

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

Shalfa Shabrina Nurul An nisa¹⁾, Agung Kresnamurti Rivai Prabumenang²⁾, Shandy Aditya³⁾

¹⁾ State University of Jakarta, Jakarta, Indonesia

²⁾ State University of Jakarta, Jakarta, Indonesia

³⁾ State University of Jakarta, Jakarta, Indonesia

ARTICLE INFORMATION

Article History:

Received:

Accepted:

Published:

Keywords:

E-satisfaction

E-trust

EWOM

Repurchase intention

Online marketplace

ABSTRACT

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

This is an open access article under the [CC-BY](#) license.



Corresponding Author:

First/ Second/ Third Author Affiliation, Institution Location |

Email-address :

Commented [AR1]: Penulis yang berkorespondensi dengan pengelola jurnal

INTRODUCTION

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

The increase in total e-commerce revenue in Indonesia causes companies to compete to provide a place for sellers and buyers to conduct transactions online. The level of consumption of Indonesian people on digital platforms, especially in e-commerce, has increased during the Covid-19 pandemic. In the report "Navigating Indonesia's E-commerce: Omnichannel as Future of Retail" confirms that 74.5% of consumers prefer to shop online than offline shopping, with the media used are through websites, social media, and online marketplaces.

Online marketplace is a place to conduct transactions between sellers and buyers through the internet and digital media. One of the online marketplaces in Indonesia is Tokopedia. Reported from the official Tokopedia website, Tokopedia is a company engaged in technology with digital economic equality as its company mission. Based on the desire to overcome the high urbanization that has an impact on

the gap between big cities and small cities in Indonesia, William Tanuwijaya and Leontinus Alpha Edison founded Tokopedia on August 17, 2009.

Data reported from top brand award, Tokopedia ranks second in the top marketplace category in Indonesia for phase 2 in 2021 with a percentage of 16.7%. online marketplace Tokopedia still in second place, shows that customers are more considerate of other online marketplaces to make a repeat purchase compared to Tokopedia's online marketplace. W&S Group conducted a survey on customer desire to revisit the online marketplace site, the results showed that 56.1% would switch to another online marketplace site. Repurchase Intention according to (Sullivan & Kim, 2018) is the desire of customers to revisit online stores.

The research institute, Blackbox Research conducted a survey on the online shopping experience, which resulted in 45% of respondents feeling less satisfied with online shopping (Andriyanto, 2020). According to (Zeki A Bulut, 2015) e-satisfaction is the positive effect of customers on a website that is formed from an assessment of all perspectives of customer relations with the company.

Reporting from the Ministry of Trade regarding complaints in the online shopping sector, the results obtained in the first semester of 2020 received 4,855 customer complaints. Complaints given by customers prove that there is a lack of customer trust in online shopping sites. The increasing number of complaints that occurred was due to the increased intensity of online shopping during the Covid-19 pandemic. According to

(Pradnyaswari & Aksari, 2020), e-trust is customer trust in conducting an online transaction on a site or website.

According to (Zeki Atıl Bulut & Karabulut, 2018) online shopping is more risky than offline shopping, so customers will look for product information or media that consumers will use where customers can obtain information through electronic word of mouth media. According to (Jalilvand & Samiei, 2012), electronic word of mouth is a positive or negative customer statement about a product or brand available on the internet network.

The problems contained in the background made the researcher to conduct this research. Therefore, this study has the following objectives: to determine the effect of e-satisfaction on electronic word of mouth, the effect of e-trust on electronic word of mouth, the effect of electronic word of mouth on repurchase intention, the effect of e-satisfaction on repurchase intention, the effect of e-trust on repurchase intention, the effect of e-satisfaction on repurchase intention through electronic word of mouth, the effect of e-trust on repurchase intention through electronic word of mouth.

LITERATURE REVIEW

E-satisfaction

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

to a customer repurchase. According to (Mansourimoayyed et al., 2020) e-satisfaction refers to the impression given by customers about previous purchases which exceed customer expectations.

