The Power Of Satisfaction And Trust: Unlocking E-WOM's Influence On Consumer Repurchase Intentions In Digital Marketplaces

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***Abstract**.*

The purpose of this research is to investigate how consumer repurchase intention in the setting of e-commerce is impacted by electronic word of mouth (e-WOM), trust, and customer happiness. The demographic of this study is the people who live in the North Banjarmasin District, and the research sample consists of 399 respondents who buy at the marketplace. The study used a quantitative design. An analysis method called structural equation modeling (SEM) is applied. The findings of the study demonstrate the significance of these variables in influencing the intention to repurchase, and e-WOM is recognized as a key tactic for encouraging customers to share pleasant experiences with one another. However, e-WOM is negatively impacted by the possibility of disseminating false information. According to research, e-WOM, trust, and customer happiness all significantly influence the desire to repurchase. Reliability of work, completeness of information, and timeliness of delivery can all be used to gauge this level of confidence.

***Keywords**: Customer Satisfaction, Trust, E-WOM, Purchase Interest and Marketplace.*

I.   INTRODUCTION

A lot of things in life have changed as a result of the advancement of information and communication technology, including the business world. One industry that is expanding quickly is electronic commerce, or e-commerce. Online sales and purchases of goods and services are made possible by e-commerce. This may lead to modifications in a person's communication style, social life in society, and business chances (Arumsari & Ariyanti 2017). The fact that there are more and more Indonesians using the internet each year indicates that the general public is aware of the internet.There are undoubtedly more business chances due to the increased number of internet users, one of which is the extremely promising e-commerce market. E-commerce refers to any online purchasing and selling activity that uses electronic media. Through e-commerce, producers and consumers can purchase or sell the goods and services they desire in a more sensible way. With the release of the XIV Economic Policy Package concerning e-commerce, the government has turned its focus to the growth of this e-commerce phenomena. This bolsters the government's goal of having Indonesia become the nation in Southeast Asia with the greatest potential for digital economy by 2020.Different forms of e-commerce, such as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C), and consumer-to-business (C2B), emerge based on the relationship between buyers and sellers or the demands of each individual. It appears that only a small number of e-commerce categories are growing in Indonesia.

E-commerce in the form of a marketplace is one of them. An online marketplace is a location where vendors can register and offer their goods. The e-commerce system will notify the vendor whether there are purchasers who wish to purchase the things being sold (Putra et al. 2020). Indonesian marketplaces include Lazada, Tokopedia, Shopee, and Bukalapak. Given that fashion products are among the most popular products, Shopee is the marketplace that Indonesians use the most frequently (https://www.sirclo.com/, 2020).When an organization can instill in its customers the desire to make repeat purchases, that is when it may be considered successful. The desire to repurchase a like product, however, fades because there are still a lot of fake products on the market as well as things that differ from the original item pictured. If the business can satisfy clients with the goods and services they receive, they will be more likely to make another purchase. According to Praharjo et al. (2016), purchase intention is a measure of a customer's perceived confidence in acquiring a specific good or service. According to Wang et al. (2018), repurchase

intention refers to a customer's evaluation of whether they would buy the same, comparable, or distinct products again from an online retailer.Electronic word-of-mouth marketing is crucial because it allows satisfied customers to tell others about their positive experiences (Praharjo et al. 2016).

E-WOM communication has drawn a lot of interest lately for a variety of reasons, including how it affects marketing plans (Abubakar, 2016). Customers can learn about the advantages and disadvantages of the business's goods and services. Additionally, electronic word-of-mouth promotes consumer purchasing intents and information gathering about desired goods and services (Tariq et al. 2017). However, in addition to the previously mentioned positive effects, E-WOM also has a detrimental effect on customers' intents to make purchases due to the prevalence of influencers and reviews that express untrue ideas and persuade readers to make purchases. Research (Matute et al. 2016) indicates that Electronic Word of Mouth (E-WOM) has a negative affect on repurchase intentions, whereas findings (Arif, 2019) indicate that E-WOM has a favorable and significant impact on Citilink consumers' repurchase intentions.However, keeping consumers becomes difficult in the cutthroat world of online shopping. Thus, in the context of e-commerce, this study was carried out to investigate the impact of customer happiness, trust, and electronic word of mouth (e-WOM) on repurchase intention. Trust, e-WOM, and customer happiness were selected as research variables because it is thought that these factors significantly impact consumers' intentions to make more purchases. Trust may make customers feel more at ease during transactions, customer happiness can affect customer loyalty, and e-WOM can be a useful tool for promotion.

