

REPURCHASE INTENTION OF BUKALAPAK CUSTOMERS VIEWED FROM THE QUALITY OF E-SERVICE, E-WORD OF MOUTH AND E-SATISFACTION

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Abstract: This research was conducted to determine the factors that influence repurchase intentions for online purchases at Bukalapak. The factors studied included e-service quality with the intervening variables e-word of mouth and e-satisfaction. The research method was carried out using a quantitative approach, with a population of people who had shopped online at Bukalapak. The number of samples collected was 198 respondents. The collected data were then analyzed using Structural Equation Modeling (SEM). Based on the analysis that has been done, it can be concluded that e-service quality has no effect on repurchase intention, e-service quality has an effect on e-word of mouth, e-satisfaction has an effect on –satisfaction. e-word of mouth has an effect on repurchase intention and e-satisfaction has an effect on repurchase intention. To grow repurchase intention from electronic service quality, it needs to be strengthened through electronic word of mouth and e-satisfaction.

Keywords: bukalapak customers, e-service quality, e-word of mouth, e-satisfaction, repurchase intention

Abstrak: Penelitian ini dilakukan untuk mengetahui faktor-faktor yang mempengaruhi niat beli ulang pembelian online di Bukalapak. Variabel yang diteliti meliputi e-service quality dengan variabel intervening e-word of mouth dan e-satisfaction. Penelitian dilakukan dengan menggunakan metode kuantitatif, dengan populasi masyarakat yang pernah berbelanja online di Bukalapak. Jumlah sampel yang dikumpulkan adalah 198 responden. Data yang dikumpulkan kemudian dianalisis menggunakan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa e-service quality tidak berpengaruh terhadap repurchase intention, e-service quality berpengaruh terhadap e-word of mouth, e-satisfaction berpengaruh terhadap –satisfaction. e-word of mouth berpengaruh terhadap niat beli ulang dan e-satisfaction berpengaruh terhadap niat beli ulang. Untuk menumbuhkan minat beli ulang terhadap kualitas layanan elektronik, perlu diperkuat melalui electronic word of Mouth dan e-satisfaction.

Kata kunci: bukalapak customers, e-service quality, e-word of mouth, e-satisfaction, repurchase intention

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INTRODUCTION

JakNat Survey on “Who is the Most Satisfied Customer?” to 1,106 respondents during the period 19–25 November 2021. The assessment of the level of customer satisfaction is based on five criteria. Among them, promos, apps experience, trusted, assortment, and delivery. Customer satisfaction with the marketplace, as follows: first, Tokopedia: 4.53 Second, Shopee: 4.47. Third, Blibli: 4.21. Fourth Lazada: 4.20. Fifth JD.id: 4.16, and sixth, Bukalapak: 4.15 (mediaindonesia.com). E-service quality perceived by users can form e-word of mouth in online services (Saodin et al. 2019). The results of the study illustrate that the quality of electronic services has a significant effect on e-wom which has a high meaning of e-service quality perceived by respondents, so customers will recommend online reservations for three-star hotels to others through e-wom regarding the effect of e-service quality on e-services. e-word of mouth on the Tokopedia website, based on the partial test results, that e-service quality has a positive and significant effect on e-word of mouth. Repurchase intention is the probability of repurchasing caused by past behavior or customer experiences, for that matter directly influence the interest and behavior of repurchasing behavior in the future (Hasan, 2013). Websites that can be accessed easily can form word of mouth communication that spreads through the internet with a global reach (Andrian et al. 2019). Better e-service quality and not found in competitors where when customers feel good e-service quality, customers tend to recommend it to others. So that the better the e-service quality, the bigger the customers to do e-word of mouth (Yaqin, 2020).

E-service quality affects e-satisfaction on online shopping (Al-dweeri et al. 2017). E-satisfaction shown with a genuine interest in dealing with customer complaints and providing a fast response can increase e-satisfaction. E-satisfaction arises because of the e-service quality carried out by the Seller on the Shopee e-commerce Site because consumers are helped by the e-service quality such as remote shopping services that make it easier for consumers (Juhria et al. 2021). Research that describes Kaosyay.com users believes that the service quality of the Kaosyay.com website is very high quality and provides good competence so that it can help users when they want to access, purchase transactions and order T-shirts online. As well as the expectation of customer satisfaction from Kaosyay users in accessing and shopping for T-shirts online

(Ulum et al. 2018). The better e-service quality provided by Blibli.com will increase the e-satisfaction of Blibli.com service users. E-satisfaction will be formed at the time of making a purchase or after making a purchase, e-service quality is something that must be considered so that consumers feel satisfied (Pradnyaswari & Aksari, 2020). This positive influence means that the higher the e-service quality, the more e-satisfaction from tourists using online travel sites in Bali (Santika et al. 2020). Likewise, research results show that for consumers using the DANA Digital Wallet application, it is easy to use. With the ease of use, consumers will be more satisfied when shopping (Rachman, 2022). E-service quality by customer satisfaction can be measured using dimensions including efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact, but customer satisfaction is categorized as good enough so it would be even better if the company paid more attention to its customers to feel very satisfied (Tri et al. 2021).

