



The Mediating Roles of Customer Trust and Satisfaction in E-Service Quality and the Repurchase Intention Relationship

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Abstract.

The rapid growth of information technology and the internet has changed how the company runs its business. In an increasingly competitive business environment, gaining and increasing market share is a priority for companies in the E-Commerce industry. The study aims to determine the impact of E-Service Quality on Repurchase Intention, mediated by Customer Trust and Customer Satisfaction on E-Commerce users. The data is processed using a quantitative approach using the SEM-PLS method. The validity and reliability tests are first performed to determine the validity of the data, followed by the analysis of Structural Equation Modelling to determine the direct and indirect effect between research variables. Research results show that E-Service Quality significantly affects Customer Trust and Customer Satisfaction. In addition, Customer Trust and Customer Satisfaction significantly affect Repurchase Intention. Furthermore, E-Service Quality does not directly have a significant effect on Repurchase Intention. However, E-Service Quality indirectly affects Repurchase Intention through Customer Trust and Customer Satisfaction. Based on the research results, E-Commerce users make online repurchases not only based on the quality of the service received but also on the consumer's trust and satisfaction generated by the product or brand offered, which can significantly increase consumer repurchasing.

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

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1. Introduction

The era of modernization impacts one's efforts to acquire something by making it more accessible and efficient as it is supported by technological advances (Soeryanto Soegoto et al., 2023). It is about transforming a society from a traditional society to a modern society in various ways, one of which is about lifestyle. Today's society tends to have more consumer lifestyles because it is supported by a shift in the business paradigm to e-commerce. The advancement of digital technology impacts consumer decisions about what products and services to buy (Purbohastuti et al., 2023). This is demonstrated by the statement of the Deputy Governor of Bank Indonesia, Filianingsih Hendarta, in 2023, the volume of registered e-commerce transactions reached 3.71 billion, which is greater than in 2022, which reached only 3.49 billion (cnbcindonesia.com, 2024). The rapid growth of information technology and the Internet has brought significant changes in how people worldwide operate (Ayu & Lahmi, 2020). E-commerce has become one of the fastest-growing sectors in recent years (Nair, 2017). Amidst this trend, online marketplaces have become famous for consumers to explore, compare, and buy various products and services (Rosário & Raimundo, 2021). One of the most famous online marketplaces in Indonesia is Shopee. Shopee has successfully attracted consumer interest through its platform through various offers, discounts, and shopping facilities. Currently, Shopee is one of Indonesia's largest and most popular e-commerce platforms with millions of active users (Ningrum et al., 2023).

In an increasingly competitive business environment, increasing market share is a priority in the e-commerce industry (Rachbini, 2023). Unsurprisingly, e-commerce platforms are popular shopping and business platforms because they have an efficient system. This system threatens businessmen's ability to maintain their businesses because more new businessmen start businesses quickly without having to have an offline store, so the capital used is more affordable, and interaction with consumers becomes more flexible just through an e-commerce application. In order to reach this goal, businessmen need to understand the factors influencing consumer decisions to make repurchase. One known factor that plays a vital role in shaping consumer repurchase decisions is E-service quality (ESQ) (Sudirjo et al., 2024). ESQ covers various dimensions that affect customer experience when interacting with a platform or website (Haria & Mulyandi, 2019).

Not only to improve product quality but also because businessmen strive to provide quality e-services without face-to-face interaction. The purpose is to gain consumers' trust, and consumers can also feel satisfaction over their

transactions so that they will make repeated purchases. Therefore, one way to pay attention to e-commerce is an ESQ because a website with a good system, e-service, and information quality is the key to success in e-commerce (Sharma & Lijuan, 2015; Rita et al., 2019), and also factors such as perceived value, customer satisfaction (CS), & customer trust (CT) are essential antecedents (Li et al., 2019).

