

Effect of E-Service Quality and Brand Trust on Repurchase Intention with Customer Satisfaction as Intervening for Halodoc Application Users

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Abstract

As an intervention for Halodoc application users, this study aims to determine the impact of telemedicine application product e-service quality and brand trust on customer satisfaction repurchase intent. We surveyed 245 users of Halodoc applications who performed transactions using Halodoc applications at least once in the past year. The data analysis method used SPSS version 23 and the SEM analysis used LISREL 8.8 to process and analyze the survey data. Hypothesis test results show that quality of e-service has a positive and significant impact on repurchase intention, brand trust has a positive and significant impact on repurchase intention, and quality of e-service has a positive impact on customer satisfaction. It shows that it has a significant impact. Trust has a significant positive impact on customer satisfaction, and customer satisfaction has a significant positive impact on repurchase intention. In addition, the results of this study show a positive and significant indirect relationship between quality of e-service and brand confidence in repurchase intent mediated by customer satisfaction and repurchase intent mediated by customer satisfaction.

Keywords: E-Service Quality, Brand Trust, Customer Satisfaction, Repurchase Intention, Halodoc.

INTRODUCTION

The COVID-19 pandemic that hit the country in early 2020 has spread throughout Indonesia, especially the Jakarta metropolitan area and its surroundings. This area covers the administrative areas of JABODETABEK. The province that experienced the most cases of the COVID-19 pandemic was DKI Jakarta, with a total of 864,644 cases (20.6%), then West Java province with several cases, 708,607 (18.30%), which shows that the area is the area with the highest number of COVID-19 cases.

Some of their motives for staying online include convenience and preventing the spread of COVID-19. This variation is because COVID-19 can be transmitted from people who have only mild symptoms, such as a cough, but feel well. The government forces the Indonesian people to carry out a new normal, one of which is Body Distancing. With this regulation, there is no longer any client buying behavior which also changes from direct or offline purchases to online purchases.

Given the above situation, various countries seek to increase the use of telemedicine services or telemedicine as part of their healthcare service strategy efforts to address the outbreak of the COVID-19 pandemic. Telemedicine is a means of connecting users and healthcare providers to the efficiency and effectiveness of medical services involving patients and professionals (Fatmawati, 2021, p.20)

Halodoc is a generation company from Indonesia which is engaged in teleconsultation fitness. Halodoc offers health consultation features through video calls (teleconsultation), drug purchases through Apotik Antar (an online service-based pharmacy), and on-demand lab examinations (Halodoc, 2021).

Based on reviews on the Google play store, Twitter, and web similar, there has been a decline in applications over the last year and three months, which can indicate consumer reluctance to make repurchase intentions in the future. If consumers are happy, they are more likely to buy the company's product or service again (Kotler & Armstrong, 2018, p.255)

Various previous studies have proven the effect of e-service quality on repurchase intention, such as research by (Anggraeni et al., 2019; Rohwiyati and Praptiestrini, 2019; Yunus et al., 2021), Those who find a positive and significant relationship between quality of e-service and repurchase. The intent also shows that customer satisfaction can convey benefits.

By influencing the intent of the repurchase, the quality of the e-service proves that the quality of the e-service can increase customer satisfaction, and customer satisfaction creates the intent to repurchase.

Previous studies have proven the effect of brand trust on repurchase intention, such as research by (Cha and Seo, 2019; Goh et al., 2016), Those who find a positive and essential relationship between brand trust and repurchase intent. Brand consumer trust is critical to the company's Ability to build

good relationships with consumers and maintain consumer trust. In order for consumers to repurchase products from the company, the company must present the product well in order to build trust in the consumer's brand.

Based on the various problems above, researchers are interested and need to conduct research to see, learn and understand the "Effect of E-Service Quality and Brand Trust on Repurchase Intention with Customer Satisfaction as Intervening on Halodoc Application Users."

LITERATURE REVIEW

Repurchase Intention

According to Kuan et al. in Juwitasary et al.'s research (2020), the intent of repeated purchases is "*the ability or desire of consumers to continue to use the same website and make repeated purchases on the same website.*" Repurchase intention behaviour on the same website. According to Hellier et al. in (Unpapar, 2021), repurchase intent refers to an individual's assessment of repurchasing a particular service from the same company. Given the current and possible circumstances, the intent to repurchase can easily be interpreted as a decision by a person to repurchase—a service by the same company.

