


# Effectiveness of E-Service Quality, E-Trust, and E-Satisfaction Mediated by Customer Satisfaction on Repurchase Intention in bus e-ticket in the RedBus Application (Case Study at Purabaya Bus Terminal, Surabaya)

Aris Yunan Suprpto<sup>1</sup>, Evi Fitrotun Najiah<sup>2</sup>, Mohammad Yaskun<sup>3</sup>

Master of Management Study Program, Postgraduate, Lamongan Islamic University

Email: arisyunansuprpto@unisla.ac. evifitrotun@unisla.ac.id m.yaskun@unisla.ac.id

Article Info	ABSTRACT
<b>Keywords:</b> E-Service Quality, E-Trust, E-Satisfaction, Customer Satisfaction, Repurchase Intention	This research was initiated in response to numerous grievances from regular bus who feel victim to intermediaries and were charged double the standard fare. Typically passengers would remit their bus fares directly to the conductor upon boarding the bus. A study on redBus bus e-ticket services found that e-service quality, e-trust, e-satisfaction strongly affect customer satisfaction and repurchase intention. However, e-trust doesn't have a significant impact on repurchase intention. Conducted through online questionnaires via Google Formulirs, the research utilized Structural Equation Model (SEM) with Partial Least Squares (PLS) approach. The research, based on 115 purposively sampled respondents., sheds light on enhancing the online bus ticketing experience and underscores the importance of e-service quality and satisfaction in fostering customer loyalty.
This is an open access article under the <a href="#">CC BY-NC</a> license 	<b>Corresponding Author:</b> Aris Yunan Suprpto Master of Management Study Program, Postgraduate, Lamongan Islamic University arisyunansuprpto@unisla.ac

## INTRODUCTION

E-Marketing technology has undergone a major transformation in recent years. Innovations in technology have enabled companies to access and connect with their consumers in a more effective and personalised way. Marketing is a planned and integrated effort by an organisation or institution to meet market demand by creating product of value, setting prices, communicating, delivering, and exchanging offers that benefit consumers, clients, partners, and society as a whole (Indrasari, 2019:2). E-marketing is a segment of e-business that uses electronic media to carry out marketing activities with the aim of achieving marketing goals (Elliyana et al., 2022:178). Customised advertising campaigns and relevant content creation have been key in harnessing the potential of this digital marketing. With constant changes in technology, e-marketing continues to evolve.

Bus have emerged as one of the most affordable forms of public transport in Indonesia, becoming an integral part of the country's transport network. As Indonesia's extensive road network continues to expand and connect various islands, the accessibility of travel across the archipelago is increasing, so many layers of society still trust buses to be the

favourite public transport in travelling between cities between provinces and even between islands. The phenomenon that researchers raised in this study originated from the many complaints from ordinary bus passengers, for example at Purabaya Bus Terminal (Surabaya and Sidoarjo, East Java, Indonesia), who were seduced by brokers and charged up to 2x the original fare. In general, passengers will pay the bus ticket to the conductor directly on the bus. Therefore, first time passengers are hesitant when boarding the bus. Along with the changing times, so far many people here think that purchasing bus ticket can only be done directly when boarding the bus or coming to the nearest ticket agent. Whereas in the current area, bus ticket purchases can be reserved online. Starting from online ticket reservations, ticket cancellations, bus ticket promos, and others that can be accessed through the application. The application that researchers are referring to is called “redBus”, a newcomer to bus and travel e-ticket reservation applications in Indonesia. Redbus is the world’s largest online bus ticket booking platform originating from India, connecting cities across the globe at the click of a button. Founded in 2006, redBus has sold over 40 million tickets to date and is part of the Ibibo Group and funded by Naspers, a company in the South African. (Redbus official website).

This research contains how electronic component such as service quality, customers trust, and satisfaction of an e-commerce assisted by customer satisfaction in order to foster interest in repurchasing bus e-ticket services at redBus. The study aim to test whether e-service quality, e-trust, and e-satisfaction are effective on e-ticket bus customer satisfaction in the redBus application. Test how effective e-service quality, e-trust, and e-satisfaction are in fostering interest in repurchasing e-ticket bus in the redBus application. And find out how effective customer satisfaction is as a mediator of ticket repurchase interest in the redbus application.

