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Analysis of the Effect of E-service Quality, Digital Marketing, Trust, On Repurchase Interest with Customer Satisfaction as An Intervening Variable

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ABSTRACT

The purpose of this study is to analyze the influence of *e-service quality*, *digital marketing* and trust on shopee application repurchase interest with customer satisfaction variables as intervening variables. The study involved 101 respondents with the characteristics of Shopee users who had transacted at least 1 time. Researchers use the Strutural Equation Model - AMOS as a technique used to analyze measurements and structural models. The results of this study show that *e-service quality* does not affect customer satisfaction, then trust does not affect customer satisfaction, then *digital marketing* has a positive and significant effect on customer satisfaction. And the variable of customer satisfaction has a positive and significant effect on the interest in repurchasing the Shopee application.

Keywords : *E-service quality*, *digital marketing*, trust, customer satisfaction and repurchase interest

I. INTRODUCTION

Nowadays, technology and information from year to year show a significant increase. One of his findings, the internet, has succeeded in bringing changes to society in various aspects of daily life. Based on data from (databooks.katadata.com, 2022) internet users in Indonesia in 2018 were only 132.7 million users, in 2019 it increased to 150 million users and until 2022 it increased to 204.7 million people. The following is described in **table form 1.1**

Table 1. Internet Use in Indonesia in the period 2018-2022

No.	Year	Million users
1	2018	132,7
2	2019	150
3	2020	175,4
4	2021	202,6
5	2022	204,7

These activities shape the online lifestyle in society, such as shopping activities that were once only known through physical stores, now carried out online The buying and selling process that used to

require us to. Face to face, now it has only become limited to clicks on gadgets that are integrated with internet technology. This affects consumer behavior, from shopping in person or conventionally to shopping online. Based on data from (databoks.katadata.co.id, 2021) here is a list of the 10 highest countries in the world in the use of *e-commerce*. The following is described in table form **1.2**

Table 2. List of 10 Highest E-Commerce Use Countries

No.	Name	Percentage
1	Indonesian	88,1
2	English	86,9
3	Philippines	86,2
4	Thailand	85,8
5	Malaysia	85,7
6	German	84,9
7	Irish	84,9
8	South Korea	84,1
9	Italian	82,9
10	Polish	82,9

In **table 1.2** Indonesia topped the list in the most *E-Commerce* usage in the world. *E-commerce* in Indonesia is very rapid with an increase in sales transactions that are always increasing. Electronic commerce or e-commerce transactions in Indonesia from year to year have increased significantly, according to databoks. Katadata.co.id shows that Indonesia's e-commerce transactions reached IDR 266.3 trillion in 2020. *E-commerce* has several types, one of which is Customer to *Customer (C2C),* where consumers can not only buy products in e-commerce but consumers can also easily sell their products to other consumers. In Indonesia, one of the *e-commerce* companies that implement the C2C form is Shopee. Shopee is one of the marketplace applications that consistently ranks first on iOS and Androeid platforms (iPrice Group, 2019). Shopee CEO, Chris Feng said Shopee is one of many parties that take advantage of the E-commerce business opportunity by enlivening the mobilemarketplace segment through their mobile applicationto make it easier Shopee is a platform specifically designed to provide an easy, safe and fast online shopping experience. Users are also facilitated with a complete product browsing system in a variety of search options. In the first quarter of 2022, shopee became the top 10 application for *e-commerce* in the 2nd largest rank in Indonesia. The following is described in **figure 1.**

Figure 1. List of 10 biggest *E-commerce* in Indonesia in 2022

A preliminary survey conducted to dig deeper and find out the variables that influence the behavior of Continuance Intention on the Shopee e-commerce platform. The survey involved 20 Shopee users by answering questions related to *Continuance intention*, namely *e-service quality, digital marketing*, *perceived usefulness*, *social pressure*, product quality, emotional, price perception, sales promotion,