Regarding the effect of e-service quality on repurchase intention in online application users, that repurchase intention arises by increasing e-service quality by means of service standards and improving online application performance (Santoso & Aprianingsih, 2017). E-service quality has an effect on repurchase intention in Shopee online shoppers, manifested by recommendations that appear that marketing managers must provide optimal e-service quality because they are able to create repurchase intentions (Rohwiyati & Praptiestrini, 2019). The better the e-service quality provided, the higher the effect on repurchase intention, e-service quality has a strong influence on repurchase intention (Luthfiana & Hadi, 2019). The use of social media, discussion boards and other communication tools is an important reference for consumers to obtain important information about products that can foster repurchase intention (Arif, 2019). To improve e-service quality at online travel agents, it is expected that companies can increase availability for booking airline tickets, trains or hotel vouchers, even though the unavailability of seats is highly dependent on demand, especially during peak seasons (Marina et al. 2020).

E-word of mouth has an influence on repurchase intention on online jilbab buyers, respondents are willing to share their good experiences with those closest to them, such as family, neighbors, and friends who are able to grow repurchase intention (Lestari & Farida, 2019). E-word of mouth has a positive and

significant effect on repurchase intention. Fashion involvement factors, a sense of having a strong trust, information ties are the building blocks of e-word of mouth to grow repurchase intention (Bilal et al. 2021). In responding if a negative valance eWOM is created, by doing something that can make consumers who previously felt disappointed become happy again, so they can do repurchase intentions continuously (Ayu et al. 2016).

There is an effect of e-satisfaction on repurchase intention in online application users (Ngoc & Thi, 2018). Lazada can increase consumer satisfaction through services provided above consumer expectations, able to make consumers feel happy with the decision to buy at Lazada, able to provide a good shopping experience so that consumers recommend Lazada to others, and consumers are able to feel Lazada is better than other e-commerce (Abid & Dinalestari, 2019). In using the go-ride application, consumers are always asked to give an assessment to the driver. The higher the star he gives, the more satisfied he is in using the service (Sri, 2019). Consumers are more confident and have repurchase interest when consumers are satisfied with the reservation experience at online travel agents which have an impact on repurchase intention (Susanto, 2018). This study aims to analyze the effect e-service quality on repurchase intention, e-service quality on e-word of mouth, e-word of mouth on repurchase intention, e-service quality on e-satisfaction and e-satisfaction has a positive and significant effect on repurchase intention.

METHODS

This research was conducted in the city of Semarang from January to March 2023. Research using quantitative research methods, namely research methods based on the philosophy of positivism, is used to investigate certain populations or samples, collect data using assessment instruments, analyze quantitative/statistical data, aims to test the hypothesis. determined. The data used is primary data obtained directly from respondents. The research population is people who have made purchases online, while the number of research samples is 198 respondents. The answers given by the respondents were analyzed using a Structural Equation Modeling (SEM) program called Moment Structure Analysis (AMOS) version 22.

The development of the research framework is based on previous research. Research on the effect of e-service quality on repurchase intention has been carried out by previous researchers. E-service quality affects repurchase intention (Saragih, 2021), but there are different research results, namely e-service quality does not have a positive and significant effect on repurchase intention (Wuisan et al. 2020). In addition, e-service quality also has a negative and insignificant effect on repurchase intention (Ikhsan & Lestari, 2021). There is an effect of e-service quality on e-word of mouth (Darmo, 2019). There is an effect of e-service quality on e-satisfaction (Magdalena & Jaolis, 2018). There is an effect of e-word of mouth on repurchase intention (Putri & Pradhanawati, 2021), but the results of other studies show that e-word of mouth does not have a positive and significant effect on repurchase intention (Ayu et al. 2016). There is an effect of e-service quality on e-satisfaction. There is an effect of e-service quality on e-satisfaction (Budiman et al. 2020). Satisfaction can affect the intention to repurchase (Pitaloka et al. 2022). There is an effect of e-satisfaction on repurchase intention (Muchlis et al. 2021). E-service quality on repurchase intention through e-word of mouth (Lestari & Farida, 2019). E-service quality affects repurchase intention through e-satisfaction (Kurniawan & Remiasa, 2022). Based on previous research, the research framework (Figure 1) developed and the research hypotheses are as follows:

- H1: E-service quality has a positive and significant effect on repurchase intention
- H2: E-service quality has a positive and significant effect on e-word of mouth
- H3: E-word of mouth has a positive and significant effect on repurchase intention
- H4: E-service quality has a positive and significant effect on e-satisfaction
- H5: E-satisfaction has a positive and significant effect on repurchase intention

RESULTS

With more than one hundred data, the analysis tool used by researchers, namely AMOS, is to carry out data analysis in a Structural Equation Model (SEM) in order to complete multilevel models simultaneously which usually cannot be completed using regression analysis. The results of the Structural Equation Model (SEM) analysis with the AMOS program are shown in Figure 2.