## LITERATURE REVIEW

### E-Service Quality

E-Service Quality is an online service that expands the function of a site to facilitate the shopping process, purchase transactions, and distribution of goods more efficiently and effectively in the internet environment (Wu in Magdalena et al., 2019). E-Service Quality indicators according to Tjiptono and Chandra in Arifah (2020): 1) Efficiency, 2) Reliability, 3) Fulfillment, 4) Privacy, 5) Responsiveness, 6) Compensation, and 7) Contact.

### E-Trust

E-Trust is a positive belief or conviction that their online shopping behaviour will be followed by the expected outcome, despite the risks or vulnerabilities that may arise in the transaction process (Suryani in Rahmayani et al., 2022). Meanwhile, according to Azar et al. in Ardelia and Rahyuda (2022), E-Trust means high trust from consumers in online sellers who are honest and provide complete information will increase customer satisfaction when shopping online. E-Trust indicators according to Ambaryanti (2019): 1) Ability, 2) Benevolence, and 3) Integrity.

## **E-Satisfaction**

E-Satisfaction is evaluation of the service or product received will depend on extent to which it matches one's expectations. Consumer disappointment arises if the service or product provided is far from what is expected. Conversely, consumer satisfaction and excitement arise when the service or product matches the expectations that exist with the online system (Kotler et al. in Berliana and Sanaji, 2022). Indicators according to Tobagus in Ambaryanti (2019): 1) Convenience, 2) Merchandising, 3) Site Design, 4) Security, and 5) Service Ability.

## **Customer Satisfaction**

Customer Satisfaction is when a person compares the outcome of the product with their expectations, they can feel excitement if the product exceeds expectations or disappointment if it falls short of what was expected (Kotler and Keller in Fiona, 2019). Indicators according to Oliver in Tjiptono in Ulfa and Mayliza (2019): 1) Response after considering the experience of using the product, 2) Consumer response after assessing the product, 3) Overall post-purchase evaluation, 4) Performance metrics, and 5) Intensity of feeling.

## **Repurchase Intention**

Repurchase Intention is customers intention to continue using the company's product or services by re-engaging and giving positive responses to the quality of electronic services provided by the company. In the sense that customers are interested in buying bus e-ticket again in the redBus application at a later time (Hutama et al. in Ambaryanti, 2019). Indicators according Hutama et al. in Ambaryanti (2019): 1) Purchase Frequency, 2) Customer Commitment, and 3) Positive recommendation from customers.

## **The Effect of E-Service Quality on Customer Satisfaction**

According research from Putri and Marlana (2021), E-Service Quality has a positive influence on Customer Satisfaction.

H1: E-Service Quality has a positive and significant effect for Customer Satisfaction

## **The Effect of E-Trust on Customer Satisfaction**

According research from Putri and Marlana (2021), E-Trust has a positive influence on Customer Satisfaction.

H2: E-Trust has a positive and significant effect for Customer Satisfaction

## **The Effect of E-Satisfaction on Customer Satisfaction**

According research from Handayani and Oemar (2022), E-Satisfaction has a positive influence on Customer Satisfaction.

H3: E-Satisfaction has a positive and significant effect for Customer Satisfaction

## **The Effect of E-Service Quality on Repurchase Intention**

According research from Wuisan et al. (2020), E-Trust has a positive influence on Customer Satisfaction.

H4: E-Service Quality has a positive and significant effect for Repurchase Intention

## **The Effect of E-Trust on Repurchase Intention**

According research from Wuisan et al. (2020), E-Trust has a positive influence on Customer Satisfaction.