Table 3 Pre-Survey Results

Question	Variable	Agree	Disagree
Conditions that facilitate Shopee such as proof of transaction, clear delivery	*e-service quality*	90%	10%

tracking make me helped and want to continue using the application			
Transacting through Shopee is easy and practical	*Perceived usedfullness*	80%	20%
I use *the Shopee* app because of environmental influences	*Social pressure*	75%	25%
I feel that the Shopee application has a good appearance, especially in providing information about products, promotions, and procedures for using the application properly and correctly	*Digital Marketing*	90%	10%
Shopee application always provides attractive promos	sales promotion	80%	20%
My experience after using Shopee for shopping is satisfying	Customer satisfaction	90%	10%
The price of products offered in the Shopee application is relatively cheaper than buying at offline stores	Price Perception	85%	15%
Shopee application has many products that meet expectations	Product quality	80%	20%
I use the Shopee application because I am consumptive	emotional	70%	30%
Shopee is the best *e-commerce* in Indonesia	*Trust*	95%	5%

Source : Pre Survey 2022

Based on the results of the preliminary survey that will be used as a variable is a variable with a ≥ value of 90% for those who answer "yes". Of the 8 questions in the preliminary survey that represent *continuance intention*, the largest value is in the variables *of e-service quality*, *digital marketing*, trust andcustomer satisfaction.

Hypothesis Development:

H1 : The variable *e-service quality* has a positive and significant effect on customer satisfaction

H2 : Digital *marketing* variables have a positive and significant effect on customer satisfaction

H3 : Trust variables have a positive and significant effect on customer satisfaction

H4 : Customer satisfaction variables have a positive and significant effect on repurchase interest

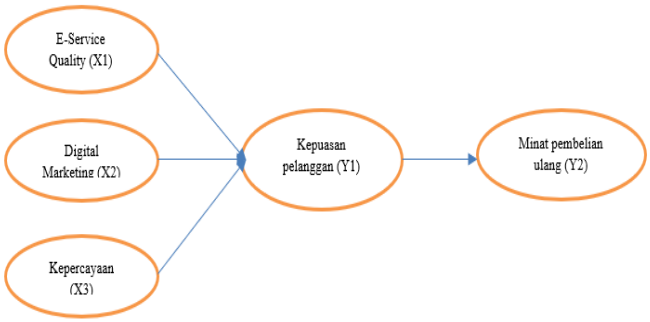

Figure 2 Research Framework

II. METHODS AND MATERIALS

Empirical studies were conducted to take samples using purposive sampling techniques. The population in this study is Shopee application users or users in Indonesia. The analysis method is carried out using two descriptive methods, namely the description of the respondent and variables. The hypothesis was tested using AMOS-based Structural Equation Modelling (SEM). Sampling using the ancient rao formula (Sugiyono, 2015) because the population of Shopee application usage in Indonesia is unknown:

$$n = \frac{Z^2}{4(moe)^2}$$

Until a minimum number of responses is obtained, namely 100 respondents. Dissemination of questionnaires with google form to 100 respondents. In this study, *the variable e-service quality* was measured by four indicators, namely *efficiency*, *fullfillment*, *system available*, and *privacy* (Parasuraman, 2005). Digital marketing variables are measured by six indicators, namely *search engine* marketing, online *PR, online partnership*, *interactive advertising*, *opt-in-email* marketing and *social media marketing* (Chaffey, 2015). Trust variables are measured by four indicators of *benevolence*, *ability*, *integrity*, and *willingness to depend* (Kotler and Keller, 2016).