However, in the context of online marketplaces such as Shopee, the direct influence of ESQ on repurchase intentions (RI) may not fully explain the relationship between the two. In this situation, other factors, such as CS and CT, can be essential in mediating the relationship between ESQ and RI (Rita et al., 2019). CS is an overall evaluation of the quality of the service the customer receives (Sugiarto & Octaviana, 2021). In an online marketplace, CS can be influenced by the extent to which the platform can provide a pleasant shopping experience, meet expectations, and provide a satisfactory solution. Conversely, CT reflects trust in the platform or service provider (Ramanathan et al., 2020). This trust can be formed through previous interactions, platform reliability, transaction security, and personal data protection.

Identifying the mediating role of CS and CT in the relationship between ESQ and RI becomes essential, as a deeper understanding of these factors can provide valuable insights for companies in increasing CS, building CT, and stimulating RI (Rita et al., 2019). Several studies show that factors such as system reliability, service responsiveness, and transaction security can affect customer perception of the quality of electronic services. CS significantly predicts RI, and by representing the performance of e-commerce vendors, ESQ is a critical factor in predicting RI (Firmansyah & Ali, 2019). In order to reduce risk perception and encourage repeat business, CT is also a significant predictor of RI (Firmansyah & Ali, 2019). Previous research has shown that ESQ directly influences customer intentions to make repurchases (Ramadhani & Sukawati, 2021). The better the quality of the service the e-commerce platform provides, the higher the likelihood that customers will return to make purchases in the future. Research results from Mashaqi et al. (2019) on online shopping in the UAE show that ESQ and e-recovery positively affect CS and CT. Further, Yusuf et al. (2023) research shows that ESQ and social presence affect CT. In addition to influencing CT, ESQ also contributes to CS, which then affects consumer engagement behaviors and brand loyalty, according to research conducted by Vo et al. (2020). In addition, CS has become a partial mediation between ESQ and consumer engagement behaviors in the hospitality industry. Research by Zeqiri et al. (2023) on Romanian university students proves there is a positive effect of ESQ on WoM. Research by Hasman et al. (2019) on the

influence of ESQ on RI in using E-Commerce Applications had a positive and significant effect. Although previous research has discussed the influence of ESQ on RI, not much research has specifically explored the role of CS and CT mediation in the context of online marketplaces.

By further analyzing the roles of CS and CT mediation, the study aims to contribute to understanding consumer behavior in online marketplaces and provide valuable insights for e-commerce companies to improve the quality of services and their business goals. Moreover, the context of this research is very relevant to the latest developments in Indonesia. The rapid growth of smartphone users and widespread internet access has accelerated the growth of the e-commerce industry (Diachenko et al., 2021). In recent years, online marketplaces have experienced a significant increase in the number of users and transactions (Candra et al., 2022). Therefore, this research will provide a better understanding of the factors that can influence customer repurchase decisions and help in designing effective strategies to increase customer loyalty. The results of this research can be used as a reference for e-commerce companies to develop, enhance, and maintain their business to have a competitive advantage and dominate the market.

2. Literature Review

2.1. Relationship between E-Service Quality and Customer Trust

Rita et al. (2019) highlight the importance of ESQ dimensions in shaping CS, CT, and behavior in online shopping. Handayani et al. (2021) and Luckyardi et al. (2023) further emphasize the positive impact of ESQ on customer loyalty, CT, and brand image, which in turn affect CS and loyalty. Ginting et al. (2023) provide insights into the mediating role of CT in the relationship between ESQ and CS. Purnamasari and Suryandari (2023) also support the positive effect of ESQ on CT. Fan et al. (2022) also present the notion of customer involvement behavior within community e-commerce platforms, illustrating how ESQ influences customer engagement through CT and perceived risk. Overall, the literature reviewed underscores the critical role of ESQ in shaping CT, CS, and loyalty in online settings, highlighting the importance for businesses to enhance ESQ to foster trust among customers, leading to increased satisfaction and loyalty (Famor Pratami et al., 2023).