From the structural model, the goodness-of-fit criteria for the chi-square value of 102,951 means that it is lower than the chi-square value of the table for DF=99 and P 5% = 112.021986. The probability significance value is 0.052 which means 0.05, the CMIN/DF value is 1.242 2.00, the RMSEA value is 0.044 0.080, the TLI value is 0.959 0.90,, and the PNFI value is 0.702 meaning 0.60 0.90 but the NFI value is 0.850 0.90 or the marginal category. From the Conformity Criteria, only the NFI scores are marginal, and others are in the good category, so it can be said that the model meets the feasibility. Next is hypothesis testing, by looking at the output of SEM analysis, the hypothesis test is presented in Table 1.

The results are in accordance with the results of previous studies, which state that e-service quality has no effect on repurchase intention (Wuisan et al. 2020). The ease and speed of accessing and using the site, the extent to which the site's promises regarding order availability and item availability are fulfilled, the site is safe and protects the user's site information, the site handles problems effectively and resolves the site, and the availability of assistance by telephone or online representatives cannot support telephone or online representatives of consumers who wish to visit again, are not the main choice when going to shop online and do not bring up the desire to recommend to others if someone is going to shop online.

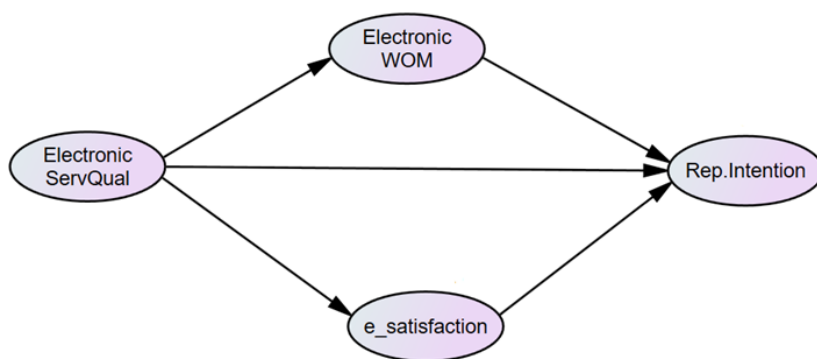


Figure 1. Research framework

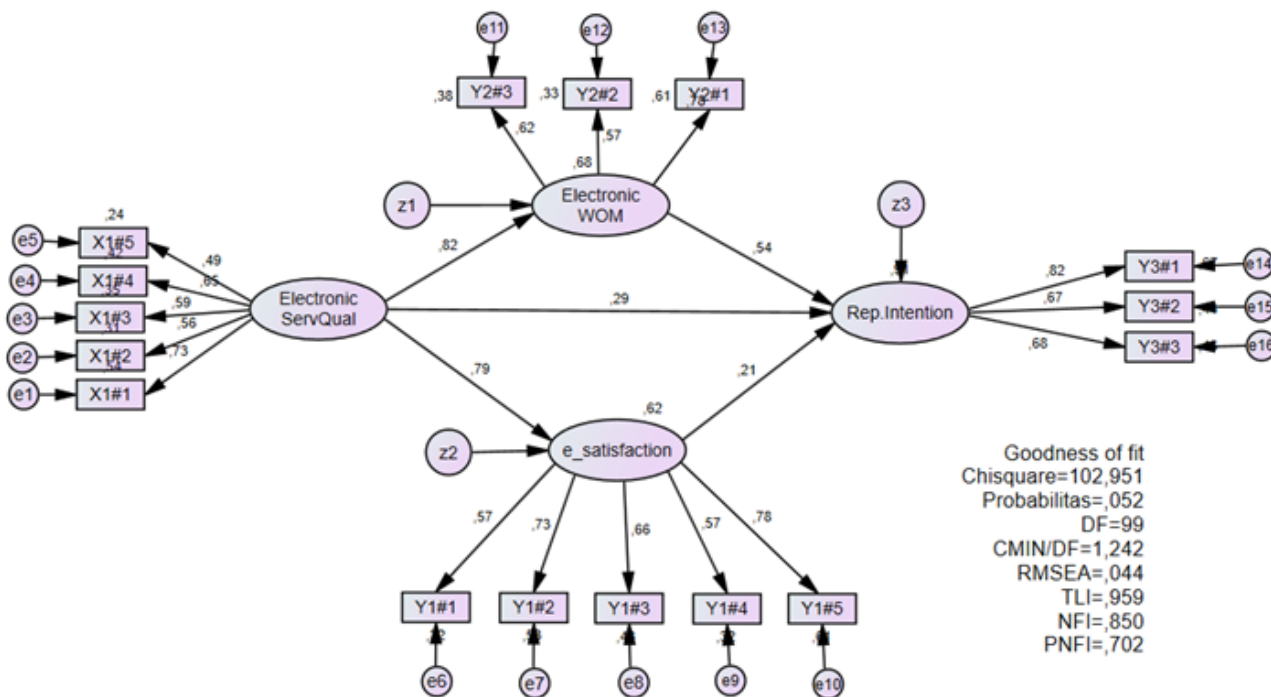


Figure 2. SEM Analysis

Table 1. Hypothesis testing

Hypothesis	Estimate	p-value	Decision
There is an effect of e-service quality on repurchase intention	1.131	0.258	Rejected
There is an effect of e-service quality on e-word of mouth	5.409	0.000	Accepted
There is an effect of e-word of mouth on repurchase intention	2.482	0.013	Accepted
There is an effect of e-service quality on e-satisfaction	6.301	0.000	Accepted
There is an effect of e-satisfaction on repurchase intention	2.358	0.024	Accepted

Furthermore, it was found that e-service quality had an effect on e-word of mouth, this is in line with previous studies which stated that e-service quality had an effect on e-word of mouth (Putri & Pradhanawati, 2021). Someone who feels the ease and speed of accessing and using the site, the extent to which the site's promises regarding order availability and item availability are fulfilled, the site is secure and protects the site's user information, the site handles problems effectively and returns through the site, and the availability of assistance by telephone or representative online can encourage someone who can form e-word of mouth content, be able to tell good things by writing positive experiences in the comments column and increase the intensity of e-word of mouth on shopping sites.

There is an effect of e-word of mouth on repurchase intention, this is in line with previous research which states that e-word of mouth affects repurchase intention (Putri & Pradhanawati, 2021). Someone who feels the ease and speed of accessing and using the site, the extent to which the site's promises regarding order availability and item availability are fulfilled, the site is secure and protects the site's user information, the site handles problems effectively and returns through the site, and the availability of assistance by telephone or representative Online shopping can lead to feelings of satisfaction when shopping online, satisfaction using online sites because it saves time, satisfaction obtained from different experiences or better experiences, no feelings of disappointment at all and enjoying all online shopping activities ranging from searching for goods, selecting goods, transactions, payments until the ordered goods arrive at the buyer.