III.RESULTS

1.1. Characteristics of Respondents

Respondents were addressed to Shopee application users. Respondents in the study were 101 users

Table 4. Characteristics of Respondents

Characteristic		Total	Percentage
Gender	man	38	37. 6%
	woman	63	62. 4%
	Total	101	100.00%
Age	17 - 22 years old	6	5.9%
	23 - 28 years old	84	83.2%
	29 - 34 years old	8	7.9%
	35 - 40 years old	3	3.0%
	Total	101	100.00%
Education	High School / Vocational School	6	5.9%
	Diploma	11	10.9%
	S1	74	73.3%
	S2	10	9.9%
	Total	101	100%
Revenue Per month	< IDR 2,000,000	13	12.9%
	IDR 2,000,001 - IDR 3,000,000	14	13.9%
	IDR 3,000,001 - IDR 4,000,000	13	12.9%
	IDR 4,000,001 - IDR 5,000,000	21	20.8%
	> IDR 5,000,000	40	39.6%
	Total	101	100.00%
Shopee	Yes	56	55.4%

App Active Users	Sometimes	43	42.6%
	Once	2	2.0%
	Total	101	100.00%

Source: Questionnaire Processing Results

1.2. Measurement Model

1.2.1. Confirmatory Factors Analyst Exogenous

A questionnaire is said to be valid if the question or statement in the questionnaire is able to reveal something that will be measured by it. The measurement if the CFA (*Confirmatory Factor Analysis*) meets the requirements such as the weight in If the *loading factor* ≥ 0.50 then it can be said to be valid. Here are **the 3** validity tests depicted for *loading factors* indicators:

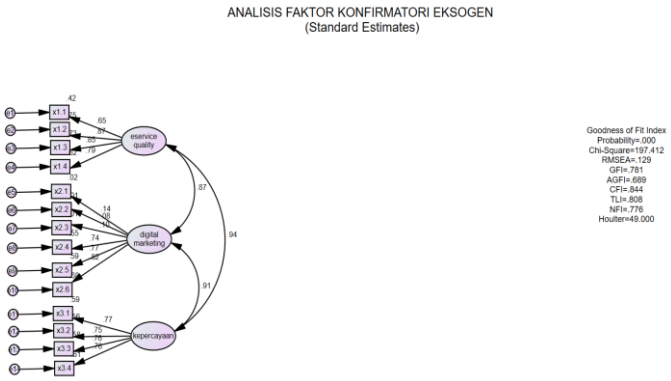

Figure 3. Exogenous Measurement Model

Figure 4.5 for indicators on X2.1, X2.2, and X2.3 has a *loading factor* below 0.5. If there is a *Heywood case* as above, the indicators in these variables can be evaluated by means of *a discrimant indicator*. The following is in **figure 4** of the CFA test after *discrimant indicators* are carried out :

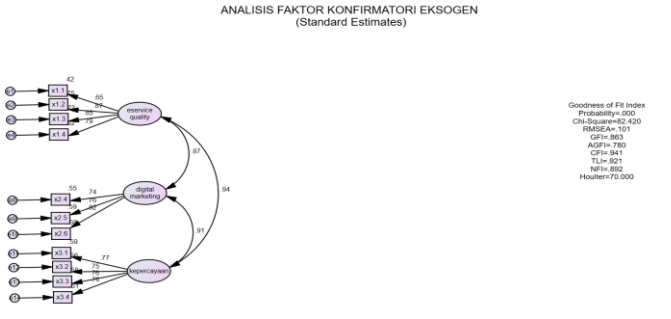

Figure 4. Evaluation of Exogenous Measurement Models

1.2.2. Confirmatory Factors Analyst Endogenous

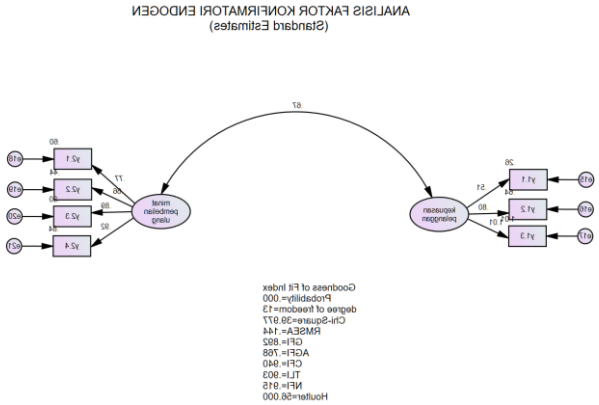

Figure 5. Endogenous Measurement Model

From the results of the CFA Measurement test on endogenous variables from this study that all *loading factor* indicators are ≥ 0.50, the measurement analysis test above is declared good.

