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THE EFFECT OF E-SERVICE QUALITY AND ELECTRONIC WORD OF MOUTH ON SHOPEE USERS REPURCHASE INTENTION WITH CUSTOMER SATISFACTION AS A MODERATING VARIABLE

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ABSTRACT

Study this aim for test and analyze influence of e-service quality and electronic word of wom (E - WoM) on repurchase intention with satisfaction customer as moderating variable. Population in study this use a sample of 334 respondents who are user application Shopee ages 18-28 years. The data collection technique used simple random sampling with method spread questionnaire study in google forms through social media. Data processing methods in study this using the SmartPLS software used for test hypothesis. Research results this show that e-service quality matters positive and significant to repurchase intention. E -WoM take effect positive and significant to repurchase intention. Satisfaction customer take effect positive and significant to repurchase intention. Satisfaction customer weaken however influential and able moderate between e-service quality and repurchase intention. Satisfaction customer capable strengthen and can moderate between e -WoM to repurchase intention. Study this recommend to party shopee if want to increase interest buy repeat consumer, then it is recommended that increase quality service and ensure that all transaction processes already walk with good and smooth so that consumers could give a good and positive review moment buy products on shopee.

KEYWORDS: E-Service Quality, E-Word of Mouth Repurchase Intention, Satisfaction Customer

INTRODUCTION

Technology information is something the part always experience development every day and impact on life human. Technology very important role in support every activity life man as well as capable make it easy every necessity life man every day. The internet is one of the progress technology moments this and the electronic media for which it is intended as tool communication, transaction processing in business and so on. So that appear the term e-commerce or business electronics. E-commerce is a transaction process that occurs through selling site intermediary buy online that provides product in the form of goods or traded services. Online shopping already changes pattern behavior consumer in get the goods and services they want with easy way and more efficient.



Coordinating Ministry Field Economy mention e-commerce transactions in Indonesia in the first quarter of 2022 penetrated Rp108.54 trillion, up 23 percent year-on-year/ yoy, from year 2020 to semester I/2021, the number of consumer new digital services in Indonesia reach 21 million user (Techinasia, 2022). iPrice Research disclose that the most visited e-commerce sites in Southeast Asia in the first quarter of 2022 were shopee with a total of 421 million visitors. This e-commerce from Singapore is the most visited in 5 of 6 Southeast Asian countries. Namely, Malaysia, Singapore, Thailand, the Philippines, and Vietnam (Addiction, 2022). Shopee occupy rating first in the ranking of e-commerce applications on Playstore and Appstore in 2022. This shows that height interest Public in use Shopee e-commerce application.

Researchers _ before prove that e-service quality has an effect to interest buy repeat (Ambodale & Jamiat, 2021; Luthiana & Hadi, 2019; Welda et al., 2022) E-service quality plays an important role by effective and efficient in increase interest buy repeat, because could accessed where and when just through the internet. Besides being influenced by e-service quality, interest in buy rework was also influenced by E-Word of Mouth. E -WoM take effect important to interest buy repeat (Heryana, 2020; Maharany et al., 2021; Zainur Rohman & Naufaldi, 2022). E -WoM have very important role in shape behavior consumers. Variety review as well as comment on a product for sale online, will shape consumer behavior _ related online purchases. Then, shopee also needs notice Satisfaction customer. Satisfaction customer is size feelings that arise after a customer buy product nor services offered and compare them with the expectation that he hope (Albi et al., 2022). Satisfaction customer take effect by positive and significant to interest buy repeat (Pandiangan et al., 2021), satisfaction customer Becomes it is important that consumers could buy repeat. In the situation purchase back, consumer tend evaluate something product or service based on performance actual from product or service after they consumption (Sullivan & Kim, 2018).

On research this, come back researcher want to test and analyze effect of e-service quality and e- WoM to interest buy repeat. Difference to study previously is object study this focus on apps shopee, and subject research that researchers Use is user application shopee 18-28 years old, as well as not yet there is research that places variable satisfaction customer as moderating variable on the effect of e-service quality and e- WoM to interest buy repeat. It will Becomes discussion latest in research this and will complete study before. Then hope study this will give significant contribution in the field of marketing. Referring to understanding theoretical as well as results study earlier. Then the researcher interested for To do research that raises the title “The Effect of E-Service Quality and Electronic Word of Mouth on Shopee Users' Repurchase Intention with Customer Satisfaction as a Moderating Variable”.