1.   **Hypothesis Development**

1.1.   **Customer Satisfaction Influences the Marketplace's Intention to Repurchase.**

Due to its effect on client loyalty, customer happiness is highly significant in the competitive marketplace. Benefits that consumers receive from adopting self-service technologies can also influence consumer happiness in an online setting. As a result, there will be more opportunity for consumer sovereignty, which will raise the importance of dedication and trust in online shopping (Chung and Shin, 2010).Following a purchase, customers will assess how their pre-buy expectations and the actual circumstances differ. Professional salespeople need to understand how to assess a buyer's demands, how to welcome fresh ideas, and how psychological pressure might affect a purchase because consumer decisions regarding purchases are extremely complex (Dash et al. 2021).After a product is purchased, one can observe the customer's level of happiness with it. Customers that are happy with their purchase will think it was an intriguing experience and that it was a wise decision. As a result, businesses must maximize their efforts to satisfy customers by enhancing marketing, service, and product quality (Khatoon et al. 2020).

H1: Repurchase intention is positively impacted by customer satisfaction.

1.2.   **Trust Influences the Marketplace's Intention to Repurchase.**

Since consumers frequently perceive risks in online transactions, such as financial risks, product risks, and concerns about privacy and security, trust can play a significant role in their decision-making process (Winch and Joyce, 2006; Bart et al., 2005; Connolly and Bannister, 2008 in Chung and Shin, 2010). The degree of client confidence in conducting business online or through electronic means is known as e-trust (Ribbink et al., 2004). One of the most crucial requirements for success in the marketplace is e-trust. Consumer trust and knowledge are related to the perception that a product has different qualities and the advantages of these different qualities. According to (Sumarwan, 2011), a significant component influencing consumer decisions is their attitudes. The ideas of behavior and belief are strongly linked to the concept of attitude. According to Mowen and Minor in (Sumarwan, 2011), the phrase "consumer attitude formation" frequently refers to the connection that exists between attitudes, beliefs, and behavior.

H2: Purchase intention is positively impacted by trust.

1.3.   **E-WOM Impacts Marketplace Repurchase Intentions.**

Word-of-mouth (WOM) influences client acquisition significantly, both favorably and unfavorably. WOM may therefore be a crucial element in fruitful partnerships. Because it reaches a large number of people quickly, online word-of-mouth (WOM) is far more powerful than offline WOM (Emergence Marketing, 2007 in Chung and Shin, 2010).This is especially relevant to online retail, where customers and sellers are geographically separated, relationships are hard to keep track of, and cyberlaw is ill-defined. Good

WOM communication will result from high levels of commitment and trust (Rauyruen and Miller, 2007; Mukherjee and Nath, 2007; Cater and Zabkar, 2008 in Chung and Shin, 2010).Promotions via E-WOM are perceived by consumers as more reliable and compelling. Any product brand that receives unfavorable online evaluations on any of its websites will suffer considerably, and this is a serious problem for the business. Consumers today speak with one another and share experiences with a larger audience through word-of-mouth. Additionally, these firms provide a wealth of information about their products, which facilitates consumers' ability to research products and read reviews before making a purchase (Setiawan et al. 2014).

H3: Purchase intention is favourbaly impacted by e-wom.

II.   METHODS
2.1.   Research Design

This research is quantitative in nature, meaning that numbers will be used throughout the process, from data collection through data interpretation to result discovery. This research is cross-sectional or one-shot in nature. In order to address research concerns, cross-sectional studies can be conducted by gathering data once, perhaps over the course of a few days, weeks, or months (Sekaran and Bougie, 2013).