Customer Satisfaction

According to (Kotler & Armstrong, 2018, p.227), customer satisfaction is "*a condition in which consumer expectations can be met by the product.*" However, according to Zeithmal and Bitner in (Achmad, 2020), satisfaction is a much broader concept than just a quality of service assessment. According to Pratiwi in (Suneni - et al., 2019), it is argued that to measure the customer satisfaction model, it can be measured through three main dimensions, namely, consumer desires and expectations of continuing using services, consumer desires to recommend to others, and satisfaction with service quality, which are given. According to (Sari, 2020), Consumer satisfaction influences future repurchase intent behaviour. The more satisfied consumers are, the more motivated they will be to make repeated purchases in the future. Based on the theoretical evidence of existing research, researchers propose the following hypothesis:

H5: Customer Satisfaction has a positive and significant on Repurchase Intention of Halodoc Users.

Electronic Service Quality

According to Chase and Aquilano in the research of (Rohwiyati & Praptiestrini, 2019), e-service quality is "*service provided to consumers of internet networks as an extension of the ability of a site to facilitate shopping, purchasing, and distribution activities effectively and efficiently.*" According to Santos in the research of (Wiryana & Erdiansyah, 2020), e-service quality is the overall assessment and evaluation of consumers on the advantages and services provided in e-commerce. The research of (Jayaputra and Kempa, 2022; Kurniawan and Remiasa, 2022)

supports that the E-Service Quality variable positively and significantly influences repurchase intention through consumer satisfaction. Therefore, it can be interpreted that customer satisfaction can be an intervening variable for repurchase intention. Based on the theoretical evidence in the existing studies, the researcher proposes the following hypothesis:

H1: E-Service Quality has a positive and significant on Repurchase Intention of Halodoc Users.

H3: E-Service Quality has a positive and significant on Customer Satisfaction on Halodoc users.

H6: E-Service Quality has a positive and significant on Repurchase Intention through Customer Satisfaction on Halodoc Users.

Brand Trust

According to Chaudhuri and Holbrook in the research of (Goh et al., 2016), brand trust is "*the willingness of the average consumer to rely on the ability of the brand to perform its stated function*". According to Ferrinadewi in (Arista, 2011), three activities can be carried out by companies to measure brand trust to consumers, which can be measured through, Achieving results, Acting with integrity, and Demonstrating concern. Research conducted by (Japariato and Agatha, 2020; Navarone and Evanita, 2019; Putri et al., 2018), states that the Brand Trust variable has a positive effect on Customer Satisfaction where trust in a brand arises after customers buy and consume and feel satisfied with the brand A product in e-commerce. Research conducted by (Jayaputra and Kempa, 2022; Sumara and Salim, 2020; Utami, 2017), customer satisfaction states that it actively and significantly mediates the impact of brand trust on repurchase intent. Based on the theoretical evidence of existing research, researchers propose the following hypotheses::

H2: Brand Trust has a positive and significant on Repurchase Intention of Halodoc Users.

H4: Brand Trust has a positive and significant on Customer Satisfaction on Halodoc Users.

H7: Brand Trust has a positive and significant on Repurchase Intention through Customer Satisfaction on Halodoc Users.

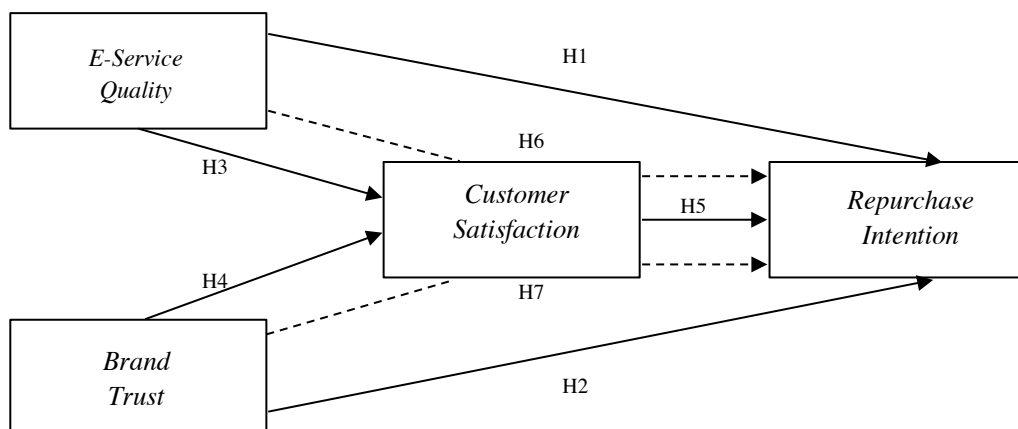


Figure 1 Hypothesized Framework

Source: Data processed by the author (2022)

RESEARCH METHOD

Research Time and Place

This study uses a place or research location in JABODETABEK with the object of research, namely users of the Halodoc application. The research location was chosen in Jabodetabek because this area is the domicile of the most significant Halodoc users in Indonesia. In addition, Jabodetabek is one of the regions with the highest incidence of COVID-19 in Indonesia, so you can switch to telemedicine services to prevent the spread of COVID-19 Halodoc applications are used as data sources. The study was conducted from January 2022 - May 2022. In this study, questionnaires will be distributed to a minimum of 200 respondents who meet the research criteria and are filled with 245 samples and through a google form.