REVIEW LITERATURE AND HYPOTHESIS

Theory of Consumer Behavior

Grand Theory used in study this is Theory of consumer behavior. Consumer behavior is activities and actions and psychological processes encouraging consumers action at the moment before buy, when buy, use and spend product or services, as well as evaluate product the (Nugraha et al., 2021). Attitude is expression feeling consumer about something object is liked or no and also describe trust consumer to various attribute as well as benefit object that. Theories attitude put forward that attitude consumer to something product will influence behavior or action consumer to product the (Helmi, 2017). With use approach theory this, research this made with systematic for determine repurchase intention. With Thus e-service quality, e- Wom, satisfaction customer take effect to repurchase intention. Based on this argument, then could see results study past and formed hypothesis.

Effect of E-Service Quality on Repurchase Intention

e-service quality variable has influence positive and significant to interest buy repeat. That thing shows that the better e-service quality provided, then will the more the high influence on interest buy repeat consumer (Lutfhiana & Hadi, 2019) Effect of E-Service Quality get influence significant positive to interest buy repeat (Ambodale & Jamiat, 2021). Variable e-service quality has an effect positive to interest buy repeat proven through testing regression simple (Welda et al., 2022). Quality service electronic found as factor the main influencing intention purchase back online (Kumar & Kashyap, 2022). Based on study before on shape hypothesis H1: E-Service Quality affects repurchase interest.

The Effect of Electronic Word of Mouth (E-WoM) On Repurchase Intention

E -WoM take effect positive significant to intention buy repeat online purchases (Maharani & Setyawan, 2021). Electronic Word of Mouth influential positive significant to intention Repurchase, thing this means that the more more and more quality e -WoM distributed, then the taller intention purchase return consumer (Heryana, 2020). The word-of-mouth variable has impact positive and significant to interest buy repeat. It shows that the better word of mouth, then the bigger interest buys repeat (Zainur Rohman & Naufaldi, 2022). E-WoM online no direct influence intention purchase back. Based on study before on shape hypothesis (Carissa & Sobari, 2020). Quality eWOM and quantity eWOM, has influence positive on online repurchase intention (Bulut & Karabulut, 2018). E -WoM have effect positive on intention purchase return (Liang et al., 2018) . H2: Electronic Word of Mouth (E-WoM) affects repurchase interest.

Influence Satisfaction Customer Against Repurchase Intention

Research results show that satisfaction customer have positive and significant influence to interest buy repeat (Pandiangan et al., 2021). There is positive and significant influence Among satisfaction with interest buy repeat, thing this prove that the taller level satisfaction customer so will the higher interest



buy repeat (Maharany et al., 2021). Satisfaction Consumer have influence positive to intention purchase repeat (Ningrum et al., 2021). Satisfaction Influential customers intention purchase return (Yuliantoro et al., 2019). Based on study before on shape hypothesis H3: Customer satisfaction affects repurchase interest.

Moderation Satisfaction Customers on the Effect of E-Service Quality on Repurchase Intention

Effect test results no direct show results e-service quality variable has influence positive and significant to interest buy satisfaction mediated repeat consumer (Rainy & Widayanto, 2020). Test hypothesis showing that e-service quality has an effect by positive and significant on repurchase intention and customer satisfaction mediate the effect of e-service quality on repurchase intention (Wiryanana & Erdiansyah, 2019). E-service quality matters positive to satisfaction customers, repurchase intention for online shoppers (Blut, 2016). Based on study before on shape hypothesis. H4: Satisfaction customer influential and able moderate on the effect of e-service quality on interest buy repeat.

Moderation Satisfaction Customers on the Effect of Electronic Word of Mouth (E -WoM on Repurchase Intention

Electronic Word of Mouth variable has influence positive and significant to interest buy repeat with mediation satisfaction consumer, this it means for cause interest buy repeat something product consumer must feel satisfied more previously caused by the existing Word of Mouth in accordance desire (Sugiyanto & Maryanto, 2021). E -WoM have influence on interest buy repeat, and satisfaction customer by positive moderate connection this (Sanyal et al., 2021). In addition, it was found that satisfaction online consumers are booster main trust, purchase returns, and WOM intentions (Al-Adwan et al., 2022). Research results show that purchase return and WOM intentions are affected by positive by trust and satisfaction (Meilatinova, 2021). Based on study before on shape hypothesis H5: Satisfaction customer influential and able moderate on the effect of Electronic Word of Mouth (E -WoM) on interest buy repeat.

RESEARCH METHOD

Study this use sample study from circle user application shopee aged 18-28 years. Amount sample taken is as many as 334 respondents. Amount indicator from researched variables is 16. Research this have two independent variable (X), one variable dependent (Y), and one variable moderation (Z). First, variable e-service quality (X1) which consists of from four indicator namely efficiency, fulfillment, system availability, and privacy (Kadir & Shafirah, 2021). Second, variable e -WoM (X2), Electronic Word of Mouth (e-WOM) is statement negative or positive made by consumers actual, potential, or consumer previously about product or company where information this available for people or institution via the internet (Henning-Thurau et al., 2010) in (Aynie et al., 2021) , e -WoM



consist from three indicator namely , intensity, valence of opinion, and content (Luthfiyatillah et al., 2020) . Third, variable moderation that is satisfaction customer (Z), satisfaction is feeling happy or whether or not customer from something product received with the expected, (Sasongko, 2021), variable this consist of five indicators that is fulfillment hope, no existence complains, satisfied on performance, satisfied on benefits, satisfied on quality. and one variable bound that is repurchase intention (Y) which consists of of 4 variables that is, interest transactional, interest referential, interest preferential, interest exploratory (Arsyanti & Astuti, 2016).

