

The Influence of E-Service Quality on E-Satisfaction and Its Impact on Repurchase Intention in Using E-Commerce Applications on Students of Universitas Sumatera Utara

Haryaji Catur Putera Hasman, Paham Ginting, Endang Sulistya Rini

Department of Management Science, Universitas Sumatera Utara, Indonesia

Corresponding Author: Haryaji Catur Putera Hasman

ABSTRACT

The development of information and communication technology is developing very rapidly, including the development of smartphones. The development of smartphones has been able to change people's shopping lifestyles, especially among students, to like shopping online through e-commerce applications. The objective of the research was to find out the influence of e-service quality on e-satisfaction and its impact on repurchase intention in using e-commerce applications on students of Universitas Sumatera Utara. This type of research is quantitative research with causality research design. The type of data used is primary data and secondary data obtained from questionnaires and literature studies. The populations in this study were all regular undergraduate students from 2014 to 2018 who are still actively studying at the Universitas Sumatera Utara, who at least twice had shopped using e-commerce applications. The sample in this study were 96 people. The sampling method uses nonprobability sampling method with incidental sampling technique. The method of data analysis used is descriptive analysis and inferential statistical analysis with path analysis. The results showed that e-service quality had a positive and significant effect on e-satisfaction, e-service quality had a positive and significant effect on repurchase intention, e-satisfaction had a positive and significant effect on repurchase intention, and e-service quality had a positive and significant effect on repurchase intention through e-satisfaction.

Keywords: *E-Service Quality, E-Satisfaction, Repurchase Intention*

INTRODUCTION

The sophistication of information and communication technology is developing very rapidly in this era. All the features and sophisticated technology are present in communication devices, especially in the world of cellular phones or mobile phones. The development of mobile phones has experienced significant metamorphosis from time to time. Mobile

phones at the beginning of its appearance rely solely on the voice call feature or voice call and short message service or the usual we often short with SMS. But as technology develops, mobile phones are transformed into unlimited multimedia devices that can run a myriad of sophisticated and attractive features besides voice calls and SMS, such as the internet, music, games, and even capable of running GPS (Global Positioning

System). Mobile phones that already have high sophistication are now called smartphones, which means that in language it is a smart phone.

The development of smartphones has been able to change the lives of people today. The emergence of a variety of applications that are diverse and innovative on smartphones turned out to be successful in changing people's behavior in various ways, ranging from economic, social, lifestyle, and even shopping style of the community. Today's shopping style is not traditional anymore, which usually comes to the market to buy an item, but now people can shop online just by pressing the smartphone screen while sitting relaxed at home.

More and more e-commerce applications are available now, making competition maps to win the hearts of consumers increasingly tighter, in the Play Store alone there are already many e-commerce applications available that can be downloaded and used free of charge by consumers. E-commerce applications that are able to win the hearts of consumers and grow rapidly are characterized by the number of purchases that occur in the application, and generate interest to repurchase later on.

Repurchase intention or repurchase intention is customer satisfaction measured behaviorally by asking whether the customer will shop or use the company's services again (Tjiptono, 2014: 43).

According to Yen and Lu (2008: 129), e-service quality is described as an overall customer evaluation and assessment of the excellence and quality of delivery regarding the excellence and quality of electronic delivery services in cyberspace markets. So, it can be concluded that e-service quality has a very important role in maintaining the competitive advantage owned by companies based online. E-commerce application development companies must always be consistent in maintaining the quality of their online

services, so they can always pamper their users wherever they are.

The e-commerce application business in Indonesia itself is very promising. The competition map is quite fierce. Even according to the site www.fimela.com, four companies that develop e-commerce applications in Indonesia have unicorn status. According to the site id.wikipedia.com, Unicorn is a privately owned startup company with a capital value of more than US \$ 1 billion. The companies are Tokopedia, Bukalapak, Shopee (SEA Group), and Lazada. Some examples of other e-commerce application development companies that compete in Indonesia are Blibli, JD.id, Elevania, Bhinneka, Zalora, Mataharimall, Sale Stock, and others.