Population and Sample

The sample is taken based on specific considerations which have used the Halodoc application, namely, Halodoc application users who live in Greater Jakarta, Make transactions at Halodoc at least once a year, and Respondents who use the Halodoc application with a minimum age of 17 years. According to (Hair et al., 2017) said that the recommended minimum sample size ranges from 100-300 samples in the use of Structural Equation Modeling (SEM) statistical modeling techniques. If the sample is below 100, the results will be less good when using SEM, according to (Sarwono, 2010)research. Based on the previous statement, the researcher determined that the sampling in this study was used with a minimum of 200 samples because this number was close to the minimum number of respondents, and the sample in this study used 245 samples to facilitate data analysis using LISREL and avoid data errors.

Variable Operations and Measurement Scale

The survey tool used to measure the statements on the questionnaire is the Likert scale. This is a measure with five answer categories, from "very agree" to "very disagree", and is chosen by respondents to determine the degree of consent or disagreement. Respondents to Object Questions – Stimulation (Sugiyono, 2020).

Table 1 Variable Operations

Code	Measurement Indicator
RI	Repurchase Intention
RI1	There is an interest in reusing the Halodoc application.
RI2	There is a desire to reuse the Halodoc application.
RI3	Willing to recommend Halodoc application to others.
RI4	Willing to recommend the Halodoc application as a solution, if friends experience health problems.
RI5	Halodoc is the first choice in choosing online health services.
RI6	Halodoc is the first choice in referring online health services to others.
RI7	There is an interest in seeking information about the Halodoc application.
RI8	The benefits obtained when using the Halodoc application are an added value.

CS	Customer Satisfaction
CS1	There is a feeling of pleasure using the Halodoc application.
CS2	Willing to provide an assessment if the Halodoc application is not as expected.
CS3	Always recommend to relatives to use the Halodoc application.
CS4	Always share positive experiences with relatives about the Halodoc application.
CS5	The services provided when using the Halodoc application are better than other health (telemedicine) applications.
CS6	All services using the Halodoc application are satisfactory.
ESQ	Electronic Service Quality
ESQ1	The menu display in the Halodoc application is easy to use.
ESQ2	Halodoc application has an easy payment system.
ESQ3	Halodoc application can function properly without system disturbance.
ESQ4	Doctors on the Halodoc application provide accurate explanations.
ESQ5	Products purchased on the Halodoc application must be in good physical condition when received.
ESQ6	Consultation sessions on the Halodoc application according to the promised time.
ESQ7	The Halodoc application maintains information in the payment transaction process.
ESQ8	In answering questions, doctors on the Halodoc application are very quick to provide solutions
ESQ9	Halodoc handles customer complaints very well.
ESQ10	Halodoc in making a refund is very fast.
ESQ11	There is a refund of shipping costs by Halodoc, if the product received does not match.
ESQ12	Customers can easily contact Halodoc customer service
ESQ13	Halodoc customer service always responds to customer complaints responsively.
ESQ14	
BT	Brand Trust
BT1	The services provided by Halodoc provide solutions to customer problems.
BT2	Halodoc has lived up to expectations.
BT3	Halodoc is committed to service quality.
BT4	The services provided by the Halodoc application are in accordance with what is offered.
BT5	Halodoc is open to criticism from customers to improve service quality.
BT6	Halodoc compensates customers when problems occur in their services.

Source: Data processed by the author (2022)

Data Analysis Technique

Researchers used SPSS Version 23 and SEM software contained in Lisrel version 8.80. SEM was chosen because it is considered more accurate; according to Latan, Ghozali, Jogiyanto, and Wijaya in (Haryono, 2016), the SEM method has higher flexibility for researchers to link theory with data and can test measurement errors for observed variables (observed) and can create models with multiple variables. The tests carried out in this study include Descriptive Analysis, Reliability Test, Validity Test, Model Suitability Test, Direct and Indirect Effect Test, and Hypothesis Testing.

