

THE EFFECT OF E-SERVICE QUALITY AND CUSTOMER SATISFACTION ON REPURCHASE INTENTION THROUGH ONLINE CONSUMER REVIEW AS INTERVENING VARIABLES IN THE MARKETPLACE SHOPEE

Mahyunnisa yunus^{1*}

Amrin Fauzi²

Endang Sulistya Rini³

^{1,2,3}Masters Program in Management Science, Faculty of Economics and Business,
University of North Sumatra, Indonesia

e-mail: mahyunnisa95@gmail.com

*Correspondence: mahyunnisa95@gmail.com

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Abstract. The purpose of this study was to determine the effect of e-service quality and customer satisfaction on repurchase intention through online consumer reviews tool as an intervening variable on the marketplace Shopee. The population in this study were women aged 20-35 years and had purchased and used the marketplace Shopee at least 2 times in Medan City with a total sample of 190 respondents. The sampling technique in this study was the sample taken with a non-probability sampling design. The type of non-probability sampling used was accidental sampling. The results show that E-service quality has a positive and significant effect on online consumer reviews on the marketplace Shopee. Customer satisfaction has a positive and significant effect on online consumer reviews on the marketplace Shopee. E-service quality has a positive and insignificant effect on repurchase intention in the marketplace Shopee. Customer satisfaction has a positive and significant effect on repurchase intention in the marketplace Shopee. Online consumer reviews have a positive and significant effect on repurchase intention in the marketplace Shopee. E-service quality has a positive and significant effect on repurchase intention through online consumer reviews as an intervening variable in the marketplace Shopee. Customer satisfaction has a positive and insignificant effect on repurchase intention through online consumer reviews as an intervening variable in the marketplace Shopee.

Keywords: e-service quality; customer satisfaction; repurchase intention; online consumer review; marketplace Shopee.

INTRODUCTION

The development of technology and information in the form of media online is currently growing rapidly. This can be seen by the increasing number of internet users in Indonesia ranging from children, teenagers, students, and parents (adults) (Schrum & Levin, 2013). Everything can be obtained from media online, including information that supports activities in the world of commerce which is often also called e-marketplace.

The trend has become a new phenomenon in the shopping paradigm in Indonesian society today (Sari, Utama, & Zairina, 2021). People prefer shopping online to visiting the store directly to buy the goods they want. Moreover, communicating products and services through online shops is now mostly done by marketers. The trend of shopping online gives rise to many marketplaces emerging in Indonesia (Teofilus, Sutrisno, Hongdiyanto, & Wananda, 2020), including Shopee, Lazada, Tokopedia, Bukalapak, Blibli, Zalora, JD ID and so on. One of the marketplaces that is quite popular today in Indonesia is Shopee. Shopee is a marketplace that sells goods through an application that must be connected to the internet.



Figure 1. Top 10 E-commerce in Indonesia

2020

In Figure 1 it can be seen that Shopee is at the top of the marketplace that is in demand with the highest number of people using and downloading reaching 71.53 million. However, this is different from the results of the Top 10 e-commerce in Indonesia which are the most popular according to data from (Maulana & Susandy, 2019) where Shopee was not at the top of the list like the results of the previous year's survey, but is in second place under the marketplace, competitors namely Tokopedia.

According to (Abinowi, 2020) the number of Shopee visitors was recorded at 127.4 million in the first quarter of 2021, the number decreased by 1.47 percent compared to the previous quarter which was 129.3 million visits. This phenomenon occurs due number to the decreasing of Shopee application visitors (Pearce, 2012), because the quality of electronic services provided by Shopee has not met the needs and expectations of consumers such as users who have difficulty accessing the Shopee application, the products provided do not match the photos displayed, and submitting complaints and waiting for the replay chat from the seller are too long. Retaining customers is not easy. There needs to be efforts and steps in carrying out business activities in order to have repurchase intention for the product. Repurchase intention is the result of consumer attitudes or behavior towards the performance of the services they consume (Hume, Mort, & Winzar, 2007). Repurchase interest is the consumer's desire to buy or come back to the same provider.

One of the factors that influence repurchase intention is service quality (e-service quality). If consumers are satisfied with the services provided, there will be

opportunities to come to buy services or products again in the future. This indicates that having good service quality will create good customer satisfaction and customer satisfaction can be the biggest key to the company's sales level.