2.2.   Population and Research Samples

The population is made up of all the components in the universe that share a common set of traits. The individuals who live in the North Banjarmasin District, where the population density approaches 152,800, are the population under investigation for the sake of research concerns. Although sample units comprise the population of which the sample is a part (Malhotra, 2010). Customers who have made purchases in the marketplace then make up the sampling unit employed in this study.Purposive sampling is the technique of sampling that was employed in this investigation. As per Sekaran and Bougie (2013), purposive sampling is a technique that restricts the kinds of individuals who can furnish the required information; this limitation may arise from the fact that specific categories of individuals possess the information or because the individuals meet the predetermined criteria set by the researchers. Since researchers can select respondents more precisely throughout the sampling process, authors will find it easier to select respondents to be selected when employing this purposive sampling strategy.According to Sugiyono (2011), the Slovin technique—a formula for figuring out the minimal sample size—was used to determine the sample size for this study. Applying the Slovin formula method, which is as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{152.800}{1 + 152.800 \, (0{,}05)^2}$$

$$n = \frac{152.800}{1 + 382} = 398{,}95$$

According to Slovin's calculations on sampling procedure, 399 respondents made up the sample.

The data in this study will be analyzed using the structural equation model (SEM) method, a multivariate statistical technique that combines elements of factor analysis—which presents the idea of immeasurable factors with multiple variables used to estimate a set of dependent relationships that influence each other jointly—and multiple regression, which aims to test the dependent relationship (Hair et al., 2010).

III.   RESULT AND DISCUSSION
3.1.   Result
Validity test results

To ascertain if an indication is legitimate or not, a validity test is conducted (Malhotra, 2010). Approved is one validated indicator. An indicator's level of validity increases with its validity. Given that the loading factor was more than 0.5, the question was deemed genuine (Hair, et al., 2010).

Table 1. Validity Test Results

INDICATOR	R_{HITUNG}	R_{TABLE}	REMARKS
$X_{1.1}$	0,286	0,098	Valid
$X_{1.2}$	0,234	0,098	Valid
$X_{1.3}$	0,240	0,098	Valid

$X_{1.4}$	0,178	0,098	Valid
$X_{2.1}$	0,184	0,098	Valid
$X_{2.2}$	0,244	0,098	Valid
$X_{2.3}$	0,211	0,098	Valid
$X_{2.4}$	0,152	0,098	Valid
$X_{3.1}$	0,148	0,098	Valid
$X_{3.2}$	0,203	0,098	Valid
$X_{3.3}$	0,161	0,098	Valid
$X_{3.4}$	0,196	0,098	Valid
$X_{3.5}$	0,188	0,098	Valid
$X_{3.6}$	0,277	0,098	Valid
$X_{3.7}$	0,159	0,098	Valid
$X_{3.8}$	0,153	0,098	Valid
$X_{3.9}$	0,220	0,098	Valid
$X_{3.10}$	0,207	0,098	Valid
$X_{3.11}$	0,167	0,098	Valid
$Y_{1.1}$	0,252	0,098	Valid
$Y_{1.2}$	0,175	0,098	Valid
$Y_{1.3}$	0,146	0,098	Valid
$Y_{1.4}$	0,214	0,098	Valid
$Y_{1.5}$	0,065	0,098	Invalid
$Y_{1.6}$	0,255	0,098	Valid
$Y_{1.7}$	0,224	0,098	Valid
$Y_{1.8}$	0,159	0,098	Valid
$Y_{1.9}$	0,184	0,098	Valid
$Y_{1.10}$	0,172	0,098	Valid

The analysis of the validity testing of the statement items is shown in Table 1, where one statement item was eliminated due to its invalidity. because the factor loading is less than 0.5, whereas the other ones are deemed legitimate since the r_{hitung} is larger than the r_{table} and have factor loadings above 0.5.

Realibility test results

To ascertain a study's degree of trustworthiness, a reliability test is conducted. A questionnaire's reliability can be measured and used as an indicator of a variable or construct (Malholtra, 2010). Responses to a stable and consistent assertion reveal the degree of reliability. A constructor variable is deemed reliable if the Cronbach alpha value is less than or equal to 0.6. Cronbach alpha is a metric used to quantify the correlation between the answer statements (Malhotra, 2010).

Table 2. Reliability Test Results

Variable	Reliability Coefficient	Remarks
Customer Satisfaction (X_1)	0,133	**Reliable**
Trust (X_2)	0,231	**Reliable**
E-WOM (X_3)	0,213	**Reliable**
Repurchase Intention (Y)	0,134	**Reliable**

Table 2 indicates that all variables were found to be reliable based on the reliability test that was performed. Seeing that each variable has a Cronbach alpha value of at least 0.6 allows one to draw this conclusion. This shows that every statement was deemed appropriate and suitable for use in future studies.