H1: E-Service Quality has a significant effect on Customer Trust

2.2. Relationship between E-Service Quality and Customer Satisfaction

ESQ significantly influences CS in online environments. Lin et al. (2016)

found a positive impact of ESQ on CS in e-commerce settings. This is further supported by Sheng & Li (2010), who conducted an empirical study demonstrating ESQ's positive and significant effect on online CS and loyalty. Setyawan (2023) highlighted the importance of ESQ and online service convenience in influencing e-customer loyalty through CS. Maemunah et al. (2023) also concluded that ESQ improves CS. According to Casaló et al. (2008), the importance of customer happiness and the usability of websites in the process of cultivating client loyalty and positive word-of-mouth in e-banking services was discussed, emphasizing the role of CS in fostering loyalty. Rizan et al. (2020) emphasized the substantial role of CS in creating loyalty in e-commerce. Additionally, Octaviani et al. (2021) found that ESQ directly and indirectly affects customer loyalty through CS.

H2: E-Service Quality has a significant effect on Customer Satisfaction

2.3. Relationship between E-Service Quality and Repurchase Intention

Several studies have examined the relationship between ESQ and RI, elucidating how ESQ impacts customer behavior. Miao et al. (2021) investigated the mediating effect of CS, CT, and perceived value on RI. Their findings indicate that CS, CT, and perceived value mediate the relationship between ESQ and RI. Similarly, Purnamasari and Suryandari (2023) found that e-trust can mediate the impact of ESQ on RI, emphasizing the significance of trust in the relationship between ESQ and RI. Ginting et al. (2023) also emphasized the mediating role of CS in the connection between ESQ and RI. Their study suggests that CS is a mediator that influences the association between ESQ and RI. Furthermore, Wijayanto et al. (2023) demonstrated that e-trust positively influences online repurchase intention, highlighting the role of trust in driving repeat purchases in e-commerce settings. ESQ positively impacts RI, with CS and CT playing crucial roles in this relationship. Improving ESQ can enhance CS and CT, boosting RI in online environments.

H3: E-Service Quality has a significant effect on Repurchase Intention

2.4. Relationship between Customer Trust and Repurchase Intention

CT is a critical factor influencing RI across various industries and contexts. Saleem et al. (2017) emphasized the importance of CT in shaping RI in the Pakistan airline industry. Shabankareh et al. (2023) highlighted that CT could significantly increase RI, especially during challenging times like the COVID-19 pandemic. Ginting et al. (2023) discussed the complex interplay between CT and RI in e-commerce settings. Additionally, Widyananda and

Seminari (2022) examined the role of brand trust in mediating the influence of customer perception on RI. Establishing trust with customers is essential for fostering loyalty and encouraging repeat purchases.

H4: Customer Trust has a significant effect on Repurchase Intention

2.5. Relationship between Customer Satisfaction and Repurchase Intention

CS is a judgment made when a customer buys or uses a product that matches their expectations (Saragih et al., 2022). Several studies have delved into this relationship, elucidating how satisfaction impacts repeat purchase behavior. Suprayogi et al. (2022) state that satisfaction affects RI. Karlina and Ma'ruf (2021) examined the impact of ESQ on online RI in the cafe and restaurant industry during the COVID-19 pandemic. Their study highlighted the mediating role of CS in linking ESQ to RI. Wiradarma and Respati (2020) demonstrated that ESQ substantially positively influences CS, indicating a strong relationship between ESQ and CS. This suggests that satisfied customers are more inclined to repurchase products or services. Tandon et al. (2017) investigated how CS mediates the relationship between website ESQ and RI in an emerging economy context. Their findings revealed a significant connection between ESQ, CS, and RI, emphasizing the mediating role of satisfaction in encouraging repeat purchases. Furthermore, Ginting et al. (2023) explored the mediating effect of CS in the association between ESQ and RI. It emphasized the pivotal role of CS as a mediator, indicating that satisfied customers are more likely to demonstrate RI.

H5: Customer Satisfaction has a significant effect on Repurchase Intention

3. Methodology

The research employed a cross-sectional survey design utilizing a questionnaire for data collection. The investigation was performed on users of the Shopee online shopping app. The population size in this study is indeterminate, hence the Isaac and Michael sampling technique was employed to ascertain the sample size, which amounted to 272 respondents. Likert scale is used to measure ESQ, CT, CS, and RI. This research uses PLS-SEM Model.