H5: E-Trust has a positive and significant effect for Repurchase Intention

### The Effect of E-Satisfaction on Repurchase Intention

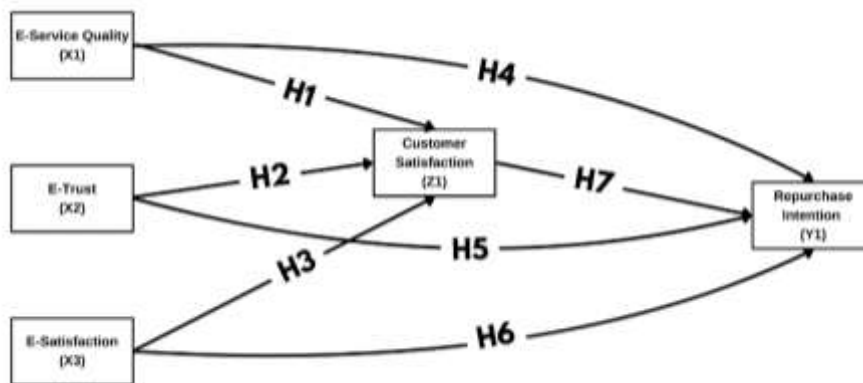
According research from Abid and Lestari (2019), E-Trust has a positive influence on Customer Satisfaction.

H6: E-Satisfaction has a positive and significant effect for Repurchase Intention

### The Effect of Customer Satisfaction on Repurchase Intention

According research from Dewi and Ekawati (2019), E-Trust has a positive influence on Customer Satisfaction.

H7: Customer Satisfaction has a positive and significant effect for Repurchase Intention



Source : Data Processed 2024

Figure 1. Conceptual Framework

## METHODOLOGY

This research uses descriptive research with a quantitative approach. The population of this study were all prospective passengers at Purabaya Bus Terminal who used the redBus application during January-February 2024. Since the population itself cannot be predicted, the determination of the sample size comes from Hair et al. (2010:176). So that the sample is determined to be 115 respondents. The sampling technique uses non-probability sampling, with the condition that there has been at least 1 transaction in redBus. The data collection method uses a Google Form questionnaire. This research test uses Structural Equation Modeling – Partial Least Squares (SEM-PLS) from software the SmartPLS version 4.0, and the tests used include outer model, inner model, mediation test, and hypothesis testing.

## RESEARCH RESULT

### Outer Model

#### Validity Test

Validity Test aims to obtain true or valid values (Sugiyono, 2015:58).

Table 1. Convergent Validity Test

Variables	Indicators	Outer Loading	AVE	Description
E-Service Quality (X1)	X1.1	0.743	0.579	Valid
	X1.2	0.780		Valid

Variables	Indicators	Outer Loading	AVE	Description
	X1.3	0.776		Valid
	X1.4	0.752		Valid
	X1.5	0.754		Valid
	X1.6	0.771		Valid
	X1.7	0.770		Valid
	X1.8	0.725		Valid
	X1.9	0.702		Valid
	X1.10	0.768		Valid
	X1.11	0.788		Valid
	X1.12	0.773		Valid
	X1.13	0.820		Valid
	X1.14	0.754		Valid
	X1.15	0.774		Valid
	X1.16	0.740		Valid
	X1.17	0.732		Valid
E-Trust (X2)	X2.1	0.804	0.714	Valid
	X2.2	0.866		Valid
	X2.3	0.847		Valid
	X2.4	0.864		Valid
	X2.5	0.829		Valid
	X2.6	0.855		Valid
	X2.7	0.850		Valid
E- Satisfaction (X3)	X3.1	0.825	0.686	Valid
	X3.2	0.885		Valid
	X3.3	0.855		Valid
	X3.4	0.846		Valid
	X3.5	0.857		Valid
	X3.6	0.811		Valid
	X3.7	0.772		Valid
	X3.8	0.813		Valid
	X3.9	0.841		Valid
	X3.10	0.767		Valid
Customer Satisfaction (Z1)	Z1.1	0.811	0.689	Valid
	Z1.2	0.895		Valid
	Z1.3	0.859		Valid
	Z1.4	0.865		Valid
	Z1.5	0.813		Valid
	Z1.6	0.729		Valid
	Y1.1	0.861	0.703	Valid
	Y1.2	0.812		Valid

Variables	Indicators	Outer Loading	AVE	Description
Repurchase Intention (Y1)	Y1.3	0.842		Valid

Source : SmartPLS 4.0 (Processed) 2024

As a result of the convergent validity test table above, it can be concluded that the loading factors of the five variables are considered valid because the value obtained 0.7. In addition, the AVE (Average Variance Extracted) value also obtained a value that exceeds 0.5.