E-satisfaction according to (Hidayah & Utami, 2017) refers to the psychological condition of the customer where the customer feels satisfaction by not looking for other preferences other than the site that the customer is using at that time. When customers feel satisfied, customers are more willing to use products from the same brand or company.

E-trust

E-trust is the ability of a customer to accept the risks that may occur when customers make online transactions. In an online transaction, the customer will depend on trust about the product or service that the customer will buy. Trust is a key thing in making an online purchase (Prahiawan et al., 2021). According to (Pradnyaswari & Aksari, 2020) e-trust refers to the trust felt by customers on a website when making online purchases. E-trust according to (Zeki A Bulut, 2015) refers to the state of a customer based on positive customer expectations, where customers are willing to accept the risks that occur during online purchases. Lack of customer trust causes customers to be reluctant to make an online purchase.

Electronic Word of Mouth

Electronic word of mouth is a positive or negative expression of online customers regarding a particular product or brand by current and previous customers. Word of mouth is a marketing communication tool

contained in the marketing mix. Marketing communication aims to create awareness and increase customer desire to make a purchase (Prahawan et al., 2021). Electronic word of mouth according to (Mansourimoayyed et al., 2020) refers to customer expressions about a particular product or service that is carried out via the internet network.

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

Repurchase Intention

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

Repurchase intention according to (Setyorini & Nugraha, 2016) refers to customer evaluation by taking into account the condition of the customer at that time to make a repeat purchase of products from the same company.

Relationship between e-satisfaction and electronic word of mouth

E-satisfaction can affect electronic word of mouth. Customers who are satisfied with a product or service

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

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

Relationship between e-trust and electronic word of mouth

E-trust can affect electronic word of mouth. E-trust that customers feel can affect the electronic word of mouth that customers will give to the company, online customer trust is a key factor in influencing the electronic word of mouth provided by customers. There is a relationship between e-trust and e-wom which shows a significant effect, namely in research conducted by (Parnataria & Abror, 2019) which states that when customers have confidence in a company that the company will always fulfill what is expected by customers, customers will provide positive electronic word of mouth about the company. Therefore, the proposed hypothesis is:

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

Relationship between electronic word of mouth and repurchase intention

Electronic word of mouth can affect repurchase intention. Electronic word of mouth can affect where

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

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

Relationship between e-satisfaction and repurchase intention

E-satisfaction can affect repurchase intention. E-satisfaction is an important factor in customer repurchase intention where when customers are satisfied with a product, customers tend to make repeat purchases in the future. There is a relationship between e-satisfaction and repurchase intention which shows a significant influence, namely the research conducted by (Zeki A Bulut, 2015) which states that customers who are satisfied with a product or service will create a desire to make a repeat purchase. Therefore, the proposed hypothesis is:

H4 : e-satisfaction has an effect on repurchase intention

Relationship between e-trust and repurchase intention

E-trust can affect repurchase intention. Customer trust is positively related to customer attitudes which will lead to the customer's desire to make repeat purchases. There is a relationship between e-trust and repurchase intention which shows a

significant influence, namely in research conducted by (Sullivan & Kim, 2018), which states that, the higher e-trust perceived by customers towards an e-commerce can make customer's desire to make repeat purchases. Therefore, the proposed hypothesis is:

H5: e-trust has an effect on repurchase intention

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

E-satisfaction can affect repurchase intention through electronic word of mouth. Electronic word of mouth provided by customers can strengthen and also weaken the effect of e-satisfaction on customer repurchase intention. There is a significant relationship between e-satisfaction and repurchase intention mediated by e-wom, namely research conducted by (Wijayanto & Komita, 2021) which states that when customers are satisfied, the customer will provide positive electronic word of mouth, with the more positive it is. Electronic word of mouth delivered by customers can increase customer repurchase interest. Therefore, the proposed hypothesis is:

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

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

E-trust can influence repurchase intention through electronic word of mouth. Electronic word of mouth provided by customers can strengthen and also weaken the influence of e-trust on customer repurchase interest. There is a significant relationship between e-

trust and repurchase intention mediated by e-wom, namely research conducted by mouth (Yang et al., 2019) which means that if the customer feels confident about the site used, the customer will provide positive electronic word of mouth, with the more positive electronic word of mouth delivered by customers, it can increase customer repurchase interest. Therefore, the proposed hypothesis is:

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

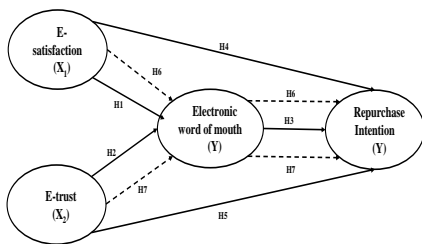


Figure 1. Hypothesis framework
Source: Data processed by author (2022)

RESEARCH METHODS

Research Approach

This study uses a quantitative approach. According to (Sugiyono, 2016) the quantitative approach is a research approach used to test hypotheses with research instruments through certain samples and populations. The reason for using a quantitative approach is to determine the effect between

research variables. This research started from January 2022 – May 2022 to look for phenomena related to the variables in this study.

Data and Sample

The sampling technique in this study used purposive sampling. According to (Sugiyono, 2016) purposive sampling is a sampling technique for certain reasons. This technique was chosen because the sample used in this study has certain characteristics. The sample criteria in this study are domiciled in DKI Jakarta and have made a purchase at the online marketplace Tokopedia at least 1 time with an age range of 18-35 years. In determining the sample size, this study refers to the formula (Hair et al., 2010) which is the minimum sample size for analysis using LISREL, which is 200 samples. So, this study used a sample of 200 respondents.

Data Collection Techniques

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

Data Analysis Techniques

The data analysis technique that will be used in this research is multivariate analysis method with Structural Equation Modeling (SEM).

SEM is used in this study because it can determine the direct and indirect effects and their magnitude. In the data processing, the researcher used SPSS Version 26 as a

statistical application to test validity and reliability, and also LISREL Version 8.8 software for confirmatory factor analysis (CFA) testing and hypothesis testing.

RESULTS AND DISCUSSION

Based on the results of the questionnaires that have been filled out by 200 respondents, it shows that the questionnaires were mostly filled by women is 61.5% and men by 3.5%. Based on age, the questionnaire was mostly filled by the age range of 21-25 years is 60%, 12-20 years by 23.5%, 26-30 years by 12%, and 31-35 years by 4.5%. Based on occupation, the questionnaire was mostly filled by college students by 62.5%, students by 21%, private employees by 10%, entrepreneurs by 5%, and civil servants by 1.5%. Based on the latest education, the questionnaire was mostly filled with high school education by 84.5%, bachelor's degree education by 12.5%, and

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

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

Table 1 . Validity test result

Variables	Indicators	r-value	r-table 5% (n=200)	Explanation
E-satisfaction (X ₁)	ES1	0,827	0,1381	Valid
	ES2	0,942	0,1381	Valid
	ES3	0,854	0,1381	Valid
	ES4	0,852	0,1381	Valid
	ES5	0,92	0,1381	Valid
	ES6	0,911	0,1381	Valid
	ES7	0,824	0,1381	Valid
	ES8	0,902	0,1381	Valid
	ES9	0,834	0,1381	Valid
	ES10	0,897	0,1381	Valid
E-trust (X ₂)	ET1	0,881	0,1381	Valid
	ET2	0,901	0,1381	Valid
	ET3	0,887	0,1381	Valid
	ET4	0,873	0,1381	Valid

	ET5	0,88	0,1381	Valid
	ET6	0,828	0,1381	Valid
	ET7	0,866	0,1381	Valid
	ET8	0,932	0,1381	Valid
	ET9	0,909	0,1381	Valid
	EWM1	0,895	0,1381	Valid
	EWM2	0,948	0,1381	Valid
	EWM3	0,883	0,1381	Valid
	EWM4	0,93	0,1381	Valid
Electronic word of mouth (Y)	EWM5	0,936	0,1381	Valid
	EWM6	0,887	0,1381	Valid
	EWM7	0,933	0,1381	Valid
	EWM8	0,895	0,1381	Valid
	EMW9	0,892	0,1381	Valid
	EWM10	0,89	0,1381	Valid
	RI1	0,855	0,1381	Valid
	RI2	0,837	0,1381	Valid
	RI3	0,835	0,1381	Valid
Repurchase intention (Z)	RI4	0,81	0,1381	Valid
	RI5	0,858	0,1381	Valid
	RI6	0,897	0,1381	Valid
	RI7	0,903	0,1381	Valid