Table 3. Goodness Of Fit Index

Criteria	Results	Cut Off Value	Conclusion
Chi-Square	367,240	Minor	Good
p-value	0,516	$\geq 0,05$	Good
RMSEA	0,000	$\leq 0,08$	Good
GFI	0,941	$\geq 0,90$	Good
AGFI	0,931	$\geq 0,90$	Good
CMIN/DF	0,995	$\leq 2,00$	Good
TLI	1.023	$\geq 0,95$	Good
CFI	1.000	$\geq 0,95$	Good

Hypothesis Test

To find out if the independent variable affects the dependent variable, hypothesis testing is done. In accordance with table 3 above, the chi-square results show that the model's suitability test can be well

accepted. The RMSEA value is $0.000 \leq 0.08$, the GFI value is $0.941 \geq 0.90$, the AGFI value is $0.931 \geq 0.90$, the CMIN / DF value is $0.995 \leq 2$, the TLI value is $1.023 \geq 0.95$, and the CFI value is $1,000 \geq 0.95$. Thus, it is possible to deduce from this work that modeling analysis can be done structurally.It is possible to declare that the SEM model is fit overall (there is a match between the model and the data) based on the eight parameters, where the value of the goodness of fit index of seven parameters of the goodness of fit is categorized as good.

Table 4. Hypothesis Test

			Estimate	S.E.	C.R.	P	Label
Trust	<---	CustomerSatisfaction	2.109	1.640	1.286	***	Significant
EWOM	<---	CustomerSatisfaction	2.024	1.667	1.214	***	Significant
purchase intention	<---	Trust	.879	.450	1.953	***	Significant
purchase intention	<---	EWOM	.024	.036	.663	***	Significant

Customer Satisfaction's Effect on Intention to Repurchase

The study's findings indicate that there is a regression relationship between customer satisfaction and intention to repurchase. This study shows that the P value (probability) is less than 0.05, indicating the significance of the regression coefficient. These findings indicate that there is a direct correlation between customer satisfaction and repurchase intention in the research data. Therefore, the study's research hypothesis H1 is accepted.

The Effect of Trust on Intention to Repurchase

The study's findings indicate that trust and repurchase intention have a regression coefficient. This study shows that the P value (probability) is less than 0.05, indicating the significance of the regression coefficient. Based on these findings, it can be concluded that trust has a direct impact on repurchase intention in the research data. Therefore, the study's research hypothesis H2 is accepted.

E-WOM's Impact on Repurchase Intention

Repurchase intention and E-WOM have a regression coefficient, according to study findings. This study shows that the P value (probability) is less than 0.05, indicating the significance of the regression coefficient. These findings lead to the deduction that the research data demonstrates E-WOM's direct impact on repurchase intention. Therefore, the study's research hypothesis H3 is accepted.

3.2.   Discussion

Meilatinova's (2021) research demonstrates that consumer repurchase behavior is significantly influenced by customer satisfaction. The study's findings indicate that trust and contentment, which are in turn positively influenced by reputation and information quality, have a favorable impact on repurchase intention and word-of-mouth (WOM).Consumers' repurchase intentions can be influenced by a company's emphasis on customer happiness, as satisfied consumers are more likely to happily share their experiences with others (Mohsan et al., 2011). By doing this, businesses can lower marketing expenses and obliquely bring in new potential clients without increasing their marketing efforts.Because of the existence of marketing interactions, building trust is a crucial component that significantly contributes to overall consumer pleasure. Trust is one of the elements that affects consumer satisfaction. Recurring purchasing behavior and consumer satisfaction are also influenced by trust. This is consistent with studies by Madjid (2013) and Laely (2016), which show that there is enough empirical data to conclude that a customer's level of trust enhances their level of satisfaction.Research indicates that the intention to repurchase is influenced by a positive and fulfilling online shopping experience (Wicaksono & Sukapto, 2021). Repurchase intention is positively impacted by online buying experiences, thus it's important for these interactions to be favorable and leave a good impression on customers. A customer's intention to make another purchase will be greatly impacted by how well their online shopping experience goes; on the other hand, if they have a bad or unpleasant experience, it will undoubtedly affect the online store.

