,1660 | Valid |
| | X10.1 | 0,753 | 0,1660 | Valid |
| | X11.1 | 0,684 | 0,1660 | Valid |
| | X12.1 | 0,573 | 0,1660 | Valid |

Source: Primary data processed June 2019

Based on the table above, it can be seen that the results of the validity test with an error rate of 5%, as well as statement items regarding e-service quality as many as 12 indicators. In the 10th statement item, that Matahari.com provides a 100% refund service if the order does not arrive larger than the other statement, namely 0.753, but in the 2nd statement item, that information on the Matahari.com website is easy to get, it is smaller than other statements ie 0.517. However, all indicators are greater than rtable of 0.1660, then this is declared valid because the results of rcount are greater than rtable, meaning that all indicators can be used as research instruments and these variables can be analyzed further (Sari, 2016).

3.2 Normality test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. This test is used to determine whether the specifications of the model used are correct or not. As it is known that the t-test and f-test in regression analysis assume the value of the confounding variable or residual must follow a normal distribution. If this assumption is violated, then the statistical test becomes invalid. One of the easiest ways to see the normality of the residuals is to look at the histogram graph which compares the observed data with a distribution that is close to a normal distribution. The more reliable method is to look at the normal probability plot which compares the cumulative distribution and the normal distribution. The normal distribution will form a straight diagonal line, and plotting the residual data will be compared with a diagonal line, then the basis for decision making, if the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the assumptions of normality and if the data spreads far from the diagonal and/or does not follow the direction of the diagonal line or

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the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality (Priansa, 2017).

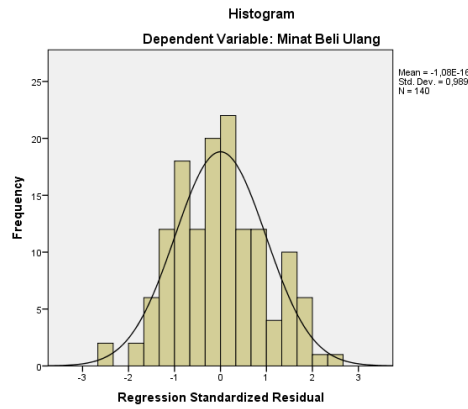


Figure 1. Normality Test Results with Histogram Graph

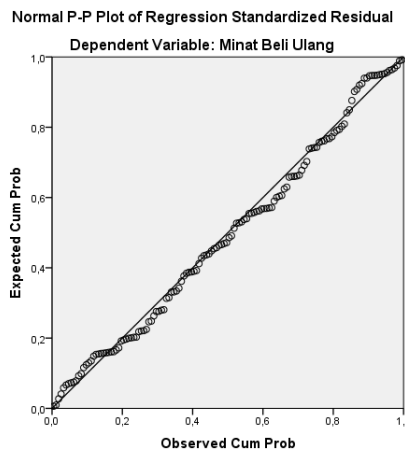


Figure 2. Normality Test Results with Normal Graph P-P plot

In the picture above, it can be seen that the distribution pattern is close to normal or does not deviate to the left/right (skewness). Likewise, when seen in Figure 4.4 the distribution points follow the diagonal line, the regression model fulfills the assumption of normality (Denniswara, 2016).

Table 3. One-Sample Kolmogorov-Smirnov Test

| | | Unstandardize d Residual |
|----------------------------------|----------------|-----------------------------|
| N | | 140 |
| Normal Parameters ^{a,b} | Mean | 0E-7 |
| | Std. Deviation | 1,71835864 |
| Most Extreme Differences | Absolute | ,056 |
| | Positive | ,056 |
| | Negative | -,056 |
| Kolmogorov-Smirnov Z | | ,666 |
| Asymp. Sig. (2-tailed) | | ,767 |

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-
- a. Test distribution is Normal.
 - b. Calculated from data.
-

Based on the table above, it can be seen that the statistical test that can be used to test residual normality is the Kolmogorov-Smirnov Non-Parametric Statistics. Test method Normal whether or not the data distribution is done by looking at the significant value of the variable, if it is significant > 0.05 then it shows normal data. The results of the SPSS calculation, the significant value of the variable is $0.767 > 0.05$, then it shows a normal distribution.

3.3 Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. To detect the presence or absence of heteroscedasticity can be done by looking at the graph plot and through the glejser test. If there is no clear pattern, and the points are spread out and below the number 0 on the Y axis, then there is no heteroscedasticity. In addition to the glejser test, if the independent variable is not statistically significant, then it is free from heteroscedasticity. Based on the results of data processing using SPSS 20, there are results of heteroscedasticity testing with a scatterplot graph which can be seen in the image below.