Source: Data processed by author (2022)

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

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

Table 2 . Reliability test result

Variables	Cronbach's Alpha	Explanation
E-satisfaction (X ₁)	0,966	Reliabel
E-trust (X ₂)	0,965	Reliabel
Electronic word of mouth (Y)	0,976	Reliabel
Repurchase intention (Z)	0,939	Reliabel

Source: Data processed by author (2022)

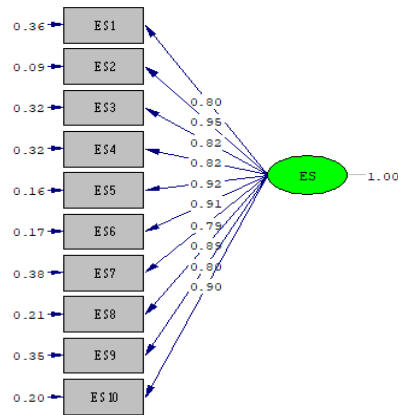
Confirmatory Factor Analysis (CFA) is an analysis used to check whether the measurement model built is in accordance with the initial

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

Table 3 . E-satisfaction first order construct

Goodness of Fit Indices	Cut-off Value	Result	Model Explanation
Chi Square	< 3	0,27	<i>FIT</i>
RMSR	≤ 0,05	0,01	<i>FIT</i>
GFI	≥ 0,90	0,96	<i>FIT</i>
RMSEA	≤ 0,08	0,02	<i>FIT</i>
AGFI	≥ 0,90	0,94	<i>FIT</i>
CFI	≥ 0,90	1,00	<i>FIT</i>
NNFI	≥ 0,90	1,00	<i>FIT</i>

Source: Data processed by author (2022)



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

Figure 2. E-satisfaction first order construct model

Source: Data processed by author (2022)

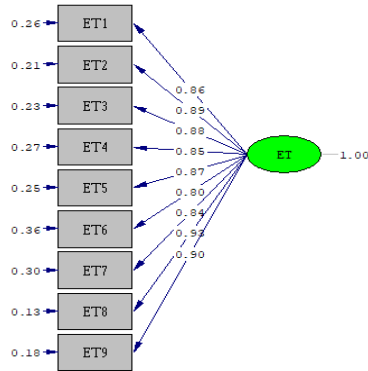
Instrument processing through first order on 10 indicators of the e-satisfaction variable, the results obtained are the value of Goodness

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

Table 4 . E-trust first order construct

Goodness of Fit Indices	Cut-off Value	Result	Model Explanation
Chi Square	< 3	0,02	<i>FIT</i>
RMSR	≤ 0,05	0,02	<i>FIT</i>
GFI	≥ 0,90	0,95	<i>FIT</i>
RMSEA	≤ 0,08	0,05	<i>FIT</i>
AGFI	≥ 0,90	0,92	<i>FIT</i>
CFI	≥ 0,90	1,00	<i>FIT</i>
NNFI	≥ 0,90	0,99	<i>FIT</i>

Source: Data processed by author (2022)



Chi-Square=42.63, df=27, P-value=0.02848, RMSEA=0.054

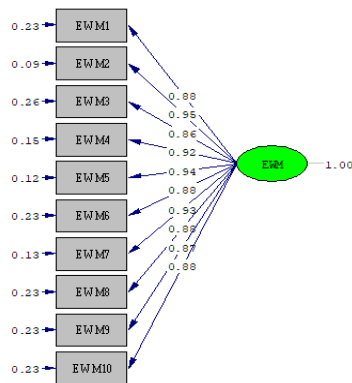
Figure 3. E-trust first order construct model
Source: Data processed by author (2022)

Instrument processing through first order on 9 indicators of the e-trust variable obtained results, namely the value of Goodness of Fit Indices has met the model suitability requirements. In addition, all indicators have met the requirements, that is > 0.50.