Based on the data, four e-commerce applications that have unicorn status are in the top four positions. Tokopedia ranks first with an average number of monthly visitors of 122,400,925 times. Bukalapak ranks second with an average number of monthly visitors as much as 83,964,000 times. Lazada ranks third with an average number of monthly visitors of 67,649,925 times. Finally Shopee ranked fourth with an average number of monthly visitors of 37,542,675 times. Then other e-commerce applications continue to grow and are ready to always compete in this e-commerce business. Many factors make people repeatedly visit one of the e-commerce applications, one of which is due to the interest in repurchasing (repurchase intention). The data is the result of the strategies that have been carried out by each e-commerce application in generating interest in repurchasing intention from the Indonesian people. Therefore, in the future it will be a challenge for e-commerce applications in creating new strategies to foster repurchase intentions for their customers.

LITERATURE REVIEW

E-Service Quality

E-service quality has recently become a popular research topic, with the growth of e-commerce and a number of published studies that have offered various conceptual definitions. According to Hendra (2018: 49), in general, e-service quality or the quality of electronic services shows the extent to which an organization's ability to meet the needs of its consumers by using internet facilities, where the website is one of them.

Hidayah and Utami (2017: 264) concluded that e-service quality is a quality service and is able to touch customer expectations in the online retailing business provided to consumers who shop through the internet network as a form of expansion of the ability of buying and selling sites to be able to facilitate shopping activities, effective and efficient transactions and product deliveries.

E-Service Quality Dimensions

E-service quality scale in 4 dimensions, as follows:

1. Efficiency is the ability of customers to access the website, find the desired product and information related to the product, and leave the site with minimal effort.
2. Compliance is one of the dimensions of electronic service quality which includes the company's actual performance in contrast to what is promised through the website, including the accuracy of service promises, such as product stock availability and product delivery in accordance with the promised time.
3. The availability of the system is one of the dimensions of electronic service quality which includes the technical functionality of the relevant site that functions as it should.
4. Privacy is one of the dimensions of electronic service quality which includes guarantees and the company's ability to maintain customer data integrity.

Quality E-Service Gap

According to Tjiptono and Chandra (2016: 177), in the E-Service Quality model there are four kinds of gaps, namely:

1. Information gap, reflects the gap between the demands of customer needs regarding a website and the belief of the management or website manager regarding the demands of those needs.

2. Design gap, occurs when a company fails to optimally utilize all knowledge regarding the features that are expected by customers into the structure and function of the company's website.

3. Communication gap, reflecting the lack of accurate understanding of marketing staff on the features, capabilities and limitations of its website.

4. Fulfillment gap, reflects the overall gap between the demands of the needs and customer experience.

E-Satisfaction

Providing the best service to customers gives a lot the advantage for the company, if the company provides great customer service, customers will be satisfied and will return to the company, as well as other benefits the customer will notify the people around them as they continue. This is a free promotion tool for companies and makes them more confident because they get positive responses from customers.

According to Laksana (2008:97), satisfaction and dissatisfaction is a comparison between customer expectations and the reality of the quality of service perceived by customers which is the company's goal.

Repurchase Intention

Repurchase intention is defined as an individual's judgment regarding the repurchase of services or services from the same company taking into account the current situation and the good atmosphere of the individual.

Repurchase intention is customer satisfaction measured behaviorally by asking whether the customer will shop or use the company's services again (Tjiptono, 2014: 43).

Kotler and Keller (2009: 244) argue that after consumers buy the product,

consumers can be satisfied or dissatisfied and involved in post-purchase behavior. Satisfied customers will go back to buying products, praising products that buy them in front of others, attracting less attention to competing brands and advertisements and buying other products from the same company.

RESEARCH METHODS

This research is a type of quantitative research with the design of the study of causality. According to Sanusi (2016: 14), a causality research design is a research design that is structured to examine the possibility of inter-variable cause and effect. The causality research design is considered in accordance with this study because causality research is used to understand which variables influence (independent variables) and which variables are due (dependent variables), and to find out the relationship between the independent variables and the dependent variables in this study.