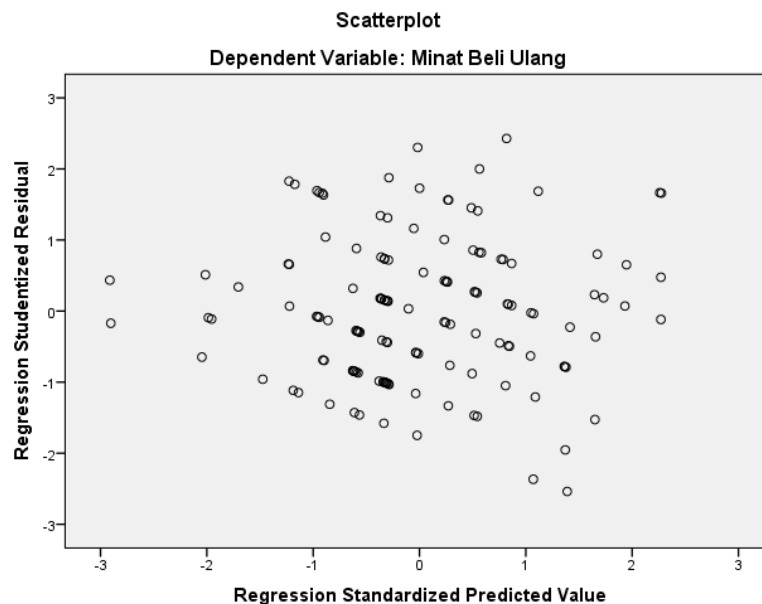


Figure 3. Heteroscedasticity Test Results with Scatterplot Graph

Based on the picture above, it can be seen that the results of the heteroscedasticity test with the scatterplot graph show that the points spread randomly and are spread both above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity. Based on the results of data processing using SPSS 20, there are heteroscedasticity test results which can be seen in the table below.

Table 4. Heteroscedasticity Test Results

| Model | Coefficients ^a | | | | | |
|-------|-----------------------------|------------|---------------------------|------|-------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | ,835 | ,808 | | 1,034 | ,303 |
| | E-servqual | ,009 | ,022 | ,050 | ,416 | ,678 |
| | Kelengkapan Produk | ,008 | ,033 | ,025 | ,255 | ,799 |

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| | | | | | |
|------------------------------|------|------|------|-------|------|
| Promosi | ,034 | ,032 | ,117 | 1,075 | ,284 |
| a. Dependent Variable: ABSUT | | | | | |

Based on table 4 above, it can be seen that the results of the heteroscedasticity test with the Glejer test clearly show that there is not a single independent variable that is statistically significant affecting the dependent variable the absolute value of Ut (AbsUt). This can be seen from the significance probability above the 0.05 (5%) confidence level. So it can be concluded that the regression model does not contain heteroscedasticity (Tjiptono, 2014).

3.4 F Uji test

The F statistical test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable. The calculated F is compared with the F table $(n-K-1) = 140-3-1 = 136$ and the F table value is $136 = 2.67$. In calculating the F Test, the IBM SPSS version 20 program will be used, which can be seen in the table below.

Table 5. Simultaneous Test SPSS Output

| | | ANOVA ^a | | | | |
|-------|------------|--------------------|-----|-------------|--------|-------------------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 125,310 | 3 | 41,770 | 13,841 | ,000 ^b |
| | Residual | 410,433 | 136 | 3,018 | | |
| | Total | 535,743 | 139 | | | |

a. Dependent Variable: Repurchase Interest
b. Predictors: (Constant), Promotion, Product Complete, E-servqual

Based on the table above, it is obtained that the calculated F is 13,841 which is greater than the F table of 2.67 with a sig value. 0.000 or less than the degree of confidence (α) of 0.05 or 5%. Thus the research hypothesis which states that the variables of E-Service Quality, Product Completeness and Promotion simultaneously have an effect on Consumer Repurchase Interest, is statistically accepted (Farisyah, 2012).

3.5 Hypothesis Testing

The results of the study support the first hypothesis indicating that the E-Service Quality (X1) variable has a partially positive effect on Consumer Repurchase Interest (Y). This can be seen from the significance value of the E-Service Quality (X1) variable of 0.015 where the value is smaller than the sig value of 0.05 which means that the E-Service Quality (X1) variable has an effect on the Consumer Repurchase Interest variable (Y).

The regression coefficient of the E-Service Quality (X1) variable is 0.299, a positive value indicating a positive and direct influence on the Consumer Repurchase Interest variable (Y). The results of the study support the first hypothesis showing that the Product Completeness variable (X2) has a partially positive effect on Consumer Repurchase Interest (Y). This can be seen from the significance value of the Product Completeness variable (X2) 0.041 where the value is smaller than the sig value of 0.05 which means that the Product Completeness variable (X2) has an effect on the Consumer Repurchase Interest variable (Y). The results of the study support the first hypothesis showing that the Promotion variable (X3) has a partially positive effect on Consumer Repurchase Interest (Y). This can be seen from the significance value of the Promotion variable (X3) 0.000 where the value is smaller than the sig value of 0.05 which means that the Promotion variable (X3) has an effect on the Consumer Repurchase Interest variable (Y) (Malau, 2017). The results of the study support the hypothesis which shows that the variables of E-Service Quality (X1), Product Completeness (X2) and Promotion (X3) have a partial positive effect on Consumer Repurchase Interest (Y). This is obtained because the value of sig $0.000 < 0.05$, then according to the basis of decision making in the F test it can be concluded that the hypothesis is accepted or in other words the variables of E-Service Quality (X1), Product Completeness (X2) and Promotion (X3) have an effect simultaneously positive on Consumer Repurchase Interest (Y). When viewed from the Adjusted R Square value of 0.617, which means simultaneously the E-Service Quality (X1), Product Completeness (X2) and Promotion (X3)

variables on Consumer Repurchase Interest (Y) are 61.7% and the remaining 38.3 % again explained (influenced) by variables not examined.

4. CONCLUSION

Based on the description and analysis of the previous chapter, especially on statistical calculations and the discussion in chapter IV regarding the influence of E-Service Quality, Product Completeness and Promotion on Consumer Repurchase Interest at Matahari.com, the following conclusions can be drawn, E-Service Quality in general partial with a sig value of 0.015 has an influence on consumer repurchase interest. Partial completeness of the product with a sig value of 0.041 has an influence on consumer repurchase interest. Furthermore, partial promotion with a sig value of 0.000 has an influence on consumer repurchase interest of E-Service Quality, Product Completeness and Promotion simultaneously with a sig value. 0.000 has an influence on consumer repurchase interest.

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