1.2.3. Confirmatory Factors Analyst Full Model

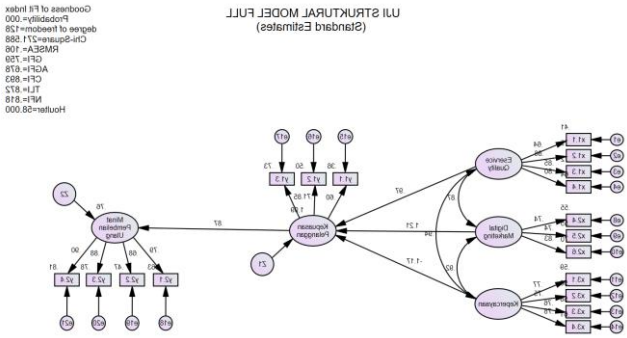

Figure 6 Measurement Model Full Model

From **figure 6** we can see that all indicators have a *loading factor* of ≥ 0.5 and the indicators used in this study are all acceptable.

1.2.4. Goodness of Fit Index

For the *Goodness of Fit Index* assessment proposed by Ghozali (2011) can be described in **table 5** as follows:

Table 5. Goodness Of Fit Index

Goodness of Fit Indicators	Criterion	Result	Information
Degree of Fredom (DF)	Value (+)	128,000	Fit
(Chi -	Expected	271,588	Not Fit

Square)	to be small		
Significance of Probability	≥ 0.05	0.000	Not Fit
CMIN/DF	≤ 2.00	2. 122	Not Fit
GFI	≥ 0.90	0.759	Marginal Fit
RMSEA	0.05 – 0.08	0.106	Not Fit
AGFI	≥ 0.90	0.678	Not Fit
TLI	≥ 0.90	0.872	Marginal Fit

In the *Goodness of fit* assessment, the value on for *significant probability* and *Chi-Square* does not match the criteria. For the Chi-Square value with DF 128 is at a value of 127,333 so the Chi-Square value is above far so the *Chi-Square* value is considered not fit. In addition the values for AGFI, CMIN/DF, RMSEA, Probability also do not have values that are not Fit. For GFI and TLI are in marginal fit, which can be said to remain acceptable, since the value is close to the fit criteria.

1.2.5. Normality

Evaluation of data normality was carried out using *a critical ratio* value of ± 2.58 (Santoso, 2021). The data is said to be normally distributed if the *critical ratio* value is below ± 2.58.

Table 6. Assestment of Normality

Variables	skew	c.r.
y1.1	-.340	-1.393
y1.2	-.394	-1.615
y1.3	-.253	-1.038
y2.4	-.530	-2.174
y2.3	-.551	-2.259
y2.2	-.270	-1.109
y2.1	-.562	-2.307
x2.6	-.602	-2.471
x2.5	-.310	-1.273
x3.4	-.595	-2.443
x3.3	-.335	-1.376
x3.2	-.282	-1.156
x3.1	-.356	-1.462
x2.4	-.437	-1.791
x1.4	-.253	-1.038
x1.3	-.239	-.980
x1.2	-.274	-1.125
x1.1	-.327	-1.341

Based on **table 6**, all indicators in use have *a critical ratio* (c.r) value for positive values below +2.58 and while those with negative values are greater from -2.58. So it can be said that the data used in this study includes data that is normally distributed.