### Reliability Test

The reliability test is a test used to obtain and use how consistent free measurements of random variables (Sugiyono, 2015:60). There are 2 measurements used in testing the reliability test, Cronbach's Alpha and Composite Reliability.

**Table 2.** Reliability Test

Variables	Cronbach's Alpha	Composite Reliability	Description
E-Service Quality (X1)	0.955	0.959	Reliable
E-Trust (X2)	0.934	0.946	Reliable
E-Satisfaction (X3)	0.949	0.856	Reliable
Customer Satisfaction (Z)	0.790	0.877	Reliable
Repurchase Intention (Y)	0.909	0.930	Reliable

Source : SmartPLS 4.0 (Processed) 2024

The results of the reliability test table presented above can be concluded that the five variables are considered reliable, because the score value exceeds 0.7.

### Inner Model

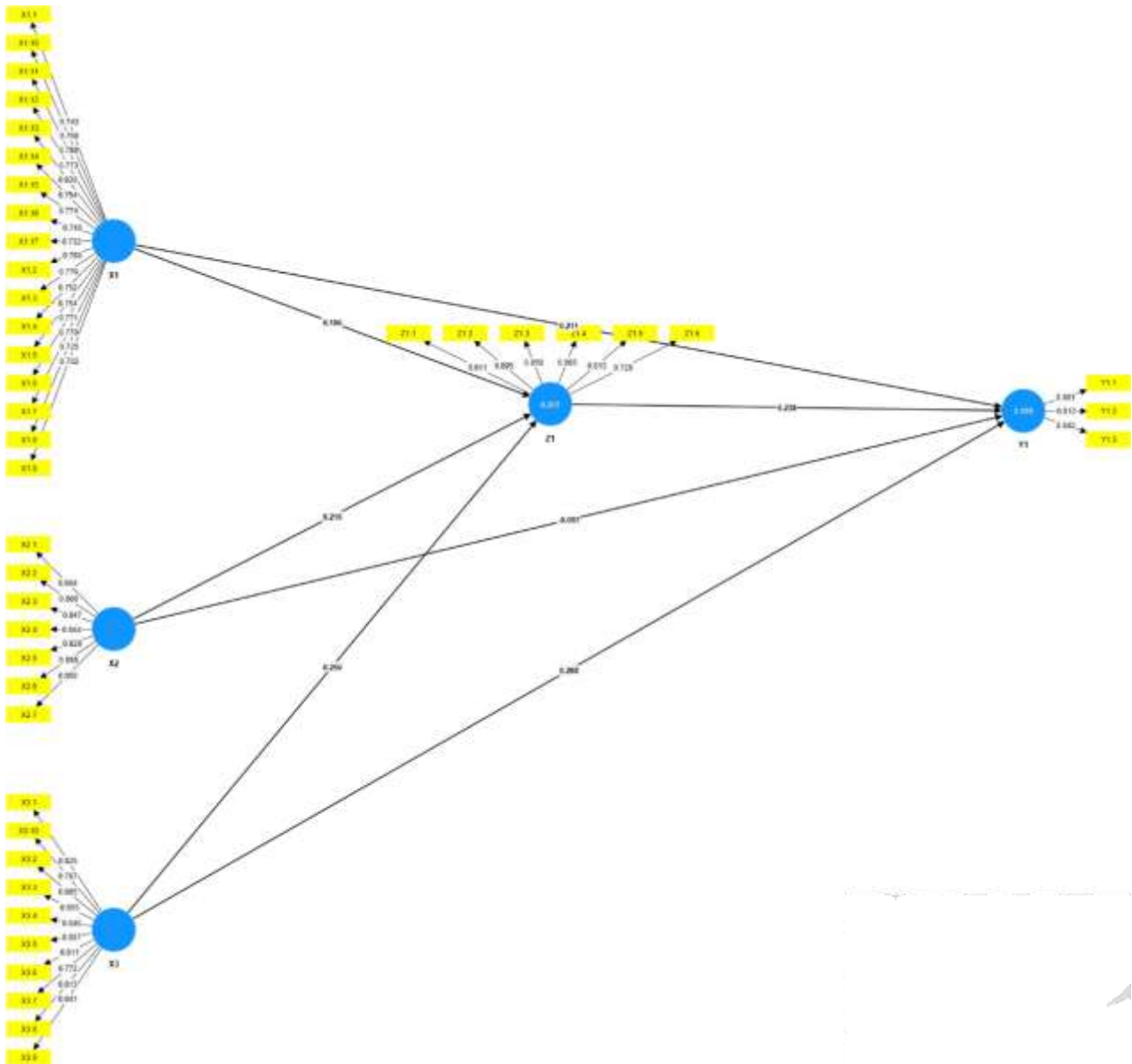
The inner model can be assessed and seen through the R-Square value. This R-Squares value is used to show the extent to which exogenous variables (X) affect endogenous variables (Y) and mediating variables (Z). In accordance with the explanation from Ghozali (2006:55), if the R-Square value reaches 0.67 it can be considered strong; if it reaches 0.33 it is considered moderate; and if it reaches 0.19 it is considered weak (Rusmawati et al., 2023).