RESULT AND DISCUSSION

The survey was conducted by distributing surveys via Google Forms, with more than 245 respondents who participated according to the survey's criteria: Halodoc telemedicine application

users and Halodoc telemedicine applications visited at least once last year. The characteristics of the respondents by gender are that the most significant number of participants was female respondents (172 people (70.20%)), and the rest were male respondents (73 people (29.80%)). Respondents based on this age are between 17-22 years old, with a percentage of 60.00% or 147 respondents. They are followed by the age range of 23-28 years by 18.78% or 46 respondents. Furthermore, in the age range > 34 years by, 12.24% or as many as 30 respondents. Finally, for the age range 29-34 years, 8.98% or as many as 22 respondents. Respondents with the most participation with the criteria for the level of education that have been taken are the majority of undergraduates (S1), as many as 130 people or 53.06% of the total respondents—then followed by high school / vocational high school graduates with as many as 80 people or 33.06%. The rest is filled by Diplomas, which are 20 people or 8.16%, Masters (S2) is 15 people or 6.12%, and Doctoral (S3) is 0 people or 0%. Respondents who participated the most had a total monthly expenditure of Rp. 500,001.00 - Rp. 1,000,000.00, as many as 72 people or 29.39% of the total respondents. Then, respondents with a total monthly expenditure of <Rp 500,000.00, as many as 50 people or 20.41%. Characteristics of respondents based on transactions on the Halodoc health application in 1 year with the number of transactions between 1-3 times with a total of 188 respondents or a percentage of 76.73%. Characteristics of respondents based on domicile on the Halodoc health application, the most homes using the Halodok application are the North Jakarta area, with a total of 55 respondents or a percentage of 22.45%.

Reliability Testing. Reliable results give confidence that every individual indicator is consistent with those measurements. The generally accepted confidence level is 0.70. The interpretation of compound reliability (CR) is the same as Cronbach's alpha. The threshold of 0.7 is acceptable, and the importance of 0.8 is very satisfactory (Haryono, 2016). Based on table 2, it is known that the all indicators in the variabel used for this study are reliable.

Table 2 Reliability Test Result

Variabel	Cronbach's Alpha	Keterangan
<i>Electronic Service Quality</i>	0,934	Reliabel
<i>Brand Trust</i>	0,854	Reliabel
<i>Customer Satisfaction</i>	0,892	Reliabel
<i>Repurchase Intention</i>	0,891	Reliabel

Source: Data processed by the author (2022)

Validity Testing with Exploratory Factor Analysis (EFA). The KMO value of the electronic service quality variable is $0.949 > 0.05$, so the next factor analysis test can be carried out. In Bartlett's Test of Sphericity, the sig value is 0.000. The deal is less than 0.05, so it can be used to correlate and continue the following process.

Based on table 3, the electronic service quality variable shows that the electronic service quality variable has no dimensions formed. No indicators are omitted, and the values of all items or statements are declared valid because the factor loading factor value of the electronic service quality variable table starts from the lowest 0.683 up to 0.788. The coefficient value has a value > 0.40 .

Table 3 Electronic Service Quality Validity Test with Factor Analysis

Component Matrix^a		
Item	Pernyataan	Factor Loadings
		1
ESQ1	The menu display in the Halodoc application is easy to use.	.712
ESQ2	Halodoc application has an easy payment system.	.728
ESQ3	Halodoc application can function properly without system disturbance.	.734
ESQ4	Doctors on the Halodoc application provide accurate explanations.	.770
ESQ5	Products purchased on the Halodoc application must be in good physical condition when received.	.754
ESQ6	Consultation sessions on the Halodoc application according to the promised time.	.788
ESQ7	The Halodoc application maintains information in the payment transaction process.	.777
ESQ8	The Halodoc application maintains the security of customer data.	.747
ESQ9	In answering questions, doctors on the Halodoc application are very quick to provide solutions	.752
ESQ10	Halodoc handles customer complaints very well.	.686
ESQ11	Halodoc in making a refund is very fast.	.683
ESQ12	There is a refund of shipping costs by Halodoc, if the product received does not match.	.753
ESQ13	Customers can easily contact Halodoc customer service	.700
ESQ14	Halodoc customer service always responds to customer complaints responsively	.703

Source: Data processed by the author (2022)

The KMO value of the brand trust variable is $0.872 > 0.05$, so the next factor analysis test can be carried out. In Bartlett's Test of Sphericity, the sig value is 0.000. The deal is less than 0.05, so it can be used to correlate and continue the following process.

Based on table 4, the brand trust variable shows that the brand trust variable has no dimensions formed, and no indicators are omitted. The values of all items or statements are declared valid because the factor loading value of the brand trust variable table item starts from the lowest 0.693 to 0.794 value. The coefficient has a value > 0.40 .