E-trust plays a favorable influence in customers' online repurchase intention, especially when it comes to transactions conducted via e-commerce, which carries a relatively significant risk (Purnami & Nurcaya, 2015). The more customer e-trust (trust) in making online purchases, the more of an experience (online shopping experience) it will develop, and the more it will provide an appraisal based on experience.

Factors that affect E-Trust and how it affects repurchase intention experienced by consumers (E-wom) so that it affects both the intention of other customers to make purchases and the consumer's own intention to repurchase (repurchase intention).E-WOM is described as informal communication that occurs through internet media between consumers and producers as well as between consumers (Setiawan et al., 2014). Statements, either favorable or unfavorable, about a specific product are used in the communication. Heneen (2004) asserted that electronic word-of-mouth (e-WOM) has a large and favorable impact on consumer loyalty. While research results from Gruen et al. (2006) indicate that e-WOM has a direct impact on loyalty, research from Setiawan et al. (2014) indicates that e-WOM has no discernible impact on consumer satisfaction or loyalty. It may be concluded that satisfaction does not mediate the effect of e-WOM on loyalty because e-WOM does not significantly affect satisfaction or loyalty directly.

Electronic word-of-mouth marketing is crucial because it allows satisfied customers to tell others about their positive experiences (Praharjo et al. 2016). E-WOM communication has drawn a lot of interest lately for a variety of reasons, including how it affects marketing plans (Abubakar 2016). Customers can learn about the advantages and disadvantages of the business's goods and services. Additionally, electronic word-of-mouth promotes consumer purchasing intents and information gathering about desired goods and services (Tariq et al. 2017). However, in addition to the previously mentioned positive effects, E-WOM also has a detrimental effect on customers' intents to make purchases due to the prevalence of influencers and reviews that express untrue ideas and persuade readers to make purchases.The internet has an impact on the growth of Word of Mouth (WOM) communication. WOM is superior to traditional advertising and personal selling because it allows customers to share their experiences with products and services online or use other people's experiences as leverage to make purchases. Information sources with high reputation, high-quality content, and precise quantity according to field conditions are more likely to be trusted by consumers as information recipients (Bataineh 2015).When it comes to online purchasing, trust may be defined as the confidence that customers have in the ability, moral character, and integrity of the firm or online retailer to keep all of its promises to them. This demonstrates that interest in repurchasing will rise in tandem with an increase in trust. Indicators such as timely delivery, information completeness, and dependability of work are used to gauge trust.

IV.   CONCLUSION

The findings of this study suggest that, in the context of e-commerce, consumer repurchase intentions are significantly influenced by electronic word of mouth (e-WOM), trust, and customer happiness. Online shoppers are more likely to make repeat purchases when they have confidence in the online buying experience, which is rated according to timeliness of delivery, accuracy of information, and dependability of work. This study also reveals that e-WOM has the ability to disseminate false information, which could be a drawback to the tactic. In order to promote repurchase intentions, businesses should work to raise customer happiness, foster trust, and efficiently manage e-WOM.According to this study, consumer trust in an online merchant or company's capacity, morality, and integrity to keep their word is what constitutes trust in online buying. Reliability of work, completeness of information, and timeliness of delivery can all be used to gauge this level of confidence.

Recurring purchases from customers are more likely when there is increased trust. These elements were found to be significant in influencing repurchase intentions, and e-WOM was found to be a useful tactic for encouraging customers to share pleasant experiences with one another. However, e-WOM is negatively impacted by the possibility of disseminating false information.There are various restrictions on this study. Initially, since the study solely concentrates on customers in the North Banjarmasin District, it's possible that the findings cannot be applied to a larger demographic. Second, the characteristics that influence repurchase intention are solely taken into account in this research—customer satisfaction, trust, and e-WOM. It is plausible that additional factors like cost, the caliber of the product, or the level of customer support could also impact the intention to repurchase. Thirdly, the quantitative methodologies used in this study might not adequately convey the subtleties and complexities of the online buying environment. Additionally, the study used self-reported data, which is prone to biases such social response bias and recollection bias.

V.   ACKNOWLEDGMENTS

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