**Table 3.** R-Square Value

	R-Square	R-Square Adjusted
Y1	0.199	0.170
Z1	0.203	0.182

Source : SmartPLS 4.0 (Processed)

Based on the R-Square table above it can be concluded that the R-Square value of exogenous variable on endogenous is 0.199 and R-Square Adjusted is 0.170. The R-Square value of exogenous variable on mediation variable is 0.203, and R-Square Adjusted is 0.182, so it can be considered weak.



Source : SmartPLS 4.0 (Processed) 2024  
 Figure 2. Inner Model - SmartPLS

### Mediation Test

There are 3 classifications or groupings of mediation tests. First, Non Mediation which occurs when the relationship between exogenous (X) and endogenous (Y) variables is positive, but the relationship between mediating variables (Z) and endogenous (Y) is negative. Second, Full Mediation which occurs when the exogenous variable (X) has a negative relationship with the endogenous (Y) and the mediating variable (Z) has a positive relationship with the endogenous (Y). Third, Partial Mediation which occurs when the exogenous (X) and

endogenous (Y) variables have a positive relationship, and the mediating variable (Z) also has a positive relationship with the endogenous (Y). (Rusmawati et al., 2023). Mediation test can be seen based on the path coefficient test and the spesific indirect effect.

**Table 4.** Path Coefficient Test

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
E-Service Quality (X1) => Repurchase Intention (Y)	0.211	0.231	0.091	2.320	0.011
E-Service Quality (X1) => Customer Satisfaction (Z)	0.186	0.193	0.104	1.783	0.039
E-Trust (X2) => Repurchase Intention (Y)	-0.097	-0.103	0.083	1.176	0.121
E-Trust (X2) => Customer Satisfaction (Z)	0.216	0.219	0.082	2.626	0.005
E-Satisfaction (X3) => Repurchase Intention (Y)	0.208	0.212	0.078	2.660	0.004
E-Satisfaction (X3) => Customer Satisfaction (Z)	0.250	0.271	0.074	3.353	0.001
Customer Satisfaction (Z) => Repurchase Intention (Y)	0.238	0.233	0.099	2.397	0.009

Source : SmartPLS 4.0 (Processed) 2024

Based on the table above it can be concluded that the E-Service Quality and E-Satisfaction on Repurchase Intention show a positive relationship by the value of the original sample (above 0.000) and significant value (p values <0.05). While the E-Trust on Repurchase Intention shows a negative relationship by the value of the original sample (below 0.000) and an insignificant value (p values >0.05). In addition, E-Service Quality, E-Trust, and E-Satisfaction on Customer Satisfaction both show a positive relationship by the value of the original sample (above 0.000) and a significant value (p values <0.05).