Table 4 Brand Trust Validity Test with Factor Analysis

Component Matrix^a		
Item	Pernyataan	Faktor Loadings
		1
BT1	The services provided by Halodoc provide solutions to customer problems.	.794
BT2	Halodoc has lived up to expectations.	.754
BT3	Halodoc is committed to service quality.	.787
BT4	The services provided by the Halodoc application are in accordance with what is offered.	.763
BT5	Halodoc is open to criticism from customers to improve service quality.	.693
BT6	Halodoc compensates customers when problems occur in their services.	.771

Source: Data processed by the author (2022)

The KMO value of the customer satisfaction variable is $0.856 > 0.05$, so the next factor analysis test can be carried out. In Bartlett's Test of Sphericity, the sig value is 0.000. The deal is less than 0.05, so it can be used to correlate and continue the following process.

Based on table 5, the customer satisfaction variable shows that the customer satisfaction variable has no dimensions formed, and no indicators are omitted. The values of all items or statements are declared valid because the factor loading value of the brand trust variable table item starts from the lowest 0.699 to 0.772 value. The coefficient has a value > 0.40 .

Table 5 Customer Satisfaction Validity Test with Factor Analysis

Component Matrix^a		
Item	Pernyataan	Factor Loadings
		1
CS1	There is a feeling of happy using the Halodoc application.	.760
CS2	Willing to provide an assessment if the Halodoc application is not as expected.	.706
CS3	Always recommend to relatives to use the Halodoc application.	.744
CS4	Always share positive experiences with relatives about the Halodoc application.	.732
CS5	The services provided when using the Halodoc application are better than other health (telemedicine) applications..	.699
CS6	All services using the Halodoc application are satisfactory.	.772

Source: Data processed by author (2022)

The KMO value of the repurchase intention variable is $0.898 > 0.05$, so the next factor analysis test can be carried out. In Bartlett's Test of Sphericity, the sig value is 0.000. The deal is less than 0.05, so it can be used to correlate and continue the following process.

Based on table 6, the repurchase intention variable shows that the repurchase intention variable has no dimensions formed, and no indicators are omitted. The value of all items or statements is declared valid because the factor loading value of the brand trust variable table item starts from the lowest 0.701 to 0.791 value. The coefficient has a value > 0.40 .

Table 6 Repurchase Intention Validity Test with Factor Analysis

Component Matrix^a		
Items	Pernyataan	Factor Loadings
		1
RI1	There is an interest in reusing the Halodoc application.	.747
RI2	There is a desire to reuse the Halodoc application.	.701
RI3	Willing to recommend Halodoc application to others.	.747
RI4	Willing to recommend the Halodoc application as a solution, if friends experience health problems.	.791
RI5	Halodoc is the first choice in choosing online health services.	.758
RI6	Halodoc is the first choice in referring online health services to others.	.783
RI7	There is an interest in seeking information about the Halodoc application.	.734
RI8	The benefits obtained when using the Halodoc application are an added value.	.760

Source: Data processed by the author (2022)

Confirmatory Factor Analysis. In the results of the instrument test table 7, the electronic service quality variable has 14 measurable indicators with codes ESQ1 to ESQ14. The results from the appropriate model show the P-value = 0.058; GFI= 0.91; RMR/RMSR= 0.018; RMSEA= 0.072; AGFI= 0.87; TLI/NNFI = 0.98 and CFI = 0.98. Therefore, it can be concluded that the repurchase intent model is considered appropriate or sufficient to assess the feasibility of the model.

Table 7 Electronic Service Quality Fit Test Results

<i>Goodness of Fit Indices</i>	<i>Cut off Values</i>	Hasil	<i>Evaluasi Model</i>
Significance probability (p)	$\geq 0,05$	0,058	<i>Good</i>
GFI	$\geq 0,90$	0,91	<i>Good</i>
RMR/RMSR	$\leq 0,05$	0,018	<i>Good</i>
RMSEA	$0,05 \leq RMSEA \leq 0,08$	0,072	<i>Good</i>
AGFI	$\geq 0,90$	0,87	<i>Marginal</i>

TLI/NNFI	$\geq 0,90$	0,98	<i>Good</i>
CFI	$\geq 0,90$	0,98	<i>Good</i>

Source: Data processed by the author (2022)

In the results of the instrument test table 8, the brand trust variable has six measurable indicators with codes BT1 to BT6. The results of the appropriate model show the P-value = 0.230; GFI= 0.97; RMR/RMSR= 0.012; RMSEA= 0.068; AGFI= 0.94; TLI/NNFI= 0.98 and CFI= 0.99. Therefore, it can be concluded that the repurchase intent model is considered appropriate or sufficient to assess the feasibility of the model.