1.2.6. Outlier Test

The mahalanobis distance (*The Mahalanobis Distance*) for each observation can be calculated and will show the distance of an observation from the average of all variables in a dimensional space (Ferdinand, 2014). The costanobis distance test based on the chi-square value at free degree 16 (number of indicators) with the value of p = 0.001 or χ^2 (0.001;21) is 39.25. The following outlier test results are described in **table 7**

Table 7. Outlier Test

Observation number	Mahalanobis d-squared
6	50.371
28	49.924
25	49.501
7	42.644
85	36.328
44	35.981
1	34.618
70	30.668
56	29.529
67	28.405
74	27.809

Observation number	Mahalanobis d-squared
29	26.717
48	26.635
87	26.116
95	26.075
33	25.833
9	25.319
41	24.905
64	24.416
27	23.765
13	23.183
96	23.051
73	22.940
32	22.279
45	22.206
50	22.194
90	21.737
88	21.625
59	21.419
54	20.411
89	19.905
66	19.893
101	19.239
31	19.207
77	19.199
42	18.990
36	18.505
97	18.474
68	18.282
10	18.144
60	17.924
79	17.759
11	16.924
80	16.710
35	16.670
58	16.318
62	16.089

Observation number	Mahalanobis d-squared
15	16.078
86	16.059
22	15.885
78	15.827
14	15.653
4	15.645
8	15.631
2	15.382
16	15.218
18	15.111
53	14.693
20	14.660
91	14.556
75	14.114
19	11.914
61	11.851
3	11.388
47	11.083
71	9.950
51	9.619
30	9.214
52	9.214
21	8.185
12	7.854
37	7.627
69	7.609
46	7.603
92	7.342
39	6.789
72	6.706
57	5.730
49	5.634
55	5.485
98	5.473
24	5.012
63	4.685

Observation number	Mahalanobis d-squared
100	4.685
93	4.524
81	4.375
82	4.096
84	3.349
94	3.349
5	3.002
17	3.002
23	3.002
34	3.002
43	3.002
65	3.002
83	3.002
99	2.999
26	.573
38	.573
40	.573

Based on the data in **table** 7, the expensive values in respondents 6, **7**, 25 and 28 are below the chi square value of 39.25. Then the data must be eliminated so that data outlier does not occur. The following are the respecification results from the outlier test after deletion of respondents 6,7,25 and 28.

Table 8. Outlier Test Respecification

Observation number	Mahalanobis d-squared
81	38.421
40	36.271
1	34.034
69	33.193
66	32.251
63	32.119
52	30.641
70	30.068
44	28.745
91	28.261
25	27.905
37	27.904
7	27.629
29	26.713
83	26.601
60	26.207
24	25.497
92	25.039
86	24.772
11	24.584
46	23.501
41	23.406
84	23.370
32	23.210
93	22.869
28	22.447
62	22.054
38	21.927
73	21.476
54	21.308
6	21.242
56	21.239
85	21.086
12	21.074
55	20.985
50	20.974
27	20.949
14	20.505
8	20.301
97	19.647
2	19.410
31	19.087
64	18.960
76	18.137
20	17.970

Observation number	Mahalanobis d-squared
9	17.955
58	17.645
17	17.340
75	17.075
13	16.874
74	16.796
82	16.721
18	16.202
49	15.518
4	15.393
87	15.240
16	15.205
3	14.255
71	14.049
57	11.529
43	11.073
67	10.189
47	10.069
26	9.189
48	9.189
19	9.000
33	8.811
10	8.644
42	8.182
88	7.613
65	7.502
68	7.138
35	6.943
51	6.276
22	5.778
53	5.644
45	5.578
94	5.415
89	5.135
59	5.027
96	5.027
77	4.330
78	4.157
80	3.303
90	3.303
95	3.195
5	3.195
15	3.195
21	3.195
30	3.195
39	3.195
61	3.195
79	3.195
23	.534
34	.534
36	.534
72	.534

Based on the data in **table 8**, all mahalanobis values are below the chi square value of 39.25. What can be concluded is that the data in this study does not have data that has an outlier value.

1.3. Model Respecifications and Modifications

To modify the model, it can be seen through *Modification Indices* (M.I) if the indicator has a large residual value or that often appears, the indicator can be eliminated (Haryono et al, 2012). According to Saris, Satorra and Sorbom (in Nurwulandari and Darwin, 2020) the value contained in each MI is an expectation to improve models that are not yet fit to fit. MI information can be carried out as a basis for model respecifications. Unnatural values such as

larger or smaller values can be used as a basis for eliminating indicators.