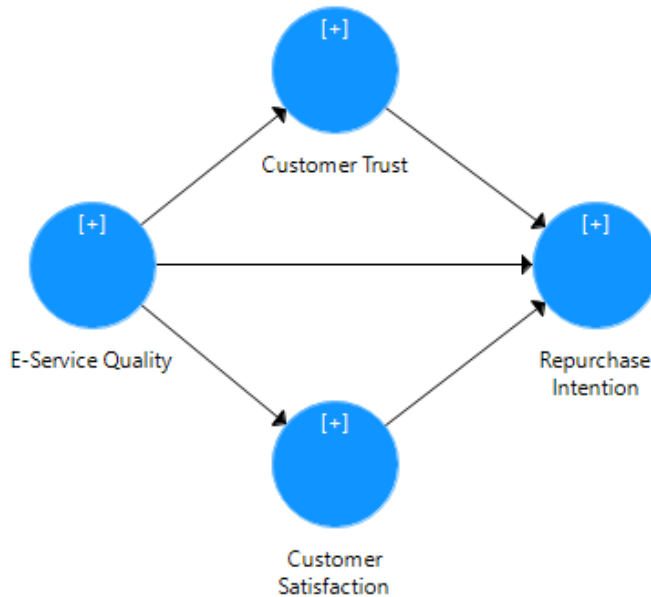


Figure 1. Theoretical Framework

The PLS-SEM model is a diagram used to display the hypothesis and the relationship between variables. This model consists of two elements. The first element is the Measurement Model, commonly called the Outer Model, which shows the relation between the variable and its indicator. The second element is the Structural or Inner Model, which shows the relationship between variables. (Hair et al., 2021). The outer model is a crucial component for evaluating the reliability and validity of construct measures. It is a fundamental step in the PLS-SEM process, focusing specifically on the measurement model (Aljumah et al., 2021). Included in the evaluation of the outer model are the examination of the reliability of the indicators, the reliability of the internal consistency, the convergent validity, and the discriminant validity (Purba et al., 2023). This evaluation is essential to ensure that the measurement model accurately represents the constructs under study, laying a solid foundation for subsequent analyses. The inner model is a fundamental component for analyzing the relationships between latent variables. It is one of the two main components of PLS-SEM, the other being the outer model that focuses on the measurement model (Lin et al., 2019). The inner model is dedicated to understanding how latent variables interact with each other, representing the structural relationships hypothesized in the research model (Hamid & Ashoer, 2021). In the inner model, researchers specify and test the relationships between latent variables, examining both direct and indirect effects among constructs (Riatun & Lestari, 2022). This involves evaluating the predictive

capabilities of the research model, typically through metrics such as the coefficient of determination (R^2), path coefficient significance, and T-statistics (Riatun & Lestari, 2022). The inner model is crucial for comprehending the intricate interplay between latent variables and revealing the underlying relationships posited in the theoretical framework (Ashoer et al., 2019).

4. Findings and Discussion

In this research, the main focus is to reveal and analyze the mediating role of CT and CS in the effect of ESQ on RI. ESQ is becoming increasingly important in this digital era, where online business is growing rapidly. However, the importance of CT and CS as mediators in affecting RI still requires a more profound understanding. The first stage to test this research model was to analyze the loading factor values for each indicator of all research variables. Table 1 below presents the loading factor values of the construct indicators.