Another factor that can affect repurchase intention is the level of satisfaction ([Wen, Prybutok, & Xu, 2011](#)). Satisfaction High Reflects high product repurchase interest as well. The decision to repurchase arises after consumers try it. The intention to repurchase the product is taken when consumers have a perception that the product they choose is of good quality and can meet or even exceed the desires and expectations of consumers ([Kim, Galliers, Shin, Ryoo, & Kim, 2012](#)). In other words, these products have high value and quality in the eyes of consumers. In taking advantage of this phenomenon, every company must be able to understand consumer behavior in its target market. The next factor that can influence repurchase intention is online consumer review. Online consumer reviews are important for consumers when consumers cannot judge a product personally, consumers can rely on online consumer reviews. Online consumer reviews are reviews given by consumers related to information from evaluating a product about various aspects, with this information consumers can get the quality of the product they are looking for from reviews and experiences written by consumers who have purchased products from sellers online ([Ambarwati & Pradana, 2021](#)).

Shopee has made efforts to improve service quality by using an integrated and

recorded online system. However, it turns out that not a few consumers complain about e-service quality Shopee when submitting a complaint, such as when a buyer has to wait for a reply from the seller. The thing that consumers often complain about is how slow and indecisive customer service is in serving complaints, so many users feel disadvantaged.

Based on the description above, the present study was made with the title "The Effect of Online Consumer Review and E-Service Quality to Repurchase Intention through Customer Satisfaction as variable and intervening in the Marketplace Shopee.

METHODS

This research used a quantitative approach. The population in this study were women aged 20-35 years and had bought and used the marketplace Shopee at least two times in Medan. The sampling technique in this study was the sample taken with a non-probability sampling design. The type of non-probability sampling used was accidental sampling. The number of samples in this study were 190 respondents. To test the hypothesis in this study, the researchers used the method Structural Equation Modeling (SEM).

RESULTS AND DISCUSSION

Table 1. Validity Test Results

Variables	Questions	R _{count}	R _{table}	Description
E-Service Quality (X1)	Question 1	0.846	0.361	Valid
	Question 2	0.859	0.361	Valid
	Question 3	0.893	0.361	Valid
	Question 4	0.836	0.361	Valid
	Question 5	0.951	0.361	Valid
	Question 6	0.897	0.361	Invalid
	Question 7	0,893	0,361	Valid
Customer Satisfaction (X2)	Question 1	0.856	0.361	Valid
	Question 2	0,885	0,361	Valid
	Question 3	0,806	0,361	Valid
	Question 4	0.839	0.361	Valid
	Question 5	0.926	0.361	Valid
	Question 6	0.914	0.361	Valid
Online Consumer Review (Z)	Question 1	0.832	0.361	Valid
	Question 2	0.858	0.361	Invalid
	Question 3	0.888	0.361	Invalid
Repurchase Intention (Y)	Question 1	0.768	0.361	Valid
	Question 2	0.851	0.361	Invalid
	Question 3	0.837	0.361	Invalid

Source: Primary Data (processed), 2021.

Based on variables of e-service quality (X1), customer satisfaction (X2), online

consumer review (Z), and repurchase intention (Y) will be valid because it has been proven that $R_{count} > R_{table}$.

Table 2. Reliability Test Results

Variable	Reliability Coefficient	Cronbach's Alpha	Description
E-Service Quality (X1)	7 Questions	0.949	Reliable
Customer Satisfaction (X2)	6 Questions	0.933	Reliable
Online Consumer Review (Z)	3 Questions	0.822	Reliable
Repurchase Intention (Y)	3 Questions	0.754	Reliable

Source: Primary Data (processed), 2021.

Based on the table above, the questionnaire on the variables of e-service

quality (X1), customer satisfaction (X2), online consumer review (Z), and repurchase intention (Y) is reliable because it has been

proven that Cronbach's alpha > 0.6.

Table 3. Characteristics of Respondents Based on Age

Age	Total (People)	Percentage
20-25 Years	83	43.68%
26-30 Years	60	31.58%
31-35 Years	47	24.74%
Total	190	100%

Source: Data Processed (October, 2021)

People in Medan who used and made purchases online at Shopee in this study were respondents aged 20-25 years as many as 83 people (43.68%), aged 26-30

years as many as 60 people (31.58%) and 31-35 years as many as 47 people (24.74%). It can be concluded that in this study the majority of those who shopped online were aged 20-25 years.