Stage 1

Table 9. First Stage Indices Modification

	M.I.
Z1	8.101
Belief	5.229
Z1	6.407
Z2	6.312
Z2	4.602
E16	38.222
E16	5.169
E16	4.246
E17	6.664
E21	10.671
E21	4.438
Z2	11.122
E16	5.439
E17	9.618
e20	6.490
Z2	10.617
e18	6.214
Z2	6.274
E21	4.046
Digital_Marketing	4.975
Z2	5.060
E17	6.809
E9	6.788
e13	4.342
e18	5.977
E14	5.775
E11	10.212
E12	8.333
Z2	11.389
E16	4.203
E21	6.655
e20	5.304
e18	5.912
E12	8.081
E11	9.423
e15	4.849
e13	5.467

Stage 2

Table 10. Second Stage Indices Modification

	M.I.
E21	9.124
E21	5.032
Z2	7.689
E17	10.866
e20	5.648
Z2	4.041
e18	7.558
Z2	5.993
E21	4.042
Digital_Marketing	6.461
E17	5.727
E9	5.807
e13	4.406
e18	4.569
E14	5.242
E11	10.698
e20	4.466
E12	8.829
Z2	5.754
E21	4.342
e18	5.361
E12	8.139
E11	8.467

	M.I.
e15	4.001
e13	5.397

Stage 3

Table 11. Third Stage Indicies Modification

	M.I.
e20	8.953
e19	5.031
e18	7.676
e18	10.854
e18	5.611
e10	4.411
e10	8.659
E12	4.777
e8	4.432
E3	5.674
E3	4.007
E3	7.234
E2	6.488
E2	4.495
E2	4.824
E2	5.144
E1	4.104
E1	5.246

Stage 4

Table 12. Fourth Stage Modification Indicies

	M.I.
E2	8.209
e19	5.910
e19	4.077
E12	4.018
E12	5.341
E3	5.934

	M.I.
E3	6.928
E1	5.227

After 4 stages of respecifying the model by following the reference from *Modification Indices*, then in the new structural model and *goodness of fit index* as:

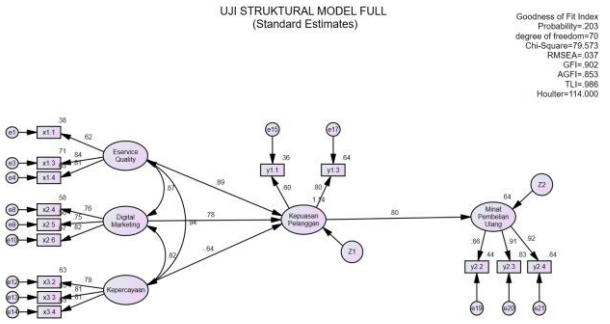

Figure 7. Structural Model Respecification

Table 13. Respecification of **Goodness of Fit Index**

Goodness of Fit Indicators	Criterion	Result	Information
Degree of Fredom (DF)	Value (+)	70,000	Fit
(Chi - Square)	Expected to be small	79,573	Not Fit
Significance of Probability	≥ 0.05	0.20 3	Fit
CMIN/DF	≤ 2.00	1. 137	Fit
GFI	≥ 0.90	0.902	Fit
RMSEA	0.05 – 0.08	0.037	Close Fit
AGFI	≥ 0.90	0.853	Marginal Fit
TLI	≥ 0.90	0.986	Fit

The Chi-Square value also decreased to 79,573, although the value is also not included in the fit category, because the *Chi-Square* value also follows the free degree (DF). The value of *Chi-Square* in this study must be below 69,334 to be considered fit.