This research used quantitative approach, whose analysis emphasis on numeric data (numbers) and then processed with method statistics). Results obtained is significance connection between the variables studied. The data collection technique used was to use a questionnaire, where the researcher asked a number of questions that were in accordance with the indicators of each variable studied using a likert scale of 1 to 5 to respondents whose criteria had been determined. Study this using smartPLS SEM (Partial Least Square-Structural Equation Modeling) software to process data and prove hypothesis research. On research this is needed exogenous latent and endogenous latent variables. The PLS-SEM model consists of of 2 models, namely the measurement model (outer model) used for test validity convergent, validity discriminant, and reliability test. Validity test parameters convergent is loading factor > 0.7 ; AVE > 0.5 ; communality > 0.5 . Validity test parameters discriminant is more AVE root big from correlation variable; cross loading > 0.7 in one variable. Reliability test with two method that is cronbrach's alpha and composite reliability > 0.7 though value 0.6 still can accepted. Next, the structural model (inner model), is evaluated with R², value path coefficients or t-values for each path for significance test between construct. The R-square (R²) value of 0.67 belongs to the strong model, 0.33 belongs to the moderate model and 0.19 belongs to the weak model. The path coefficient score indicated by the t - statistical value must above 1.96 for hypothesis two tail and above 1.64 for hypothesis one tail (Tan, 2019).

RESULT AND DISCUSSION

Study this use sample selected that is as many as 334 respondents from circle user application shopee with respondent woman amounted to 250 people (74.8%) and men totaled 84 people (25.2%). Age respondents to research this based on criteria study that is ages 18-28 years. Whereas for products purchased at shopee that is as much as 35% of respondents choose fashion products, 25.5% chose tool cosmetic, 20.8% chose goods electronics, 10% vote food and drink, and the remaining 8.7% chose equipment home. And 294 people (88%) shop at shopee as much as 1-3 times per month and the rest as many as 40 people (12%) shop as much more than 3 times per month. Test the quality of the data in study this use Partial Least Square (PLS) analysis, which is a Structural Equation Model (SEM) equation model with approach based on variance or component based structural equation modeling. Software used is SmartPLS (Partial Least Square).

Table 1. Construct Reliability and Validity

	Cronbach's alpha	rho_a	Composite reliability	AVE	Decision
X1	0.826	0.838	0.874	0.582	Accepted
X2	0.831	0.834	0.882	0.599	Accepted
Y	0.898	0.906	0.926	0.717	Accepted
Z	0.903	0.929	0.928	0.720	Accepted
Z x X1 -> Y	1.000	1.000	1.000	1.000	Accepted
Z x X2 -> Y	1.000	1.000	1.000	1.000	Accepted

Based on table above, the results of the validity test carried out with compare root square of average variance extracted (AVE) has results bigger of 0.5 which means the validity test already Fulfill criteria and stated good. Then the indicator used in study this is valid and has meet convergent validity. The results obtained are also that score Cronbrach's Alpha and composite reliability have results bigger from 0.7 which means reliability test declared reliable and fulfills criteria. Structural model test or inner model show connection or strength between construct used using 3 criteria namely R-Square, F-Square, and Estimation for Path Coefficients. The result of R-square is strong. The result of the F-Square value for independent sales promotion variable (X2) is 0.340, then could concluded that latent variable has influence strong at the structural level. Next results from Estimation for Path Coefficient used for see significance influence between variable have significant results for all testing hypothesis. Following is results testing hypothesis research:

Table 2. Uji Hypothesis

	Original sample	Sample mean	Standard deviation	T statistics	P.S values	Decision
X1 -> Y	0.093	0.098	0.039	2,360	0.018	Accepted
X2 -> Y	0.555	0.564	0.074	7,492	0,000	Accepted
Z -> Y	0.315	0.311	0.085	3,708	0,000	Accepted
Z x X1 -> Y	-0.257	-0.251	0.069	3.736	0.000	Accepted
Z x X2 -> Y	0.242	0.236	0.061	3.944	0.000	Accepted

Based on hypothesis test results above, then could outlined as following, hypotheses result from hypothesis one (H1) data analysis above show T-statistics value 2,360 or more from the t table value is 1.96. Then it is stated that e-service quality on repurchase intention has influence positive significant. That is, the better-quality online services provided, then will the more increase desire consumer for buy back. Research results this in line with study Lutfiana & Hadi. (2019), Ambodale



& Jamiat. (2021), Welda et al. (2022), Kumar & Kasyhap. (2022) which shows that e-service quality has an effect positive and significant to interest buy repeat, then could concluded that hypothesis first (H1) is accepted.

