The Influece Of Service Quqlity On Customer Sastisfcation And Customer Trust And Impaction Repurcase Intention And Site Revition

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Abstract.
This study aims to analyze the effect of e-service quality on customer satisfaction and trust and its impact on repurchase intention, WOM and site revisit. The contribution to this research is expected to provide information to e-commerce regarding the impact of e- service quality on increasing repurchase intention and site revisit. In this study, data collection using a questionnaire with a population of all people who have visited and bought products at e-commerce Tokopedia throughout Indonesia. The selection of respondents was based on purposive sampling method. The analytical method used is Structural Equation Modeling (SEM). The results of this study indicate that there is an influence between e- service quality and customer satisfaction in a positive direction, there is an influence between e-service quality and customer trust in a positive direction, there is an influence between customer satisfaction and repurchase intention in a positive direction, there is an influence between customer trust and customer trust. repurchase intention in a positive direction, there is an influence between customer satisfaction and WOM in a positive direction, there is an influence between customer trust and WOM in a positive direction, and there is an influence of customer trust and site revisit in a positive direction. The implication of this research is that e-commerce improves website quality both in terms of management and infrastructure, pays more attention to the service process to consumers, especially the problem of time accuracy and improves services such as 24-hour customer service.

Keywords: Service Quality, Price, The Decision Of The Medical and Consumer Satisfactio.

I. INTRODUCTION

The development of information and communication technology causes changes that so quickly in the social, economic and cultural fields. One example development of information and communication technology at this time is the Internet. The ease of using the internet has an impact on various aspects life, one of which is the human lifestyle which is becoming increasingly practical.The use of the internet is not only to find information, but also to economic transactions called e-commerce. E-commerce is an activity buying and selling of goods or services through the internet network Before the covid19 pandemic, e-commerce was just an option. But for now, it is very important for retail stores and manufacturers to sell products through e-commerce platforms in order to be able to maintain their business. Matter this will have a positive long-term impact because consumers will increasingly accustomed to shopping online (Sudaryono et al. 2020). Based on data from the Association of Indonesian Internet Service Providers (APJII) above shows that the commercial content that users visit the most the internet during the Covid-19 Pandemic was an online shop (online shop). It is that has attracted various parties to market their products through e-commerce. Every consumer has a different perception, therefore every existing e-commerce must be able to know consumer behavior towards shopping On line Tokopedia is an online marketplace that allows every individual and business owners in Indonesia open and manage their online store online easy and free of charge, while providing a secure online buying and selling experience and comfortable.Even though it had become e-commerce with the biggest visitors in Indonesia, but in 2020, this achievement was overtaken by competitors namely Shopee.

On a larger scale, the data reported by app analysis,AppAnnie, which shows that Shopee managed to occupy ranked first in the Southeast Asia region in the ecommerce competition ladder(Ramdhani, 2019) Service quality is part of consumer assessment to analyze the performance of an e-commerce and a factor that determines satisfaction consumers and consumer trust. Research conducted by Ratnasari et al.(2021) show that service quality determines consumer satisfaction towards e-commerce. In addition, the quality of service will grow Customer Trust in an e-commerce (Suariedewi, 2020) This research is a modification of previous research conducted byRita et al. (2019) by modeling consumer behavior involving quality service, consumer satisfaction, consumer trust, Repurchase Intention, WOM and the desire to visit the website

again. Several previous studies have explained the variables that can affect Customer Satisfaction and Customer Trust as well impact on Repurchase Intention. But still a few linking it to WOM and site revisit. This is because e-commerce runs on an application or site so that the requency of users increases on a site or application is what determines sustainability the e-commerce. In addition, this study is a modification of the model research developed by Rita et al. (2019). This study aims to analyze consumer online shopping behavior Tokopedia by testing the effect of service quality on satisfaction customers and Customer Trust and its impact on Purchase Intentions Back, WOM and Site Revisit.

II.   METHODS

In this study, we chose to use quantitative research using a questionnaire to collect information about service quality, customer satisfaction, customer trust, repurchase intention, WOM, and site review. To test a causal relationship between the variables in this study using the Likert scale method, ranging from (1) strongly disagree to (5) strongly agree. Variables regarding service quality, customer satisfaction, customer trust, repurchase intention, WOM, and site revision in this study were measured using the theory by Rita et al. (2019) for service quality as many as 5 statements, theory by Tobagus (2018) for customer satisfaction 5 statements, theory by Wong (2017) for Customer Trust 3 statements, theory by Rita et al. (2019) for 3 statements of Repurchase Intention, theory by Ulza et al.