This research was conducted on students of the Universitas Sumatera Utara users of e-commerce applications in the campus environment of the Universitas Sumatera Utara. The time of the study is from April to September 2019.

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The populations in this study were all regular strata-1 students

from 2014 to 2018 who were still actively studying at the Universitas Sumatera Utara, who at least twice had shopped using e-commerce applications. The e-commerce applications that will be examined in this study are limited to four, namely Tokopedia, Bukalapak, Shopee, and Lazada. This population can not be known with certainty in number. Through the above calculation, the number of samples that will be needed is as many as 96 students of the Universitas Sumatera Utara with the criteria of having to shop using e-commerce applications at least twice.

The method of analysis uses path analysis. Path analysis is the development of regression analysis, so that regression analysis can be regarded as a special form of path analysis. Path analysis is used to describe and test the model of relationships between variables in the form of cause and effect (not the form of interactive / reciprocal relationships). Thus in the relationship model between these variables, there are independent variables, which in this case are called exogenous variables, and dependent variables called endogenous variables (Riduwan, 2013: 115).

RESULT AND DISCUSSION

RESULT

Regression Analysis Results Sub-Structure I
By using SPSS software, the following sub-structure I regression analysis results are obtained:

Table 1 Results of Regression Analysis Sub-Structure I

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.348	3.610		2.036	.045
	E-Service Quality	.589	.076	.627	7.794	.000

a. Dependent Variable: E-Satisfaction

Source: Research Results, 2019 (Data Processed)

Partial test or t test is used to partially find out and influence the independent variable, e-service quality, on the dependent variable, e-satisfaction. Based on Table 1, it can be seen that the e-service quality variable has a tcount of 7.794. This shows that the value of t is greater than t table that is 1.986 (tcount > t table or 7.794 > 1.986). The significance value is 0,000 which is smaller than the alpha value of 5% (0,000 < 0.05). So, it can be concluded that Ha is accepted and Ho is rejected, namely e-service quality has a positive and significant

effect on e-satisfaction in using e-commerce applications for students of the Universitas Sumatera Utara.

Table 2 Test Results for the Determination Coefficient of Sub-Structure I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627 ^a	.393	.386	2.91928

a. Predictors: (Constant), E-Service Quality

Source: Research Results, 2019 (Data Processed)

Based on Table 2, it can be seen that the coefficient of determination (Adjusted R Square) is 0.386 or 38.6% which shows that the ability of e-service quality in explaining its effect on e-satisfaction is 38.6%, while the remaining 61, 4% is influenced by other variables not examined in this study. For example product quality, price, emotional factors, and convenience.

Regression Analysis Results Sub-Structure II

By using SPSS software, the following sub-structure II regression analysis results are obtained:

Table 3 Results of Regression Analysis Sub-Structure II

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.798	2.125		1.787	.077
	E-Service Quality	.119	.056	.216	2.135	.035
	E-Satisfaction	.291	.059	.494	4.895	.000

a. Dependent Variable: Repurchase Intention

Source: Research Results, 2019 (Data Processed)

The e-service quality variable has a tcount of 2.135. This shows that the value of t is greater than t table that is 1.986 (tcount > t table or 2.135 > 1.986). The significance value is 0.035 which is smaller than the alpha value of 5% (0.035 < 0.05). So, it can be concluded that Ha is accepted and Ho is rejected, namely e-service quality has a positive and significant effect on repurchase intention in using e-commerce applications for students of the Universitas Sumatera Utara.

The e-satisfaction variable has a tcount of 4.895. This shows that the value of t is greater than t table that is 1.986 (tcount > t table or 4.895 > 1.986). The significance value is 0,000 which is smaller than the alpha value of 5% (0,000 < 0.05). So, it can be concluded that Ha is accepted and Ho is rejected, that is e-satisfaction has a positive and significant effect on repurchase intention in using e-commerce applications for students of the Universitas Sumatera Utara.

Based on Table 4, it can be seen that the coefficient of determination (Adjusted R Square) is 0.412 or 41.2%, which shows that the ability of e-service quality and e-satisfaction in explaining its effect on repurchase intention is 41.2%, while the rest namely 58.8% is influenced by other variables not examined in this study. For example brand loyalty, brand awareness, brand equity, and brand association.