Table 8 Brand Trust Fit Test Results

<i>Goodness of Fit Indices</i>	<i>Cut off Values</i>	Hasil	<i>Evaluasi Model</i>
<i>Significance probability (p)</i>	$\geq 0,05$	0,230	<i>Good</i>
GFI	$\geq 0,90$	0,97	<i>Good</i>
RMR/RMSR	$\leq 0,05$	0,012	<i>Good</i>
RMSEA	$0,05 \leq \text{RMSEA} \leq 0,08$	0,068	<i>Good</i>
AGFI	$\geq 0,90$	0,94	<i>Good</i>
TLI/NNFI	$\geq 0,90$	0,98	<i>Good</i>
CFI	$\geq 0,90$	0,99	<i>Good</i>

Source: Data processed by the author (2022)

In the results of the instrument test table 9, the customer satisfaction variable has 6 measurable indicators with codes CS1 to CS6. The results of the appropriate model show the P-value = 0.349; GFI= 0.97; RMR/RMSR= 0.014; RMSEA= 0.076; AGFI= 0.85; TLI/NNFI = 0.97 and CFI = 0.98. Therefore, it can be concluded that the repurchase intent model is considered appropriate or sufficient to assess the feasibility of the model.

Table 9 Customer Satisfaction Fit Test Results

<i>Goodness of Fit Indices</i>	<i>Cut off Values</i>	Hasil	<i>Evaluasi Model</i>
<i>Significance probability (p)</i>	$\geq 0,05$	0,349	<i>Good</i>
GFI	$\geq 0,90$	0,97	<i>Good</i>
RMR/RMSR	$\leq 0,05$	0,014	<i>Good</i>
RMSEA	$0,05 \leq \text{RMSEA} \leq 0,08$	0,076	<i>Good</i>
AGFI	$\geq 0,90$	0,85	<i>Marginal</i>
TLI/NNFI	$\geq 0,90$	0,97	<i>Good</i>

CFI	$\geq 0,90$	0,98	<i>Good</i>
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Source: Data processed by the author (2022)

In the results of the instrument test table 10, the repurchase intention variable has eight measurable indicators with codes RI1 to RI8. The results of the suitable model show the P-value = 0.415; GFI= 0.91; RMR/RMSR= 0.017; RMSEA= 0.085; AGFI= 0.93; TLI/NNFI = 0.94 and CFI = 0.96. Therefore, it can be concluded that the repurchase intent model is considered appropriate or sufficient to assess the feasibility of the model. Table 10 Repurchase Intention Fit Test Results

<i>Goodness of Fit Indices</i>	<i>Cut off Values</i>	Hasil	<i>Evaluasi Model</i>
<i>Significance probability (p)</i>	$\geq 0,05$	0,415	<i>Good</i>
GFI	$\geq 0,90$	0,91	<i>Good</i>
RMR/RMSR	$\leq 0,05$	0,017	<i>Good</i>
RMSEA	$0,05 \leq \text{RMSEA} \leq 0,08$	0,085	<i>Marginal</i>
AGFI	$\geq 0,90$	0,93	<i>Good</i>
TLI/NNFI	$\geq 0,90$	0,94	<i>Good</i>
CFI	$\geq 0,90$	0,96	<i>Good</i>

Source: Data processed by the author (2022)

Full SEM testing. Tabel 11 shows the full SEM model consisting of a combination of four variables: electronic service quality, brand trust, customer satisfaction, and repurchase intention. The entire model is intended to analyze the relationship between one variable under investigation and another. The value of the entire model must meet the criteria for Goodness Fit of Indices to say that the research results are promising. If the values obtained from data processing do not meet the requirements, you need to create change metrics in LISREL software version 8.8. Based on the data processing by the researchers, the complete SEM model can be considered to meet the criteria for the goodness-of-fit index score and can be considered appropriate.

Table 11 Full SEM Model Test Results

<i>Goodness of Fit Indices</i>	<i>Cut off Values</i>	Hasil	<i>Evaluasi Model</i>
<i>Significance probability (p)</i>	$\geq 0,05$	0,287	<i>Good</i>
GFI	$\geq 0,90$	0,94	<i>Good</i>
RMR/RMSR	$\leq 0,05$	0,020	<i>Good</i>
RMSEA	$0,05 \leq \text{RMSEA} \leq 0,08$	0,051	<i>Good</i>
AGFI	$\geq 0,90$	0,93	<i>Good</i>
TLI/NNFI	$\geq 0,90$	0,98	<i>Good</i>

CFI	$\geq 0,90$	0,98	<i>Good</i>
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Source: Data processed by the author (2022)

Table 12 shows the results of the direct and indirect effects of the independent variable on the dependent variable. The indirect impact of the electronic service quality variable on the repeat purchase intent variable via the customer satisfaction variable is 0.22, and the indirect impact of the brand trust variable on the repeat purchase intent variable via the customer satisfaction variable is 0.16. The existence of an indirect influence value is caused by the role of the customer satisfaction variable as an intervening variable in the relationship between electronic service quality and brand trust in repurchase intentions. Therefore, it can be concluded that the electronic service quality variable has a more direct influence on the repurchase intention variable because the direct influence value is $0.32 > 0.22$, where 0.22 is the indirect effect value through customer satisfaction. Then the brand trust variable has more influence on the direct repurchase intention variable because the direct influence value is $0.35 > 0.16$, where 0.16 is the indirect influence value through customer satisfaction.