Proof hypothesis second (H2), e -WoM proven take effect positive and significant to repurchase intention with the value of T-statistics is 7,492. It shows that the more both e-WoM perceived by consumers, then will the more increase interest buy repeat consumer in shopping, here occur because of E -WoM could create interaction between consumers and candidates' consumers who make they could each other give evaluation about product. With so, proof study this in line with research conducted by Luthfiana & Hadi. (2019), Hapsari & Astuti. (2022), Paksi & Indarwati. (2021) who said that e -WoM take effect positive and significant against repurchase intention. So that could conclude that hypothesis second (H2) is accepted.

Proof hypothesis third (H3), satisfaction customer take effect positive and significant to repurchase intention with T-Statistics value 3, 708. When consumers shop and feel satisfied in get suitable item with hope, then interest buy repeat consumers will increase. Research results this support and complement study previously conducted by Pandiangan et al. (2021), Maharany et al. (2021), Ningrum et al. (2021), Yuliantoro et al. (2019) which shows that satisfaction customer take effect positive and significant to repurchase intention. Then get concluded that hypothesis third (H3) is accepted.

Proof hypothesis fourth (H4), showing that the original sample value is -0.257 and the sample mean -0.251 so that declared score negative, then moderation satisfaction customer weakens however significant on the effect of e-service quality on repurchase intention. So that could declare that existence negative relationship satisfaction customers on e-service quality on repurchase intention. Negative influence this could explained that the bigger level satisfaction customer in shopping, then will possible cause drop interest buy repeat consumers. By direct, satisfaction customer has very important role in determine behavior consumers. One thing that can done in order to make consumer could to do purchase repeat is with give good service _ so that interest buy repeat consumers will increase. This thing need done in order to strengthen satisfaction customer and e-service quality provided shopee to repurchase intention. With so, proof study this could support and complement study previously conducted by (Blut, 2016; Rainy & Widayanto, 2020; Wiryana & Erdiansyah, 2019) . Then get concluded that hypothesis fourth (H4) is accepted.

Proof hypothesis fifth (H5), moderation satisfaction customer take effect significant and can moderate on e -WoM pengaruh influence to repurchase intention. Someone's interest for shop returns same place originated from satisfaction able customer moderating e -WoM to repurchase intention buy repeat. This means that satisfaction acquired customers moment consumer online interactions that occur could



make consumers return decide for shop and buy product in the same place. With so, proof study this could support and complement study previously already conducted by (Al-Adwan et al., 2022; Meilatinova, 2021; Sanyal et al., 2021; Sugiyanto & Maryanto, 2021). Then get concluded that hypothesis fifth (H5) is accepted.

Result of study this deserve discussed related with results coefficient determination. Coefficient determination usually made base in determine influence variable free to variable tied. Formula used namely: $KD = R^2 \times 100\%$. Based on from data processing in research in this case, we get R^2 which is 0.522. From value coefficient determination (R^2) 0.522 which means that e-service quality and e-WoM to repurchase intention to provide donation by 52.2% while the rest of 47.8 % is influenced by other factors outside study this.

CONCLUSION AND SUGGESTION

Study this give proof about the effect of e-service quality and electronic word of mouth on repurchase intention satisfaction customer as moderating variable. Research results this show that e-service quality has an effect positive and significant to repurchase intention. E -WoM take effect positive and significant to repurchase intention. Satisfaction customer take effect positive and significant to repurchase intention. Satisfaction customer weaken however influential and able moderate between e-service quality and repurchase intention. Satisfaction customer capable strengthen and can moderate between e -WoM to repurchase intention. Study this have limitations, i.e respondents who become sample only user application shopee aged 18-28 years. This research recommends to shopee if you want to increase consumer repurchase interest, it is recommended that it can improve the quality of service and ensure that all transaction processes are running well and smoothly so that consumers can provide good and positive reviews when buying products at shopee. For researcher next, hope could expand sample because in research this sample used only user application shopee 18-28 years old and add variable perceived value as moderating variable for complement the model affecting e-service quality and e- WoM to repurchase intention. Perceived value or score customer is things to do noticed, because at the time consumer face to face with various type choice product, price, and brand, then consumer will choose something products that deliver score highest, and product reviews given consumers can also influence the candidate's consumer in to do assessment. Perception value need noticed by parties shopee to get analyze about score what only will make consumer could return shop at shopee.

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