**Table 5.** Spesific Indirect Effect

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
E-Service Quality (X1) => Customer Satisfaction (Z) => Repurchase Intention (Y)	0.044	0.045	0.032	1.370	0.087

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
E-Trust (X2) => Customer Satisfaction (Z) => Repurchase Intention (Y)	0.051	0.050	0.027	1.870	0.032
E-Satisfaction (X3) => Customer Satisfaction (Z) => Repurchase Intention (Y)	0.059	0.062	0.031	1.910	0.029

Source : SmartPLS 4.0 (Processed) 2024

Based on the table above it can be concluded that the E-Trust and E-Satisfaction on Repurchase Intention mediated by Customer Satisfaction show a positive relationship by the value of the original sample (below 0.000) and a significant value (p values <0.05), but for the E-Service Quality on Repurchase Intention mediated by Customer Satisfaction shows a positive relationship by the value of the original sample (below 0.000) but obtained an insignificant value (p values > 0.05).

The conclusion of the mediation test in this study seen from the path coefficient table and spesific indirect effect table can be concluded that the E-Service Quality and E-Satisfaction on Repurchase Intention mediated by Customer Satisfaction can be referred to as Partial Mediation, while the E-Trust on Repurchase Intention mediated by Customer Satisfaction can be referred to as Full Mediation.

### Hypothesis Test

Hypothesis test which can be seen based on the bootstrapping technique path coefficient table in the SmartPLS 4.0 programme. namely by comparing the T-statistic value > T-table and checking whether the P-Values value is <0.05. the T table value is determined to be 1.658 by calculating the applicable formula.

**Table 6.** Hypothesis Test

Hypothesis	Analysis
1. E-Service Quality (X1) => Customer Satisfaction (Z)	Coefficient Value = 0.186 P Values = 0.039 T-statistic = 1.783 T-table = 1.658 T-statistic > T-table
2. E-Trust (X2) => Customer Satisfaction (Z)	Coefficient Value = 0.216 P Values = 0.005 T-statistic = 2.626 T-table = 1.658 T-statistic > T-table
3. E-Satisfaction (X3) => Customer Satisfaction (Z)	Coefficient Value = 0.250 P Values = 0.001

Hypothesis	Analysis
4. E-Service Quality (X1) => Repurchase Intention (Y)	T-statistic = 3.353 T-table = 1.658 T-statistic > T-table Coefficient Value = 0.211 P Values = 0.011 T-statistic = 2.320 T-table = 1.658 T-statistic > T-table
5. E-Trust (X2) => Repurchase Intention (Y)	Coefficient Value = -0.097 P Values = 0.121 T-statistic = 1.176 T-table = 1.658 T-statistic < T-table
6. E-Satisfaction (X3) => Repurchase Intention (Y)	Coefficient Value = 0.208 P Values = 0.004 T-statistic = 2.660 T-table = 1.658 T-statistic > T-table
7. Customer Satisfaction (Z) => Repurchase Intention (Y)	Coefficient Value = 0.238 P Values = 0.009 T-statistic = 2.397 T-table = 1.658 T-statistic > T-table

Source : SmartPLS 4.0 (Processed) 2024

## Discussion

### H1: E-Service Quality on Customer Satisfaction

The analysis results show that E-Service Quality has a positive and significant effect on Customer Satisfaction, with a coefficient value of 0.186 (>0.000), a P value of 0.039 (<0.05), and a T-statistic value of 1.783 (>T-table 1.658). Thus, H1 can be accepted, indicating that E-Service Quality in the redBus application has succeeded in increasing customer satisfaction. This finding is in line with previous research from Putri and Marlina (2021), which also states that there is a positive influence between E-Service Quality and Customer Satisfaction.

### H2: E-Trust on Customer Satisfaction

The analysis results show that E-Trust has a positive and significant influence on Customer Satisfaction, with a coefficient value of 0.216 (>0.000), a P-value of 0.005 (<0.05), and a T-statistic value of 2.626 (>T-table 1.658). Therefore, H2 is accepted, indicating that E-Trust in the redBus application increases customer satisfaction. This finding is consistent with previous research from Putri and Marlina (2021), which confirms the positive relationship between E-Trust and Customer Satisfaction.