Table 5 . Electronic word of mouth first order construct

Goodness of Fit Indices	Cut-off Value	Result	Model Explanation
Chi Square	< 3	0,01	<i>FIT</i>
RMSR	≤ 0,05	0,02	<i>FIT</i>
GFI	≥ 0,90	0,95	<i>FIT</i>
RMSEA	≤ 0,08	0,05	<i>FIT</i>
AGFI	≥ 0,90	0,92	<i>FIT</i>
CFI	≥ 0,90	1.00	<i>FIT</i>
NNFI	≥ 0,90	1.00	<i>FIT</i>

Source: Data processed by author (2022)



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

Figure 4. Electronic word of mouth first order construct model
Source: Data processed by author (2022)

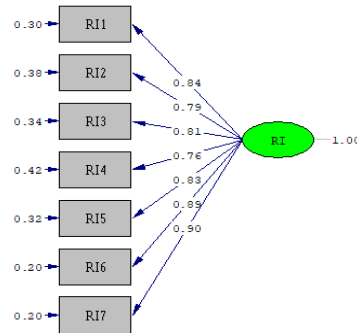
Instrument processing through first order on 10 variable indicators of electronic word of mouth obtained results, namely the value of

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

Table 6 . Repurchase intention first order construct

Goodness of Fit Indices	Cut-off Value	Result	Model Explanation
Chi Square	< 3	0,02	<i>FIT</i>
RMSR	≤ 0,05	0,03	<i>FIT</i>
GFI	≥ 0,90	0,96	<i>FIT</i>
RMSEA	≤ 0,08	0,06	<i>FIT</i>
AGFI	≥ 0,90	0,93	<i>FIT</i>
CFI	≥ 0,90	0,99	<i>FIT</i>
NNFI	≥ 0,90	0,99	<i>FIT</i>

Source: Data processed by author (2022)



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

Figure 5. Repurchase intention first order construct model

Source: Data processed by author (2022)

Processing the instrument through first order on 7 indicators of the repurchase intention variable, the result is that the value of the Goodness of Fit Indices has met the model suitability requirements. In addition, all indicators have met the requirements, that is > 0.50.

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

Table 7 . The result of structural equation model

Hypothesis	Variable	Standardized Total Effect	t-values	Explanations
H1	ES → EWM	0,20	3,02	Positive Significant
H2	ET → EWM	0,62	8,39	Positive Significant
H3	EWM → RI	0,35	4,70	Positive Significant

H4	ES	→	RI	0,19	2,01	Positive Significant
H5	ET	→	RI	0,68	5,80	Positive Significant
H6	ES	→	EWM → RI	0,07	2,54	Positive Significant
H7	ET	→	EWM → RI	0,22	4,26	Positive Significant

Source: Data processed by author (2022)

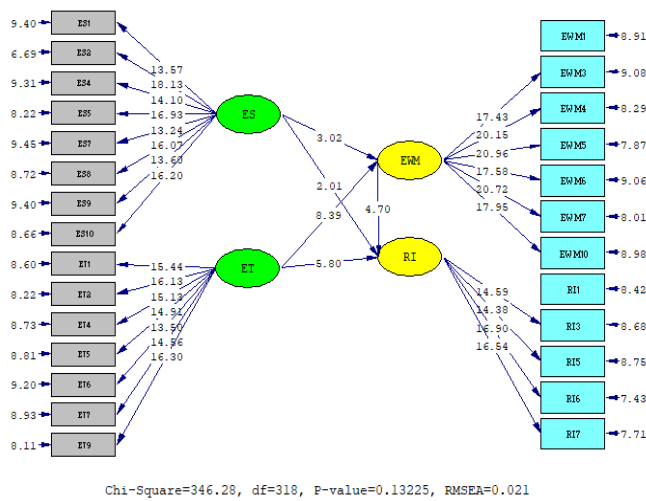


Figure 6. T-values SEM

Source: Data processed by author (2022)