Table 4 Test Results for the Determination Coefficient of Sub-Structure I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627 ^a	.393	.386	2.91928

a. Predictors: (Constant), E-Service Quality

Source: Research Results, 2019 (Data Processed)

Mediation Test

Mediation test is conducted to see whether e-satisfaction is a variable that mediates between e-service quality and repurchase intention. The mediation test results are as follows:

1. Direct Effect

The direct effect that occurs between the independent variable (X), the intervening variable (Z), and the dependent variable (Y) in this study is as follows:

- a. The direct effect of the e-service quality variable on the e-satisfaction variable ($X \rightarrow Z$) is 0.627.
- b. The direct effect of e-service quality variables on the repurchase intention variable ($X \rightarrow Y$) is 0.216.
- c. The direct effect of the e-satisfaction variable on the repurchase intention variable ($Z \rightarrow Y$) is 0.494.

2. Indirect Effect

The indirect effect that occurs between the independent variable (X), the intervening variable (Z), and the dependent variable (Y) in this study, namely the indirect effect of e-service quality variables on repurchase intention variables through e-satisfaction variables ($X \rightarrow Z \rightarrow Y$) is $0.627 \times 0.494 = 0.310$.

3. Total Effect

Total influence is the amount of direct influence plus the amount of indirect influence. The value of the total effect of the e-service quality variable on the repurchase intention variable ($X \rightarrow Y$) can be seen in the following calculation:

$$\begin{aligned} \text{Total Effect } (X \rightarrow Y) &= \text{Direct Effect} + \text{Indirect Effect} \\ &= 0.216 + 0.310 \\ &= 0.526 \end{aligned}$$

Then, the value of the total effect is 0.526.

Based on the results of direct influence and indirect effect, we can see that the value of the direct influence of e-service quality variables on repurchase intention variables is 0.216, while the value of the indirect effect of e-service quality variables on repurchase intention variables through e-satisfaction variables is amounting to 0.310. This shows that the value of the indirect effect is greater than the value of the direct effect, which means e-satisfaction becomes a variable that mediates and provides a significant influence between e-service quality on repurchase intention. So, it can be

concluded that H_a is accepted and H_o is rejected, namely e-service quality has a positive and significant effect on repurchase intention through e-satisfaction in using e-commerce applications for students of the Universitas Sumatera Utara.

DISCUSSION

Effect of E-Service Quality on E-Satisfaction

The results showed that the first hypothesis in this study was acceptable, namely e-service quality had a positive and significant effect on e-satisfaction in using e-commerce applications for students at the Universitas Sumatera Utara. This result is proved by the value of t_{count} (7.794) is greater than the value of t_{table} (1.986) and the significance value is 0.000 less than 0.05. The path coefficient in the standardized coefficients also has a value of 0.627. The results of this study are in line with research conducted by Akbar and Djatmiko (2016) which states that e-service quality has a positive and significant effect on e-customer satisfaction on Lazada.co.id.

Effect of E-Service Quality on Repurchase Intention

The results showed that the second hypothesis in this study is acceptable, namely e-service quality has a positive and significant effect on repurchase intention in using e-commerce applications in students of the Universitas Sumatera Utara. This result is proved by the value of t_{count} (2.135) is greater than the value of t_{table} (1.986) and a significance value of 0.035 is smaller than 0.05. The path coefficient value on the standardized coefficients also has a value of 0.216. The results of this study are in line with research conducted by Dolatabadi and Gharibpoor (2012) which states that the quality of electronic services strongly influences the intention to repeat purchases on online books.

Effect of E-Satisfaction on Repurchase Intention

The results showed that the third hypothesis in this study was acceptable, namely e-satisfaction had a positive and significant effect on repurchase intention in using e-commerce applications for students at the Universitas Sumatera Utara. This result is proved by the value of tcount (4.895) is greater than the value of ttable (1.986) and the significance value is 0.000 less than 0.05. The path coefficient in the standardized coefficients also has a value of 0.494. The results of this study are in line with research conducted by Pernami and Nurcaya (2015) which states that e-satisfaction has a positive effect on online repurchase intention.