### H3: E-Satisfaction on Customer Satisfaction

The analysis results show that E-Satisfaction has a positive and significant influence on Customer Satisfaction, with a coefficient value of 0.250 ( $>0.000$ ), a P-value of 0.001 ( $<0.05$ ), and a T-statistic value of 3.353 ( $>T$ -table 1.658). Therefore, H3 is accepted, indicating that E-Satisfaction in the redBus app increases customer satisfaction. This finding is also supported by previous research from Handayani and Oemar (2022), which confirms the positive relationship between E-Satisfaction and Customer Satisfaction.

#### **H4: E-Service Quality on Repurchase Intention**

The analysis results show that E-Service Quality has a positive and significant effect on Repurchase Intention, with a coefficient of 0.211 ( $>0.000$ ), a P-value of 0.011 ( $<0.05$ ), and a T-statistic value of 2.320 ( $>T$ -table 1.658). Therefore, H4 is accepted, indicating that E-Service Quality in the redBus app drives customer repurchase intention. This finding is in line with previous research from Wuisan et al. (2020), which also confirmed the positive impact between E-Service Quality and Repurchase Intention.

#### **H5: E-Trust on Repurchase Intention**

The analysis results show that E-Trust has no positive and insignificant effect on Repurchase Intention, with a coefficient of -0.097 ( $<0.000$ ), a P-value of 0.121 ( $>0.05$ ), and a T-statistic value of 1.176 ( $<T$ -table 1.658). Therefore, H5 is rejected, indicating that E-Trust in the redBus app does not significantly contribute to customer repurchase intention. This finding is different from previous research from Wuisan et al. (2020), which states that there is a positive influence between E-Trust and Repurchase Intention.

#### **H6: E-Satisfaction on Repurchase Intention**

The analysis results show that E-Satisfaction has a positive and significant effect on Repurchase Intention, with a coefficient of 0.208 ( $>0.000$ ), a P-value of 0.004 ( $<0.05$ ), and a T-statistic value of 2.660 ( $>T$ -table 1.658). Therefore, H6 is accepted, indicating that E-Satisfaction in the redBus app drives customer repurchase intention. This finding is supported by previous research from Abid and Lestari (2019), which also confirms a positive relationship between E-Satisfaction and Repurchase Intention.

#### **H7: Customer Satisfaction on Repurchase Intention**

The analysis results show that Customer Satisfaction has a positive and significant influence as a mediator on Repurchase Intention, with a coefficient of 0.238 ( $>0.000$ ), a P-value of 0.009 ( $<0.05$ ), and a T-statistic value of 2.397 ( $>T$ -table 1.658). Therefore, H7 is accepted, indicating that Customer Satisfaction on redBus from the redBus app plays a role in increasing customer repurchase intention. This finding is also supported by previous research from Dewi and Ekawati (2019), which confirms the positive relationship between Customer Satisfaction and Repurchase Intention.

## **CONCLUSIONS**

The results of this study explain that e-service quality, e-trust, and e-satisfaction together have a positive and significant effect on redBus customer satisfaction at Purabaya Bus Terminal. e-service quality and e-satisfaction both have a positive and significant effect on repurchase interest in redBus e-tickets, but not for e-trust which has a negative and

insignificant effect on repurchase interest in redBus e-tickets. Customer satisfaction has a positive and significant effect on repurchase interest in redBus e-tickets.

Based on the results of this study, the researcher recommends that redbus or other e-commerce parties design an e-marketing strategy and focus on improving user experience, strengthening customer trust in their platform, and identifying areas where they can provide greater added value to customers, which will ultimately increase customer loyalty and increase customer retention and business success in the world of transportation in the digital era.

This research has limitations in covering the research time and lack of information about the RedBus company when it first landed in Indonesia, the company's vision and mission, the meaning of the company logo, and others. the sample is also a limitation, because the characteristics of respondents are more dominant in one or two choices which can reduce the representation of the research. study has limitations; thus, you can describe it here and briefly provide suggestions for further research. Future researchers are expected to conduct a comparative study between Terminal Purabaya and other terminals in terms of the use of transport e-commerce applications such as redbus, and hope that there will be qualitative research in the future.