There is an effect of e-service quality on e-satisfaction. These results are in line with previous research which states that e-service quality is related to e-satisfaction (Budiman et al. 2020). Consumers who create e-word of mouth content, then tell good things by writing positive experiences in the comments column and increasing the intensity of e-word of mouth on shopping sites

can foster a desire to revisit the website when they are going to shop, become the main choice when going to shop. shop online and recommend if anyone else is going to shop online.

There is an effect of e-satisfaction on repurchase intention. These results are in line with previous research which states that e-satisfaction is related to repurchase intention (Pitaloka et al. 2022). Feeling satisfied when shopping online, satisfaction using online sites because it saves time, satisfaction obtained from different experiences or better experiences, no feelings of disappointment at all and enjoying all online shopping activities ranging from searching for goods, selecting goods, transactions, payment until the ordered goods arrive at the buyer can foster a desire to revisit the website when going to shop, be made the main choice when shopping online and recommend if someone else is going to shop online.

CONCLUSIONS AND RECOMENDATIONS

Conclusions

The ease and speed of accessing and using the site, the extent to which the site's promises regarding the availability of orders and the availability of items are fulfilled, the site is secure and protects the information of the site's users, the site handles problems effectively and through the site, and the availability of assistance by telephone or online representatives in person can encourage consumers to want to visit again, not be the main choice when going to shop online and not bring up the desire to recommend to others if someone is going to shop online. Someone has repurchase intentions when there is an impulse from behavior that forms e-word of mouth content, tells a good experience by writing down positive experiences in the comments column and increases the intensity of e-word of mouth and the existence of satisfaction using online sites because it saves time, greater satisfaction. obtained from a different experience or a better experience,

there is no feeling of disappointment when enjoying all online shopping activities ranging from searching for goods, selecting goods, transactions, payments to the goods ordered to the buyer.

Recommendations

Recommendations are given for improving management, especially marketing management for Bukalapak and for further research. Recommendations for Bukalapak include increasing interest in repurchasing, even though it has provided quality services, it needs to be encouraged or strengthened by displaying positive comments or reviews and fostering a satisfied shopping experience at Bukalapak. The second recommendation is a recommendation for future research by adding other factors of accuracy such as price perception, product quality and company image in influencing repurchase intentions.

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