Based on the results of the SEM test in table 7 and figure 6, there are seven hypotheses tested. The following is an explanation for each hypothesis in this study. The t-values of the e-satisfaction variable on the electronic word of mouth variable are $3.02 > 1.96$ so that there is a significant relationship between the e-satisfaction variable and the electronic word of mouth. Then for the standardized total effects value, it gets a value of 0.20 which means it has a positive effect. Based on these results, the first hypothesis (H_1) is accepted. According to research conducted by (Duarte et al., 2018) with research results showed a positive and significant results on the e-satisfaction variable on the electronic

word of mouth variable on online shoppers in Portugal. This shows that the e-satisfaction perceived by Tokopedia online marketplace customers is able to influence the electronic word of mouth provided by customers.

The t-values of the e-trust variable on electronic word of mouth are $8.39 > 1.96$ so that there is a significant relationship between the e-trust variable and electronic word of mouth. Then the standardized total effects value obtained a value of 0.62, which means it has a positive effect. Based on these results, the second hypothesis (H_2) is accepted. Similar with research conducted by (Parnataria & Abror, 2019), showed

positive and significant results on the e-trust variable on the electronic word of mouth variable on the Lazada online marketplace in Padang City. This shows that the e-trust perceived by Tokopedia's online marketplace customers is able to influence the electronic word of mouth given to Tokopedia. Customers who feel online trust in Tokopedia tend to give positive electronic word of mouth.

The electronic word of mouth variable on the repurchase intention variable obtained t-values of $4.70 > 1.96$ so that there was a significant relationship between the electronic word of mouth variable and the repurchase intention variable. Then the standardized total effects value obtained a value of 0.35, which means it has a positive effect. Based on these results, the third hypothesis (H_3) is accepted. Similar with research conducted by (Prahawan et al., 2021), showed positive and significant results on the electronic word of mouth variable on the repurchase intention variable on the Lazada online marketplace in Indonesia. This shows that electronic word of mouth is able to influence where customers will online shopping, what products customers buy and also the media that customers will use.

The e-satisfaction variable on the repurchase intention variable obtained t-values of $2.01 > 1.96$ so that there is a significant relationship between the e-satisfaction variable and the repurchase intention variable. Then the standardized total effects value obtained a value of 0.19, which means it has a positive effect. Based on these results, the fourth hypothesis (H_4) is accepted. Similar with research conducted by (Zeki A Bulut, 2015), showed positive and significant results on the e-satisfaction variable on the repurchase intention variable on e-shoppers in Turkey. This shows that when Tokopedia online marketplace customers are satisfied, customers tend to repurchase intention for a product or service.

The t-values of the e-trust variable on repurchase intention are $5.80 > 1.96$ so that there is a significant relationship between the e-trust variable and electronic word of mouth. Then the value of standardized total effects obtained a value of 0.68, which means it has a positive effect. Based on these results, the fifth hypothesis (H_5) is accepted. This is similar with research conducted by (Sullivan & Kim, 2018), showed positive and significant results on the e-trust variable on the repurchase intention variable on online shopping websites in South Korea. This shows that e-trust perceived by customers is able to influence repurchase intention from customers, because an individual's trust can affect long-term orientation with a product or company.

The t-values of the e-satisfaction variable on repurchase intention through electronic word of mouth is $2.54 > 1.96$ so that there is a significant relationship between the e-satisfaction variable and the repurchase intention variable through electronic word of mouth. Then the standardized total effects value is 0.07, which means it has a positive effect. Based on these results, the sixth hypothesis (H_6) is accepted. Similar with the research conducted by (Wijayanto & Komita, 2021), showed positive and significant results on the e-satisfaction variable on repurchase intention through electronic word of mouth. This shows that the e-satisfaction felt by customers can affect electronic word of mouth that given by customers. The better electronic word of mouth given by customer make higher customer's desire to repurchase intention.