 (2019) for 3 statements of WOM, and theory by Rita et al. (2019) for site revisit as many as 3 statements The data collection technique in this study was to use the Hair et al. formula. (2014) where the sample was obtained based on the number of indicators multiplied by 5. Therefore, the number of samples needed in this study was 22 x 5 = 110 respondents.The population targeted for this research is everyone who has visited and purchased products on Tokopedia e-commerce throughout Indonesia with the criteria of being over 20 years old and having a steady income. The research was conducted in September - November 2021. In this study, data was collected using a questionnaire. This study is a quantitative study using the Structural Equation Model (SEM) method. The stage of analysis carried out is analysis.

III.   RESULT AND DISCUSSION

Service quality and customer satisfaction   Satisfied customers will return to shopping activities on the website even recommending it to others. While consumers who do not satisfied will leave the e-commerce and move to the company competitors (Pereira et al. 2017). Various efforts have been made to improve the quality of service for reduce the gap between customer expectations and actual delivery given so as to affect the company's competitive advantage and increase customer satisfaction (Moghavvemi et al. 2018). Website with good system quality, information quality, and service quality is the key to success in creating customer satisfaction in the online shopping industry (Rita et al. 2019). Previous research conducted by Ming et al. (2018), Vo et al. (2020) and Akhmadi & Martini (2020) show that quality service has a significant influence on satisfaction consumers. Based on the above description can be made the following hypothesis: descriptive (identity and respondent's answers), Measurement (outer) Model Evaluation (Convergent Validity, Discriminant Validity, Reliability Test), and Structural Model Testing or Hypothesis Testing (Inner Model) (R-Square, Predictive Relevance, Model Fit Evaluation, and Test hypothesis). Respondents in this study were people who had visited and bought products at Tokopedia e-commerce throughout Indonesia with the criteria of being over 20 years old and having a steady income. From a total of 110 respondents, it is known that the ratio of respondents to male gender is 28% and female is 72%. This shows that female consumers shop more often on e-commerce. Then, based on age, consumers with an age range of 26-40 years dominate by 59%.

This shows that consumers who transact at Tokopedia are millennial consumers who are more adaptive in making transactions. Furthermore, based on occupation, as many as 67% of respondents or as many as 74 consumers already have a job. This shows that consumers who shop at Tokopedia already have their own income.In the descriptive analysis of service quality variable respondents, it is known that the highest statement is found in item EQ5 which indicates that the Tokopedia website provides all the information needed by consumers so that the shopping process becomes easier. In the variable customer

satisfaction, it is known that the highest statement is found in item CS1 which shows consumers are satisfied with the completeness of the products available on the Tokopedia application. Then on the Customer Trust variable, it is known that the highest statement is found in item CT1 which shows that consumers feel confident about the reputation that Tokopedia has. In the Repurchase Intention variable, it is known that the highest statement is in item RI3 which illustrates that consumers intensively make transactions Service Quality and Customer Trust Shopping via the internet does involve trust only between merchants and customers but also between the customer and the computer system (website) of the place transactions are executed (Rita et al. 2019). Good quality website service will Tokopedia. In the WOM variable, it is known that the highest statement is in the WOM3 item which shows that consumers always recommend friends to shop on the Tokopedia application.

Finally, on the site revisit variable, it is known that the highest statement is found in the SR2 item which illustrates that consumers have the intention to continue making transactions at Tokopedia. Then an outer model analysis was carried out, starting with a convergent validity test to measure the validity of an indicator on a variable. An indicator is declared valid if the loading factor measurement is above 0.70 so that if there is a loading factor below 0.70 it will be dropped from the model (Ghozali, 2014). Based on the measurement results, it is known that all indicators are valid.In addition to the Loading Factor value, to analyze the validity of the research data, the Average Variance Extracted (AVE) value can be used. Based on the results of the analysis, it is known that the AVE value of service quality ($0.780 > 0.5$), customer satisfaction ($0.938 > 0.5$), customer trust ($0.829 > 0.5$), purchase intention. Return ($0.865 > 0.5$), WOM ($0.865 > 0.5$), and Site Revisit ($0.848 > 0.5$). Therefore, it is concluded that all research variables are valid.To test discriminant validity, you can do the Fornell-Lacker Criterion examination. It is known that the correlation of the WOM variable is greater than the correlation value of the WOM variable with other variables. In addition to the Fornell-Lacker test, discriminant validity can also be tested based on the Cross Loading value. Based on the Cross Loading value, it is known that the correlation between the WOM construct and its indicators is higher than the other constructs, as well as with other variables. Reliability test in PLS can use 2 methods, namely Cronbach's alpha and Composite reliability.