Table 4. Characteristics of Respondents Based on Number of Online Purchases

Number of Purchases	Total (People)	Percentage
2-5 Purchases	26	13.68%
6-10 Purchases	69	36.32%
> 10 Purchases	95	50.00%
Total	190	100%

Source: Processed Data (October, 2021)

People in Medan who used and made purchases online at Shopee in research based on the number of purchases were 26 people (13.68%) who made purchases about 2-5 times, 69 people (36.32%) who

made purchases about 6-10 times, and purchases above 10 times as many as 95 people (50%). It can be concluded that in this study the majority of those who made purchases at Shopee were more than 10 times purchasing.

Table 5. Convergent Validity

Variable	Indicator	Outer Loading	Description
E-Service Quality (X1)	ES1	0.798	Valid
	ES2	0.830	Valid
	ES3	0.785	Valid
	ES4	0.796	Valid
	ES5	0.881	Valid
	ES6	0.805	Valid
	ES7	0.789	Valid

Customer Satisfaction (X2)	CS1	0.818	Valid
	CS2	0.786	Valid
	CS3	0.762	valid
	CS4	0.850	invalid
	CS5	0.867	valid
	CS6	0.835	invalid
Online Consumer Review (Z)	OCR1	0.816	valid
	OCR2	0.768	invalid
	OCR3	0.853	valid
Repurchase Intention (Y)	RIN1	0.805	valid
	RIN2	0.738	invalid
	RIN3	0.854	valid

Source: Primary Data (processed), 2021

The results of Smart PLS data processing are shown in Table 4.7, that the indicators

for each variable in this study have a value loading factor greater than 0.70 and can be said to be valid.

Table 6. Discriminant Validity

	E-Service Quality	Customer satisfaction	Online Consumer Review	Repurchase Intention
ES1	0.798	0.755	0.661	0.646
ES2	0.830	0.753	0.643	0.682
ES3	0.785	0.718	0.664	0.606
ES4	0.796	0.744	0.656	0.612
ES5	0.881	0.803	0.757	0.673
ES6	0.850	0.702	0.669	0.632
ES7	0.789	0.669	0.660	0.585
CS1	0.734	0.818	0.643	0.668
CS2	0.786 0.596 0.649			0.707
CS3	0.647	0.762	0.554	0.632
CS4	0.790	0.850	0.648	0.694
CS5	0.796	0.867	0.746	0.744
CS6	0.664	0.835	0.695	0.770
OCR1	0.681	0.710	0.816	0.617
OCR2	0.565	0.576	0.768	0.534
OCR3	0.853	0.686	0.732	0.665
RIN1	0.607	0.658	0.630	0.805
RIN2	0.536	0.566	0.506	0.738

RIN3	0.716	0.741	0.651	0.854
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Source: Primary Data (processed), 2021)

Based on Table 6, the results cross loading show that the correlation value of the construct with its indicators is greater than the correlation value with other constructs. Thus, all constructs or latent variables already have good discriminant validity, where the indicators in the construct indicator block are better than indicators in other blocks.

Significance Test (T Statistics)

To Know whether a hypothesis can be accepted or rejected can be done by paying

attention to the significance value between constructs, t-statistics, and p-values. In this way, the estimation of measurement measurements and standard errors are no longer calculated with statistical assumptions, but are based on empirical observations. These values can be seen from the results of bootstrapping. The hypothesis is accepted if the significance value of t-values is greater than 1.96 and or the p-values are less than 0.05, then Ha is accepted and Ho is rejected and vice versa.