Table 1. Convergent Validity (Loading Factors)

	ESQ	CT	CS	RI
X_1	0.819			
X_2	0.801			
X_3	0.808			
Z1_1		0.775		
Z1_2		0.785		
Z1_3		0.873		
Z1_4		0.728		
Z2_1			0.862	
Z2_2			0.888	
Z2_3			0.758	
Y_1				0.868
Y_2				0.858
Y_3				0.871

The results of measuring the loading factor of ESQ with three measurement indicators are as follows: X.1=0.819, X.2=0.801, X.3=0.808. Furthermore, CT has four measurement indicators, the loading factor values of which are Z1.1=0.775, Z1.2=0.785, Z1.3=0.873, and Z1.4=0.728. The loading factor value of CS with three measurement indicators is Z2.1=0.862, Z2.2=0.888, and Z2.3=0.758. Then, RI has three measurement indicators, the loading factor values are as follows: Y.1=0.868, Y.2=0.858, Y.3=0.871. All indicators for each variable have a loading factor value above 0.700, which

indicates a valid construct.

Outer loadings are essential for evaluating the validity of the measurement model. These loadings represent the relationships between observed indicators and latent constructs in the model. It is commonly recommended that the loading factor should be equal to or greater than 0.700 to demonstrate convergent validity (Syamsudin et al., 2016). The evaluation of outer loadings is a fundamental step that precedes the assessment of the inner structural model (Nurdin et al., 2023). This evaluation involves examining the relationships between observed variables and latent constructs to ensure the measurement model accurately represents the theoretical framework (Nurdin et al., 2023). Table 2 below shows the value of discriminant validity using the Heterotrait-Monotrait ratio.

Table 2. Discriminant Validity (HTMT)

	ESQ	CT	CS	RI
ESQ		0.830	0.810	0.694
CT	0.830		0.603	0.756
CS	0.810	0.603		0.665
RI	0.694	0.756	0.665	

Based on the results from Table 2 above, all constructs have an HTMT ratio value of less than 0.900. It can be stated that the construct meets discriminant validity. The HTMT ratio assesses the extent to which constructs in a model differ from each other compared to how they relate to themselves. It is calculated as the ratio of the average correlation between constructs to the geometric mean of the correlations within constructs (Yilmaz & Ari, 2022). A widely accepted threshold for the HTMT ratio is set at 0.900, indicating that values below this threshold suggest adequate discriminant validity (S et al., 2020). The HTMT ratio is acknowledged as a valuable tool in PLS-SEM to ensure that the constructs in the model are distinct from each other (Rezaei et al., 2023). The HTMT ratio is considered a significant criterion alongside traditional methods such as cross-loadings and the Fornell-Larcker criterion for evaluating discriminant validity in PLS-SEM (Türkmendağ & Tuna, 2021). It offers researchers a comprehensive understanding of the relationships between constructs and confirms that the measurement model accurately represents the theoretical framework (Aliu et al., 2023). Table 3 below presents the value of Cronbach’s alpha and composite reliability.

Table 3. Cronbach’s Alpha & Composite Reliability

	Cronbach's	Composite

	Alpha	Reliability
ESQ	0.737	0.851
CT	0.801	0.870
CS	0.791	0.876
RI	0.832	0.899

Table 3 above shows that Cronbach's alpha and composite reliability values of all constructs are more than 0.700, so it can be concluded that all constructs in this study are reliable. Cronbach's alpha assesses the extent to which items in a scale correlate with each other, providing insights into the reliability of the measurement instrument. Cronbach's alpha is a critical criterion for evaluating the consistency of constructs and ensuring the robustness of the measurement model (Khoiriah et al., 2023). The value of Cronbach's alpha is typically interpreted based on established guidelines. A standard threshold for Cronbach's alpha is 0.700, indicating acceptable internal consistency. Values above 0.700 suggest that the items on a scale reliably measure the same underlying construct (Benmaamar et al., 2023). However, it is essential to note that Cronbach's alpha values can also be influenced by factors such as the number of items on a scale and the homogeneity of the measured construct (Bejer et al., 2022). On the other hand, composite reliability assesses how well the observed indicators reflect the latent construct they are meant to measure. Composite reliability is determined based on the factor loadings of the indicators and signifies the reliability of the latent variable as a whole (Henseler et al., 2016). A widely accepted standard for composite reliability is 0.700 or higher, indicating satisfactory internal consistency (Henseler et al., 2016). Table 4 below shows R-square values.