Table 12 Direct and Indirect Effects

Independent Variable		Dependent variable	Direct Effect	Indirect Effect
<i>Electronic Service Quality</i>	→	<i>Customer Satisfaction</i>	0,29	-
<i>Brand Trust</i>	→	<i>Customer Satisfaction</i>	0,34	-
<i>Electronic Service Quality</i>	→	<i>Repurchase Intention</i>	0,32	0,22
<i>Brand Trust</i>	→	<i>Repurchase Intention</i>	0,36	0,16
<i>Customer Satisfaction</i>	→	<i>Repurchase Intention</i>	0,40	-

Source: Data processed by the author (2022)

Based on the results of the structural equation model that has been calculated and can be explained in table 14, it is known that seven hypotheses have a relationship between variables using a t-value greater than 1.96, which has a significant influence on variables for this study.

Table 13 Effect of Structural Equation Model

H	Independent Variable		Dependent variable	Standardized Total Effect	T-Values	Interpretation
H1	<i>Electronic</i>	→	<i>Repurchase Intention</i>	0,32	4,43	Significantly positive effect

		<i>Service Quality</i>				
H2	<i>Brand Trust</i>	→	<i>Repurchase Intention</i>	0,35	4,50	Significantly positive effect
H3	<i>Electronic Service Quality</i>	→	<i>Customer Satisfaction</i>	0,29	3,82	Significantly positive effect
H4	<i>Brand Trust</i>	→	<i>Customer Satisfaction</i>	0,34	4,31	Significantly positive effect
H5	<i>Customer Satisfaction</i>	→	<i>Repurchase Intention</i>	0,16	2,07	Significantly positive effect
H6	<i>Electronic Service Quality</i>	<i>Customer satisfaction</i>	<i>Repurchase Intention</i>	0,22	2,24	Significantly positive effect
H7	<i>Brand Trust</i>	<i>Customer Satisfaction</i>	<i>Repurchase Intention</i>	0,16	2,11	Significantly positive effect

Source: Data processed by the author (2022)

The relationship between electronic service quality (X1) and repurchase Intention (Y) variables has a standardized total effect value of 0.32 and t-values greater than 1.96, which is 4.43. So that the first hypothesis (H1), electronic service quality (X1) has a positive and significant effect on repurchase Intention (Y), is accepted. This is supported by the research of (Anggraeni et al., 2019; Lestari and Ellyawati, 2019; Yunus et al., 2021), conducted by those who stated that electronic service quality (X1) had a positive and significant effect on repurchase intention (Y).

The relationship between the brand trust variable (X1) and repurchase intention (Y) has a standardized total effect value of 0.35 and t-values greater than 1.96, which is 4.50. So that the second hypothesis (H2), brand trust (X2) has a positive and significant effect on repurchase intention (Y), is accepted. This is supported by research conducted by (Goh et al., 2016; Navarone and Evanita, 2019; Subawa, 2020), which states that brand trust (X2) has a positive and significant effect on repurchase intention (Y).

The relationship of the electronic service quality (X1) variable to customer satisfaction (Z) has a standardized total effect value of 0.29 and t-values greater than 1.96, which is 3.82. So that the third hypothesis (H3), electronic service quality (X1) has a positive and significant effect on customer satisfaction (Z), is accepted. This is supported by research conducted by (Juwitasary et al., 2020; Pradnyadewi and Giantari, 2022; Ulum and Muchtar, 2018), which state that electronic service quality (X1) has a positive and significant effect on customer satisfaction (Z). The relationship of the brand trust variable (X2) to customer satisfaction (Z) has a standardized total effect value of 0.34 and t-values greater than 1.96, which is 4.31. So that the fourth hypothesis

(H4), brand trust (X1) has a positive and significant effect on customer satisfaction (Z), is accepted. This is supported by research conducted by (Japariato and Agatha, 2020; Navarone and Evanita, 2019; Putri et al., 2018), which state that brand trust (X2) has a positive and significant effect on customer satisfaction (Z).

The relationship between customer satisfaction (Z) variables and repurchase intention (Y) has a standardized total effect value of 0.16 and t-values greater than 1.96, which is 2.07. So that the fifth hypothesis (H5), customer satisfaction (X1) has a positive and significant effect on repurchase intention (Y), is accepted. This is supported by research conducted by (Devi and Sugiharto, 2017; Sari, 2020; Wiradarma and Respati, 2020), which state that customer satisfaction (Y) has a positive and significant effect on repurchase intention (Z).