Effect of E-Service Quality on Repurchase Intention through E-Satisfaction

The results showed that the fourth hypothesis in this study was acceptable, namely e-service quality had a positive and significant effect on repurchase intention through e-satisfaction in using e-commerce applications for students at the Universitas Sumatera Utara. This result is evidenced through the path coefficient of the direct influence of the e-service quality variable on the repurchase intention variable whose value is 0.216. However, if through the e-satisfaction variable, the path coefficient of the indirect effect of the e-service quality variable on the repurchase intention variable is 0.310. The value of the indirect effect turns out to be greater than the value of the indirect effect, this means that the e-satisfaction variable mediates and provides a significant influence between the e-service quality variables on the repurchase intention variable. The results of this study are in line with research conducted by Astuti and Rusfian (2013) which states that e-service quality has a positive and significant effect on repurchase intention if through customer satisfaction (online) as an intermediate variable in Gasoo Galoree's online shop case study.

CONCLUSION AND SUGGESTION

CONCLUSION

Based on the results of the study and discussion of the effect of e-service quality on e-satisfaction and its impact on repurchase intention in using e-commerce applications for students at the Universitas Sumatera Utara, the following conclusions are obtained:

- 1.E-service quality has a positive and significant effect on e-satisfaction in using e-commerce applications for students at the Universitas Sumatera Utara.
- 2.E-service quality has a positive and significant effect on repurchase intention in using e-commerce applications for students at the Universitas Sumatera Utara.
- 3.E-satisfaction has a positive and significant effect on repurchase intention in using e-commerce applications for students at the Universitas Sumatera Utara.
- 4.E-service quality has a positive and significant effect on repurchase intention through e-satisfaction in using e-commerce applications for students at the Universitas Sumatera Utara.

SUGGESTION

Based on the results of research and discussion about the effect of e-service quality on e-satisfaction and its impact on repurchase intention in using e-commerce applications for students at the Universitas Sumatera Utara, the suggestions that the author can give are as follows:

- 1.Based on the respondent's answer to the statement "time of delivery of goods in accordance with the estimation provided by the e-commerce application that I use", found the answer disagreed (KS) has a very high percentage. Therefore, it is recommended to e-commerce application development companies to make strict rules for sellers in e-commerce applications regarding the time in packaging and delivery of goods may not exceed the specified time, if past the specified time, then the seller must sanctioned. This is done so that the accuracy in terms of delivery time can be further increased.

2. Based on the respondent's answer to the statement "The e-commerce application that I use provides accurate and fast information to customers when problems arise", it is found that the answers that do not agree (KS) have a fairly high percentage. Therefore, it is recommended to e-commerce application development companies to add live chat features to the application so that customer complaints can be heard and followed up wherever the customer is. In addition, personnel in the customer care division must be expanded to minimize the queue or waiting list of customers who want to immediately report the problems they face. E-commerce application development companies are also advised to open branches or representatives in each city, at least major cities in each province, so that customers feel close to their e-commerce applications and customers who want to directly report the problem immediately, can face to face with representatives of e-commerce applications and solve problems.

3. Based on the respondent's answer to the statement "the e-commerce application that I use will bear all the costs of handling the product in the event of a serious problem", it was found that the disagreement answer (KS) has a high enough percentage. Generally this serious problem is related to product damage when shipping to the destination address by the shipping service. This is actually the full responsibility of the shipping service and is not absolutely the responsibility of e-commerce applications. However, it is recommended to e-commerce application development companies to provide education to customers in order to know how to make a complaint to the expedition used. In addition, it is also advisable to make an obligation to use insurance on the purchase of goods that are considered to have a high risk when sent by the expedition. Then it is recommended again to the e-commerce application development company to always oversee the customer complaint process until it is finished. This is done in order to obtain

clarity and certainty to the customer if the goods received are damaged or defective.