Joreskog and Sobron in Haryono (2012) say that Chi-Square cannot be used as the only measure of overall fit of the model, one of the reasons is because *Chi-Square* is sensitive against sample size. As the sample size increases, the *Chi-Square* value will increase as well and lead to rejecting the model even though the value of the difference between the sample covariance matrix and the model covariance matrix has minimal or small. *Chi-Square* is also closely related to the value of the degree of freedom, if the degree of freedom is larger, it will affect the value *of Chi-Square*. So it can be said that the *goodness of fit index* above is acceptable and classified as good. And according to Haryono et al (2012) RMSEA < 0.08 is good fit, while RMSEA < 0.05 is close fit.

1.4. Reliability Test

Table 14. Reliability Construct

Variable	Result	Information
E-service quality	0.904	Reliable
Digital Marketing	0.909	Reliable
Belief	0.928	Reliable
Customer Satisfaction	0.803	Reliable
Repurchase Interest	0.926	Reliable

Based on the results of Cronbach's alpha value above, all variables have a value greater than 0.60 , so all variables used in this study can be declared reliable.

1.5. Hypothesis Test

Table 15. Hypothesis Test

Hypothesis	C.R.	P	Information
E-quality Service Towards Customer Satisfaction (H1)	1,471	0,141	No Effect
Digital Marketing Towards Customer Satisfaction (H2)	3,081	0.002	Influential
Trust in Customer Satisfaction (H3)	-1,273	0,203	No Effect
Customer Satisfaction With Repurchase Interest (H4)	8,334	***	Influential

Based on **table 4.25** the coefficients of each variable have positive as well as negative values. The test was carried out by looking at the *critical ratio* on the *regression weight* and *P-value.* For an explanation of the hypothesis test through **table 4.25** it is described as follows.

IV. DISCUSSION AND IMPLICATION

This research shows that *the variable e-service quality* has no effect on customer satisfaction. This is not in line with research according to Jonathan (2013) the variable *e-service quality* has an influence on customer satisfaction (*customer satisfaction*). Further research studied by David (2018) hasil research shows that *e-service quality* has a positive and significant effect on customer satisfaction and on research conducted by Septiani (2020) partially shows that e-service has an influence on customer satisfaction. This research shows that *digital marketing* variables affect customer satisfaction. This is in line with research conducted by Inkriwing et al (2022) which shows that *Digital Marketing* has an influence on customer satisfaction. This research shows that the trust variable has no effect on customer satisfaction. This is not in line with the research of Al-Maghrabi and Dennis (2011) who explained that trust variables have a positive influence on *continuance intention*. The variable c*ontinuance intention* is a post form of

satisfaction (customer *satisfaction*). This research shows that customer satisfaction affects repurchase interest. This is in line with research conducted by Rezael et al (2016), Franque et al (2021) and Ghouri, Tong and Hussein (2021) which explain that *satisfaction* has an influence on *continuance intention*.

V. CONCLUSION AND FUTURE RESEARCH

Conclusion

Based on the introduction, the discussion in the previous chapter and the results of the analysis of the discussion above regarding the p. e-service *quality*, *digital marketing*, trust, and *repurchase* interest in Shopee application with customer satisfaction as *an intervening* variable:

- *E-service quality* does not affect Shopee customer satisfaction
- *Digital marketing* has a positive and significant effect on Shopee customer satisfaction
- Trust has no effect on Shopee customer satisfaction
- Customer satisfaction has a positive and significant effect on repurchase interest in the Shopee application

Future Research

For researchers who will conduct research on similar topics, it is recommended to research by using or adding other factors beyond the factors that have been studied by previous researchers. It can be taken through the variables *Perceived usedfullness, Social Pressure*, emotional, and sales promotion. Furthermore, the researcher also confirmed that the respondents who filled out the questionnaire already had experience that met the criteria. We recommend that researchers provide a target number of questionnaires based on the area of domicile in Indonesia evenly so that the sample really includes representatives of provinces in Indonesia.

VI. LIMITATION

The limitations in this study from the respondents' side are because it categorizes active users with a measure of yes, no, and once once. So it can be said that the measurement is still in a biased category and has not been specific

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