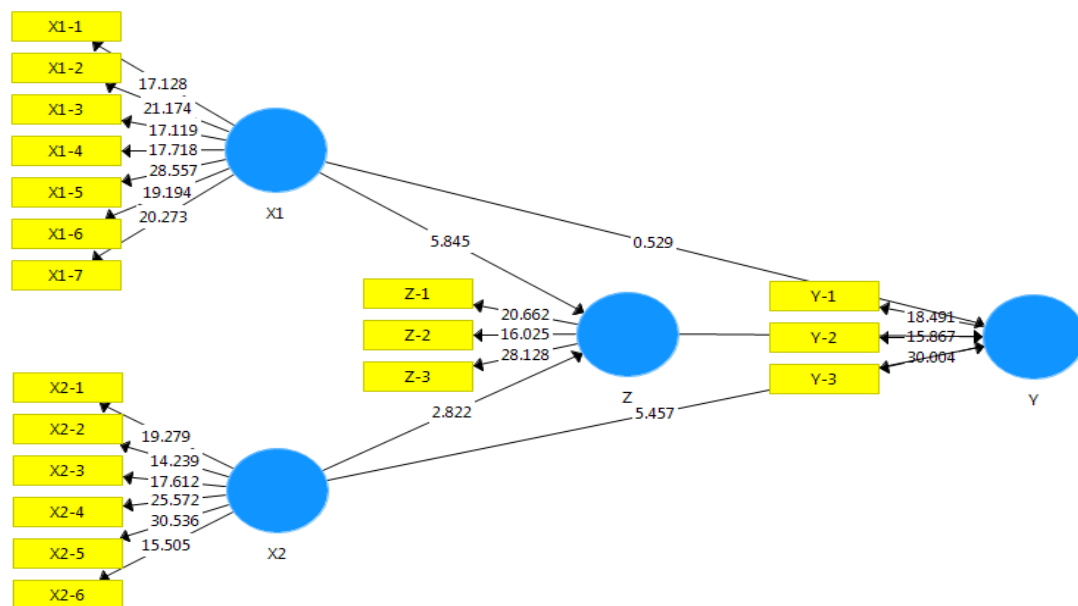


Image Results Research Model

Table 7. Value Path Coefficients

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
$X_1 \rightarrow Z$	0.5685.845		0.099	0.578	0.000
$X_2 \rightarrow Z$	0.284	0.098		0.277	0.005

	2.822				
$X_1 \rightarrow Y$	0.056	0.071	0.106	0.529	0.597
$X_2 \rightarrow Y$	0.588	0.568	0.108	5.457	0.000
$Z \rightarrow Y$	0.232	0.235	0.086	2.697	0.007

Source: Primary Data (processed), 2021.

Based on the above table it can be seen that:

1. Variables e-service quality (X_1) positive and significant impact on the online consumer review (Z) with t-statistic value is $5.845 > 1.96$ and significant value is $0.000 < 0.05$. This means that if the variable e-service quality (X_1) increased 1 unit, the online consumer review (Z) will be increased by 0.578.
2. Variable customer satisfaction (X_2) positive and significant impact on the online consumer review (Z) with a value of t-statistic of $2.882 > 1.96$ and significant value $0.005 < 0.05$. This means that if a variable customer satisfaction (X_2) increased 1 unit, the online consumer review (Z) will be increased by 0.277.
3. Variables E-service quality (X_1) and no significant positive effect on repurchase intention (Y) with a value of t-statistic of $0.529 < 1.96$ and significant value $0.597 > 0.05$. This means that if the variable e-service quality (X_1) increased

1 unit, then repurchase intention (Y) will not be increased by 0.056.

4. Variable customer satisfaction (X_2) and a significant positive effect on repurchase intention (Y) with a value of t-statistic of $5.457 > 1.96$ and significant value $0.000 < 0.05$. This means that if a variable customer satisfaction (X_2) increased 1 unit, then repurchase intention (Y) will increase by 0.588.
5. The Variable online consumer review (Z) has a positive and significant effect on repurchase intention (Y) with a t-statistic value of $2.697 > 1.96$ and a significant value of $0.007 < 0.05$. This means that if the variable online consumer review (Z) is increased by 1 unit, then repurchase intention (Y) will increase by 0.232.

Testing Intervening Variables with Specific Indirect Effects

To find out how online consumer reviews as an intervening variable can be seen in Table 4.15 below:

Table 8. Indirect Specific Effect Values

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
$X_1 \rightarrow Z \rightarrow Y$	0.134	0.134	0.055	2,430	0.015
$X_2 \rightarrow Z \rightarrow Y$	0.064	0.067	0.034	1.873	0.062

Source: Primary Data (processed), 2021.

Based on the table above, it can be seen that:

1. Variable e-service quality (X_1) had a positive and significant effect on repurchase intention (Y) through online

consumer reviews (Z) as the intervening variable with a t-statistic value of 2,430 > 1.96 and a significant value of 0.015 < 0.05. This means that there was a direct influence.