4. Based on the respondent's answer to the statement "I am satisfied with the pride that can be had online shopping through the e-commerce application that I use", found the answer disagreed (KS) has a fairly high percentage. Therefore, it is recommended to e-commerce application development companies to give exclusive awards to their customers such as thank-you certificates after shopping, or badges or ranks based on purchase intensity. E-commerce application development companies must also routinely carry out customer gathering activities and invite their official communities. This is done so that customers feel valued and feel part of the e-commerce application, so that it will further increase the pride of the e-commerce application.

5. Based on the respondent's answer to the statement "I will always repurchase the products that I have bought on the e-commerce application that I use", it was found that the answers that did not agree (KS) had a fairly high percentage. Therefore, it is recommended to e-commerce application development companies to engage in the form of awarding points, vouchers, and discounts to customers after completing a transaction. E-commerce applications must also have game content and quizzes in it that have points, vouchers, and discounts. The function of points, vouchers, and discounts is as a cashback or discount when making the next purchase. This is done so that customers are motivated to shop again through the e-commerce application that they use.

6. Because of the limitations possessed by the author, it is expected that future researchers can further refine this research, using factors other than those examined by the author. For example, such as product quality, price, emotional factors, convenience, brand loyalty, brand awareness, brand equity, and brand association.

REFERENCES

- Astuti, Ristina Dian and Effy Z. Rusfian, 2013. *Pengaruh E-Service Quality terhadap Repurchase Intention melalui Customer Satisfaction (Studi pada Online Shop Gasoo Galore)*. Jurnal FISIP Universitas Indonesia.
- Akbar, Ario Arzaq Akbar and Tjahjono Djatmiko. 2016. *Pengaruh E Service Quality terhadap E-Customer Satisfaction dan E-Customer Loyalty pada Lazada.co.id*. E-Proceeding of Management: Vol.3, No.1, Page 142, ISSN: 2355-9357.
- Dolatabadi, Hossein Rezaei and Mashid Gharibpoor, 2012. *How Can E- Service Influence on Customers' Intentions Toward Online Book Repurchasing (SEM Method and TPB Model)*. International Journal of Academic Research in Business and Social Sciences, Vol.2 No.6, ISSN: 2222-6990.
- Hendra. 2018. *Pengaruh E-Servqual dan E-Recovery Service Quality terhadap E-Loyalty melalui E-Satisfaction pada Marketplace E-Commerce di Indonesia*, Disertasi Universitas Sumatera Utara.
- Kotler, Philip and Kevin Lane Keller. 2009. *Manajemen Pemasaran*. Erlangga, Jakarta.
- Laksana, Fajar, 2008. *Manajemen Pemasaran Pendekatan Praktis*. Graha Ilmu, Yogyakarta.
- Pernami, Ni Made and I Nyoman Nurcaya, 2015. *Pengaruh E-Trust, Perceived Usefulness dan E-Satisfaction terhadap Online Repurchase Intention*. Seminar Nasional Sains dan Teknologi (Senastek), Denpasar, Bali.
- Riduwan, 2013. *Cara Menggunakan dan Memaknai Path Analysis (Analisis Jalur)*. Alfabeta, Bandung.
- Sanusi, Anwar. 2011. *Metode Penelitian Bisnis*. Salemba Empat, Jakarta.
- Tjiptono, Fandi. 2014. *Pemasaran Jasa, Prinsip, Penerapan dan Penelitian*, CV. Andi Offset, Yogyakarta.
- Tjiptono, Fandi dan Chandra Gregorius, 2016. *Service Quality dan Satisfaction, Edisi 4*. CV. Andi Offset, Yogyakarta.
- Yen, Chia-Hui dan Hsi-Peng Lu, 2008. *Effects of E-Service Quality on Loyalty Intention: An Empirical Study in Online Auction*. *Managing Service Quality*, 18 (2), 127-146.

How to cite this article: Hasman HCP, Ginting P, Rini ES. The influence of e-service quality on e-satisfaction and its impact on repurchase intention in using e-commerce applications on students of Universitas Sumatera Utara. 2019; 6(10):299-307.