The e-trust variable on the repurchase intention variable through electronic word of mouth obtained t-values of $4.26 > 1.96$ so that there is a significant relationship between the e-satisfaction variable and the repurchase intention variable through the electronic word of mouth variable. Then the standardized total effects value obtained a value of 0.22, which means it

has a positive effect. Based on these results, the seventh hypothesis (H₇) is accepted. Similar with research conducted by (Yang et al., 2019), showed positive and significant results on the e-trust variable on repurchase intention through electronic word of mouth. This shows that the e-trust perceived by customers can affect electronic word of mouth given by customer. The better electronic word of mouth given by customer make higher customer's desire to repurchase intention.

CONCLUSION

Based on the results of the study, there are several research results, including the first hypothesis to the seventh hypothesis can be accepted because it has t-values > 1.96 and standardized total effects are positive.

This research has several managerial implications. The indicator that received the highest positive response from respondents was the statement that respondents were comfortable when using the Tokopedia online marketplace. However, there is the highest negative response, namely the statement that the online marketplace Tokopedia has a professional website appearance. This implies that customers feel comfortable when shopping online on the Tokopedia online marketplace, but some customers feel that the appearance of the website from Tokopedia is considered unprofessional by customers. Then for e-trust, the indicator that received the highest positive response from respondents was in the respondent's statement that they believed that shopping at the Tokopedia online marketplace was profitable. However, there was the highest negative response, namely in customer statements that they believed the Tokopedia online marketplace would fulfill its commitments. This implies that customers feel confident that they will benefit when

shopping online on the Tokopedia online marketplace, but some customers feel that customers do not believe that Tokopedia will fulfill its commitment as a trusted online marketplace. Then for electronic word of mouth, the indicator that gets the highest positive response from respondents is in the statement that respondents will read reviews before making a purchase transaction of a product. However, there is the highest negative response, namely in the statement that the customer will advise others to make a purchase on the Tokopedia online marketplace. This implies that customers will read reviews related to the products they want to buy through the review column provided by other customers, but the desire of customers to suggest others to shop online on the Tokopedia online marketplace or provide reviews about products still tends to be low.

Based on the results of the study, researchers provide several suggestions, including in an effort to increase customer online satisfaction, Tokopedia must provide the best service to its customers by always providing convenience in transactions such as easy ordering steps, payment methods and various expedition options so that customers will feel comfortable when using the Tokopedia online marketplace as a medium for online shopping. In addition, Tokopedia must always pay attention to aesthetic factors in the appearance of the Tokopedia site (user interface) so that customers who use the Tokopedia site find it easy to make transactions on Tokopedia and Tokopedia is able to maintain customer satisfaction.

Researchers also suggest, in an effort to increase customer online trust, Tokopedia must pay attention to the transaction service process where the final stage of an online purchase is a payment transaction. Tokopedia must strive to provide safe, clear, and precise transactions so that the trust of

Tokopedia customers will increase. In addition, Tokopedia must improve the security of its users' data considering that Tokopedia experienced a data leak in 2020, therefore by increasing the security of users' data, Tokopedia can maintain the trust of existing customers. Then in an effort to increase the positive electronic word of mouth provided by Tokopedia customers, the thing that can be done is to encourage customers' desire to provide reviews about products in the review column that has been provided by giving rewards to customers who have provided reviews. Electronic word of mouth can be used as additional information for other customers, so that the more electronic word of mouth provided by customers, the customer's repurchase intention will increase.