Table 4. R-square

	R Square	R Square Adjusted
CT	0.417	0.415
CS	0.416	0.414
RI	0.465	0.459

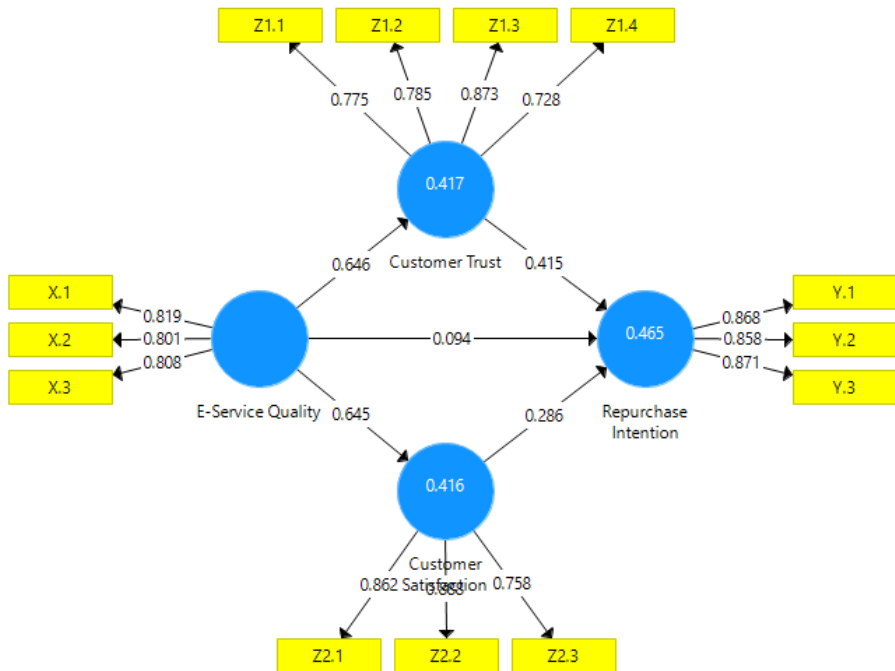


Figure 2. Outer Loading, Path Coefficient, R²

The table above shows that CT has an R-square value of 0.417, which means that ESQ accounts for 41.7% of the variation in CT. Also, the explanatory ESQ accounts for 41.6% of the variation in CS, as shown by the coefficient of determination for CS, which is 0.416. The R-square value of RI is 0.465, indicating that 46.5% of the variation in RI can be accounted for by ESQ, CT, and CS. This study highlights the significant influence of ESQ, CT, and CS in shaping RI of online products in e-commerce. By prioritizing the enhancement of these elements, organizations may foster client loyalty, stimulate repeat purchases, and enhance their competitive edge. The findings of hypothesis testing are explained in Table 5.

Table 5. Results of Hypothesis Testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Results
ESQ -> CT	0.646	14.023	0.000	Accepted
ESQ -> CS	0.645	15.364	0.000	Accepted
ESQ -> RI	0.094	1.491	0.136	Rejected
CT -> RI	0.415	6.724	0.000	Accepted
CS -> RI	0.286	5.434	0.000	Accepted