2. Variable customer satisfaction (x_2) and a significant positive effect on repurchase intention (Y) through the online consumer review (Z) as an intervening variable with a value of t-statistic of 1.873 < 1.96 and significant value 0.062 > 0.05. This means that there was no direct influence.

Effect of E-Service Quality Of Online Consumer Review

Hypothesis in this study stated that variable e-service quality positive and significant effect on the variable of online consumer reviews. After the estimation in this study, it can be proven that the coefficient value was 0.578 with a significance value of 0.000 (0.000 < 0.05). So that the results of this hypothesis test indicate that the hypothesis was accepted. That is, the variable e-service quality showed a positive and significant influence on the variable online consumer review.

Influence Customer Satisfaction of Online Consumer Review

The hypothesis in this study stated that the variable customer satisfaction and significant positive effect on the variable of online consumer reviews. After the estimation in this study, it can be proven that the coefficient value was 0.277 with a significance value of 0.005 (0.005 < 0.05). So that the results of this hypothesis test indicate that the hypothesis was accepted.

That is, the variable customer satisfaction showed a positive and significant influence on the variable online consumer review.

Effect of E-Service Quality to Repurchase Intention

Hypothesis in this study stated that variable e-service quality positive and significant effect on the variable repurchase intention. After the estimation in this study, it can be proven that the coefficient value was 0.056 with a significance value of 0.597 (0.597 > 0.05). So that the results of this hypothesis test indicate that the hypothesis was rejected. That is, the variable e-service quality showed a positive and insignificant effect on the variable repurchase intention.

Influence Customer Satisfaction of Repurchase Intention

The hypothesis in this study stated variable customer satisfaction and significant positive effect on variables. After the estimation in this study, it can be proven that the coefficient value was 0.588 with a significance value of 0.000 (0.000 < 0.05). So that the results of this hypothesis test indicate that the hypothesis was accepted. That is, the variable customer satisfaction showed a positive and significant effect on the variable repurchase intention.

Effect of Online Consumer Review of Repurchase Intention

Hypothesis in this study stated that variables online consumer reviews and significant positive effect on variables. After the estimation in this study, it can be proven that the coefficient value was 0.232

with a significance value of 0.007 ($0.007 < 0.05$). So that the results of this hypothesis test indicate that the hypothesis was accepted. That is, the variable online consumer review showed a positive and significant effect on the variable repurchase intention.

Effect of E-Service Quality to Repurchase Intention Through Online Consumer Review

The hypothesis in this study started that the variable e-service quality has a positive and significant effect on the variable repurchase intention through online consumer reviews. After the estimation in this study, it can be proven that the coefficient value was 0.134 with a significance value of 0.015 ($0.015 < 0.05$). So that the results of this hypothesis test indicate that the hypothesis was accepted. That is, the variable e-service quality showed a positive and significant influence on the variable repurchase intention through online consumer reviews.

Effect of Customer Satisfaction Toward Repurchase Intention Through Online Consumer Review

The hypothesis in this study states that the variable customer satisfaction has a positive and significant effect on the variable repurchase intention through online consumer reviews. After the estimation in this study, it can be proven that the coefficient value was 0.064 with a significance value of 0.062 ($0.062 > 0.05$). So that the results of this hypothesis test indicate that the hypothesis was accepted. That is, the variable customer satisfaction showed a positive and insignificant effect

on the variable repurchase intention through online consumer reviews.

CONCLUSIONS

The results of this study aim to analyze the effect of e-service quality and customer satisfaction on repurchase intention through online consumer reviews as intervening variables. Based on the results of research and discussion, it can be concluded as follows:

1. E-service quality has a positive and significant effect on online consumer reviews on the marketplace Shopee.
 2. Customer satisfaction has a positive and significant effect on online consumer reviews on the marketplace Shopee.
 3. E-service quality has a positive and insignificant effect on repurchase intention in the marketplace Shopee.
 4. Customer satisfaction has a positive and significant effect on repurchase intention in the marketplace Shopee.
 5. Online consumer reviews have a positive and significant effect on repurchase intention in the marketplace Shopee.
 6. E-service quality has a positive and significant effect on repurchase intention through online consumer reviews as an intervening variable in the marketplace Shopee.
 7. Customer satisfaction has a positive and insignificant effect on repurchase intention through online consumer reviews as an intervening variable in the marketplace Shopee.
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