Based on the results of the analysis it is known that all variables have a value above 0.70 as required by Ghozali (2014) with details of service quality (CA = 0.929; CR = 0.947), customer satisfaction Reliability test in PLS can use 2 methods, namely Cronbach's alpha and Composite reliability. Customer satisfaction and Site Revisit The customer decides to revisit a particular place or website depending on their experience and level of satisfaction (Mannan et al. 2019). Overall satisfaction is a better predictor of intention buy back consumers. Satisfied customers should be loyal company, don't defect and buy more for that period of time longer than consumers who are less loyal (Chelliah et al. 2019). In general, customers tend to use past service experiences them for decision making to formulate strategies for behavior repeated (Rita et al. 2019). Research conducted by Rajput & Gahfoor(2020), Shafiee et al. (2016) and Candra Diana & Mulia (2020) shows that customer satisfaction has a significant influence to the desire to visit again (site revisit). Based on the description above hypothesis can be made as follows:

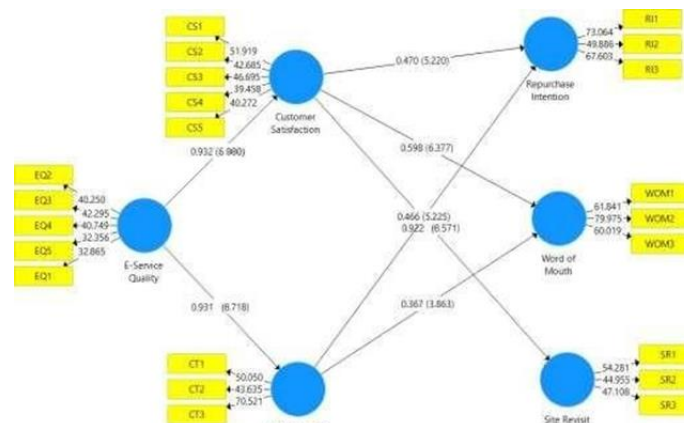H7: There is a positive influence of Customer Trust and Site Revisit

Fig 1. Bootstrapping Test Results

The T-Statistics diagram as shown in Figure 1 above, it can be presented testing the research model hypothesis as follows:

Table 1. Research Model Hypothesis Test

Hipotesis	Hypothesis Statement	T-Score Statistics	Information
H1	There is a positive influence between service quality and Customer satisfaction	6.980	Data supports hypothesis
H2	There is a positive influence between service quality and Customer satisfaction	6.718	Data supports hypothesis Data mendukung hipotesis
H3	Ada pengaruh positif Kepuasaan pelanggan dan Niat Pembelian Kembali	5.220	Data supports hypothesis
H4	There is a positive influence of Customer Trust and Repurchase Intention	5.225	Data supports hypothesis otesis
H5	There is a positive influence on customer satisfaction and WOM	6.377	Data mendukung hipotesis
H6	There is a positive influence on customer satisfaction and WOM	3.863	Data supports hypothesis
H7	There is a positive influence of Customer Satisfaction and Site Revisit	6.571	Data supports hypothesis

IV. CLOSING REMARKS

Service quality is something consumers expect in an online-based service such as Tokopedia. So that the quality of service that meets the expectations of users will create satisfaction for and create trust in the long term. Customer satisfaction felt by users will be an important factor for the desire to make Repurchase Intentions on a regular basis and spread positive WOM to friends and those around them. Customer trust is something that is noticed by users who use online-based services, with the guarantee of good system security for consumers so they will not hesitate to make Repurchase Intentions for a service and spread WOM and in the long term continue to follow the information posted by Tokopedia through the Site. Revisit.

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