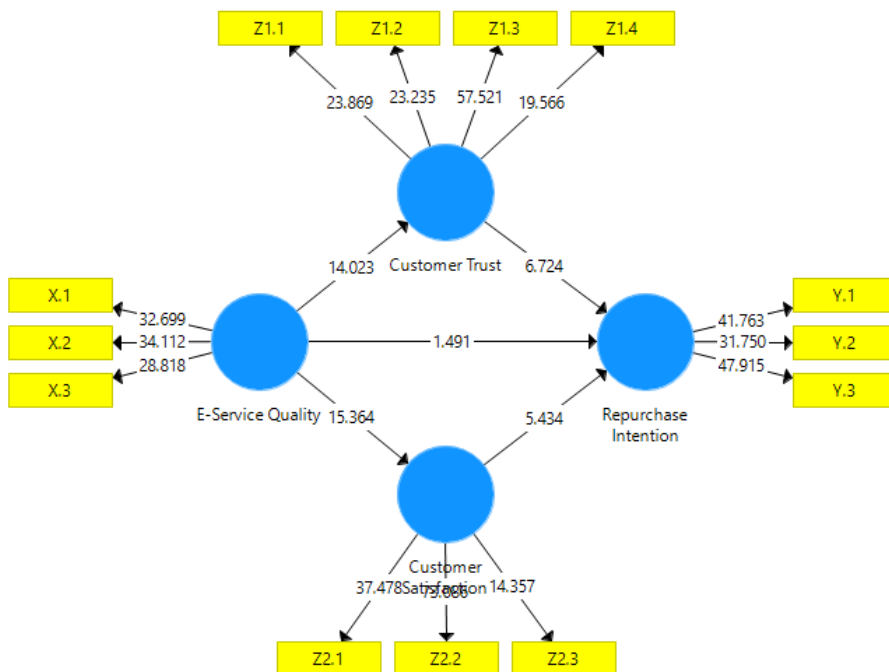


Figure 3. T-values

According to the conducted hypothesis testing, it has been found that ESQ has a significant impact on CT and CS. This is supported by T-statistics values exceeding 1.969 and P-values lower than 0.05. In addition, both CT and CS exert a substantial impact on RI. Nevertheless, there are instances where the variable ESQ does not exert a substantial impact on RI, as indicated by T-statistics values below 1.969 and P-values exceeding 0.05. The interaction is critically mediated by CT and CS. Comprehending the intricate relationships among ESQ, CT, CS, and RI is crucial for organizations aiming to improve customer loyalty and promote recurring purchases in the fiercely competitive online marketplace. Table 6 below presents the results of the indirect effect.

Table 6. Indirect Effects

	Original Sample (O)	T Statistics (O/STDEV)	P Values
ESQ -> CT -> RI	0.268	5.887	0.000
ESQ -> CS -> RI	0.184	5.182	0.000

Different results were obtained regarding the influence of ESQ on RI. Indirectly, ESQ significantly influences RI through CT and CS, with T-statistics values greater than 1.969 and P-values less than 0.05. Several studies have highlighted the significance of trust as a mediator in

influencing RI in various contexts. Saleem et al. (2017) found that ESQ and CT are directly associated with RI. Similarly, Purnamasari and Suryandari (2023) emphasized that e-trust can mediate the effect of ESQ on e-repurchase intention. Trust in a relationship fosters more profound commitment by lowering perceived danger and vulnerability (Utarsih, 2023). CT serves as a vital mediator in the relationship between ESQ and RI. It directly influences RI and acts as a bridge between various factors, such as word of mouth and perceived value, ultimately impacting repurchase behavior in e-commerce. On the other hand, CS also has an equally important role in mediating the two. For instance, Lee & Lin (2005) revealed that CS positively mediates the relationship between ESQ and RI. Similarly, Artana et al. (2022) found that CS acts as a mediator between ESQ and future purchase intention. The SQ influences the repurchase rate. Enhancing the SQ results in increased levels of CS and a greater likelihood of customers making repeat purchases (Ahmed et al., 2022).

5. Conclusion

This paper examines the mediating roles of CT and CS in the effect of ESQ on RI. The results of this study proved that RI can be affected by ESQ through CT and CS. However, ESQ has a weak effect on RI directly. This indicates that the decision to repurchase a particular product or brand online at Shopee is not only based on the quality of service provided but also depends on how the seller creates a personal bond in order to gain trust and satisfaction so that consumers are willing to repurchase their product. There are several ways sellers can increase consumers' intentions to repurchase their products, including creating attractive loyalty programs, promotions or discounts/cashback, ensuring product quality and delivery, collaborating with influencers and so forth. This research is expected to be a reference for other researchers conducting further research to test the impact of ESQ on RI by using other variables that can mediate both variables. This research is also expected to help E-commerce owners, especially in the Shopee online shopping app, create new strategies to attract consumer purchasing intentions and improve their performance.

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