#### ACKNOWLEDGMENT

Many thanks to previous researchers who have compiled articles used as references in this literature review, as well as to Formosa publishers who have published this scientific work in the Formosa Journal of Multidisciplinary Research (FJMR) in 2024. and not to forget, a big thank you to my supervisor, Mrs Yunni Rusmawati, who has helped financially finance the publication of this journal.

#### REFERENCES

- Abid, F., Mim, M., & Purbawati, D. (2020). The Effect of E-Security and E-Service Quality on E-Repurchase Intention with E-Satisfaction as an Intervening Variable in Lazada E-Commerce Consumers at Fisip Undip. *Journal of Business Administration Sciences*, 9(1), 93–100.
- Ambaryanti, Z. A. T. (2019). The Effect of E-Service Quality and E-Trust on E-Satisfaction and Its Impact on E-Repurchase Intention of Halodoc Users. 10–27.
- Berliana, C. (2022). Effect Of E-Service Quality, E-Trust, And Commitment On E-Loyalty With E-Satisfaction As A Mediation Variable. *Management Studies and Entrepreneurship Journal*, 3(4), 2397–2413.
- Dewi, I. G. A. P. R. P., & Ekawati, N. W. (2019). The role of consumer satisfaction mediates the influence of brand image on repurchase intention. *E-Journal of Management of Udayana University*, 8(5), 2722. <https://doi.org/10.24843/ejmunud.2019.v08.i05.p05>
- Elliyana, E., Lidiana, Agustina, T.S., Abdurohim, Yuliani. 2016. *Marketing Fundamentals*. Malang: Ahlimedia Press.

- Fiona, D. R. (2019). The Effect of Sales Promotion and E-Service Quality on Repurchase Interest Through Customer Satisfaction (Study on Gopay customers in Greater Jakarta).
- Firdha, S., Putri, A., & Marlina, N. (2021). The effect of e-service quality and e-trust on consumer satisfaction. *Economic Forum*, 23(3), 463–474. <http://journal.feb.unmul.ac.id/index.php/FORUM EKONOMI>
- Handayani, R., & Oemar, F. (2022). Customer Satisfaction: Customer Digital Experience and Healthcare Quality. *JOURNAL OF THE MANAGEMENT SCIENCE COMMUNITY*, 1(4), 375-383.
- Muhtarom, A., Fitrotun, E., Rusmawati, Y., & Pratama, A. P. (2023). Analysis of Product Quality, Price, Service Quality and Location on Purchase Decisions Mediated by Customer Satisfaction in Lamongan Typical Food (Case Study on Central Consumers of Lamongan Boran Rice with Partial Least Square (PLS)- Structural Equation Modeling (SEM))) Method. *Journal of Applied Management Research PENATARAN*, Vol. 8(1), 117–130.
- Rahyuda, I. K. (2022). The role of satisfaction mediates the influence of customer experience and trust on online repurchase intent. 11(10), 1295–1310.
- Sugiyono. 2014. *Quantitative, Qualitative and R&D Research Methods*. Bandung: Alfabeta.
- Sugiyono. 2016. *Quantitative and Qualitative Research Methods*. Bandung: Alfabeta.
- Sugiyono. 2017. *Statistics for research*. Bandung: Alfabeta.
- About Us. (n.d.). Redbus Indonesia. <https://www.redbus.id/info/aboutus>
- Online Bus Tickets. (n.d.). Redbus Indonesia. <https://www.redbus.id/bis/tiket-bus-online>
- Ulfa, M., & Mayliza, R. (2019). The Effect of Service Quality and Customer Satisfaction on Customer Loyalty of Pdam Padang City
- Wuisan, D. S. ., Candra, D., Tanaya, M. A., Natalia, V., & Bernarto, I. (2020). The Influence of Website Design Quality and E-Service Quality on Sociolla E-Trust Repurchase Intention as a Mediation Variable. *Computatio: Journal of Computer Science and Information Systems*, 4(1), 55. <https://doi.org/10.24912/computatio.v4i1.7748>