REFERENCE

- Andriyanto, H. (2020). *Survei: Konsumen Indonesia Paling Puas dengan Grab dan Shopee*. *Www.Beritasatu.Com*. <https://www.beritasatu.com/digital/679725/survei-konsumen-indonesia-paling-puas-dengan-grab-dan-shopee>
- Arumsari, R., & Ariyanti, M. (2017). The Effect of Electronic Word of Mouth, Brand Image, Customer Trust and Customer Satisfaction towards Repurchase Intention at PT. GO-JEK Indonesia. *International Journal of Science and Research (IJSR)*, 6(7), 1732–1737. <https://doi.org/10.21275/art20175247>
- Bulut, Zeki A. (2015). Determinants Of Repurchase Intention In Online Shopping: A Turkish Consumer Perspective. *International Journal Business And Social Science*. Dokuz Eylül University. *International Journal of Business and Social Science*, 6(October 2015), 55–63.
- Bulut, Zeki Atıl, & Karabulut, A. N. (2018). Examining the role of two aspects of eWOM in online repurchase intention: An integrated trust–loyalty perspective. *Journal of Consumer Behaviour*, 17(4), 407–417. <https://doi.org/10.1002/cb.1721>
- Duarte, P., Costa e Silva, S., & Ferreira, M. B. (2018). How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *Journal of Retailing and Consumer Services*, 44(March), 161–169. <https://doi.org/10.1016/j.jretconser.2018.06.007>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*. In *Vectors*. <https://doi.org/10.1016/j.ijpharm.2011.02.019>
- Hidayah, R. T., & Utami, E. M. (2017). E-Service Quality and E-Service Recovery Service Quality on E-Satisfaction Lazada.Com. *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, 8(2), 258–274. <https://doi.org/10.21009/jrmsi.008.2.05>
- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*. <https://doi.org/10.1108/02634501211231946>
- Mansourimoayyed, F., Colabi, A. M., Hoseini, H. K., & Binesh, H. (2020). Factors Affecting E-Satisfaction and Repurchase Intention: the Role of Ewom and Personality. *Journal of Critical Reviews*, 7(19), 9051–9061.
- Parnataria, T. P., & Abror, A. (2019). Pengaruh Customer Satisfaction dan Trust Terhadap e-WOM: Commitment Sebagai Variabel Intervening (Studi Pada Mahasiswa Universitas Negeri Padang). *Jurnal Kajian Manajemen Dan Wirausaha*, 1(3).

- <https://doi.org/10.24036/jkwm0278790>
- Pradnyaswari, N. P. I., & Aksari, N. M. A. (2020). E-Satisfaction Dan E-Trust Berperan Dalam Memediasi Pengaruh E-Service Quality Terhadap E-Loyalty Pada Situs E-Commerce Blibli.Com. *E-Jurnal Manajemen Universitas Udayana*, 9(7), 2683. <https://doi.org/10.24843/ejmunud.2020.v09.i07.p11>
- Prahiawan, W., Fahlevi, M., Juliana, J., Purba, J. T., & Tarigan, S. A. A. (2021). The role of e-satisfaction, e-word of mouth and e-trust on repurchase intention of online shop. *International Journal of Data and Network Science*, 5(4), 593–600. <https://doi.org/10.5267/j.ijdns.2021.8.008>
- Rajinikanth, R. (2018). *Consumer perception towards repurchase intention*. XI(Vi), 29–39.
- Setyorini, R., & Nugraha, R. P. (2016). The Effect of Trust Towards Online Repurchase Intention With Perceived Usefulness As An Intervening Variable: A Study on KASKUS Marketplace Customers. *The Asian Journal of Technology Management*, 9(1), 1–7.
- Sugiyono, P. D. (2016). Metode penelitian kuantitatif, kualitatif, dan r & d. In *Bandung: Alfabeta*.
- Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments. *International Journal of Information Management*, 39(December 2017), 199–219. <https://doi.org/10.1016/j.ijinfomgt.2017.12.008>
- Wang, H., Du, R., & Olsen, T. (2018). Feedback mechanisms and consumer satisfaction, trust and repurchase intention in online retail. *Information Systems Management*, 35(3), 201–219. <https://doi.org/10.1080/10580530.2018.1477301>
- Wijayanto, G., & Komita, S. E. (2021). Pengaruh E-Satisfaction dan E-Trust terhadap Repurchase Intention Melalui E-Word of Mouth (E-Wom) sebagai Variabel Intervening E-Commerce Buka Lapak pada *Jurnal Ekonomi KIAT*, 32(1), 18–29.
- Yang, A. J. F., Wu, S. H., & Wu, P. Y. (2019). An empirical investigation of the factors influencing online repurchase intention: evidence from the hotel industry. *International Journal of Agriculture Innovation, Technology and Globalisation*, 1(2), 114. <https://doi.org/10.1504/ijaitg.2019.101816>