The relationship between the electronic service quality (X1) variable and repurchase intention (Y) through customer satisfaction (Z) has a standardized total effect value of 0.22, and the t-values are smaller than 1.96, which is 2.24. So that the sixth hypothesis (H6), electronic service quality (X1) has a positive and significant effect on repurchase intention (Y) through customer satisfaction (Z), is accepted. This is following research conducted by (Jayaputra and Kempa, 2022; Kurniawan and Remiasa, 2022; Rainy, 2019) which state that electronic service quality has a significant effect on repurchase intention which is intervened by customer satisfaction.

The relationship of the brand trust variable (X2) to repurchase intention (Y) through customer satisfaction (Z), it has a standardised total effect value of 0.16, and the t-values are smaller than 1.96, which is 2.11. So that the seventh hypothesis (H7) of brand trust (X2) has a positive and significant effect on repurchase intention (Y) through customer satisfaction (Z) is accepted. This is following research conducted by (Jayaputra and Kempa, 2022; Sumara and Salim, 2020; Utami, 2017), which state that brand trust has a significant positive effect on repurchase intention intervening by customer satisfaction.

CONCLUSION

The first hypothesis states that “*electronic service quality positively and significantly affects repurchase intention*” is accepted. Through the results of this study, Halodoc needs to build the quality of their electronic services properly to lead to customer intentions from Halodoc service users. The second hypothesis states that “*brand trust has a positive and significant effect on repurchase intention*” is accepted. Through the results of this study, building and maintaining the trust of a brand is very important because it directly impacts repurchase intention. Products or services provided by Halodoc. The third hypothesis states that “*electronic service quality has a*

positive and significant effect on customer satisfaction” is accepted. Through the results of this study, the electronic influence of service quality that affects user satisfaction can be caused by the user's experience using Halodoc in conducting transactions so far so that users can directly feel satisfied every time they purchase Halodoc. The fourth hypothesis states that *“brand trust has a positive and significant effect on customer satisfaction”* is accepted. Through the results of this study, a company's brand trust is formed that will create a sense of comfort in consumers. In this case, it proves that Halodoc's brand trust can increase customer satisfaction. Consumers will tend to feel more comfortable with a trusted brand or brand than choosing products or services from other brands. The fifth hypothesis states that *“customer satisfaction has a positive and significant effect on repurchase intention”* is accepted. Through the results of this study, if Halodoc users have high repurchase intentions on the Halodoc application because users are satisfied with Halodoc's products and services, this is based on a pleasant experience when transacting using the Halodoc application, the more satisfied customers are, the higher the repurchase intention. The sixth hypothesis which states that *“electronic service quality has a positive and significant effect on repurchase intention through customer satisfaction”* is accepted. Through the results of this study, electronic service quality and customer satisfaction positively influence the interest of Halodoc users to make repeat purchases on the Halodoc application. Previous purchase experience will be considered by the user when making future purchase decisions. Once consumers are satisfied with their past purchases, they can choose a Halodoc product or service. The seventh hypothesis shows that *“brand trust positively and significantly impacts repurchase intent through customer satisfaction”* is accepted. According to the survey results, if a customer has a good experience, they rarely need to consider using the service again. Therefore, a good customer experience shows that the Halodoc application has instilled brand trust in its users. If Halodoc provides the same brand of trust that users need, they will be happy and make repeated purchases with the Halodoc application.

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Appendix

Respondent Profile

Gender

		Frequency	Percent	Cumulative Percent
Valid	Perempuan	120	70.2	70.2
	Laki-Laki	80	29.8	100.2
	Total	245	100.00	

Age

		Frequency	Percent	Cumulative Percent
Valid	Perempuan	147	60.0	60.0
	Laki-Laki	46	18.78	78.78
	Total	22	8.98	87.76
		30	12.24	100.0
		245	100.00	

Transactions on Halodoc Health Applications in 1 Year

		Frequency	Percent	Cumulative Percent
Valid	1-3 kali	188	76.73	76.73
	4-6 kali	49	20.00	96.73
	>6 kali	8	3.27	100.00
	Total	245	100.00	

Domicile

		Frequency	Percent	Cumulative Percent
Valid	Jakarta Pusat	20	8.16	8.16
	Jakarta Barat	22	8.98	17.14
	Jakarta Selatan	30	12.24	29.38

Jakarta Timur	46	18.78	48.16
Jakarta Utara	55	22.45	70.61
Bogor	10	4.08	74.69
Depok	11	4.49	79.18
Tangerang	19	7.76	86.94
Bekasi	32	13.06	100.00
Total	245	100.00	
