



The impact of customer satisfaction on repurchase intention in e-commerce: a study in indonesia

Shevila Afinia

Business Management, Stikubank University, Indonesia

ARTICLE INFO

Article history:

Received May 25 2024
Revised May 27, 2024
Accepted May 30, 2024

Keywords:

Customer Satisfaction;
Repurchase Intention;
E-Commerce;

ABSTRACT

The rapid growth of e-commerce in Indonesia has transformed the digital economy landscape, becoming a key driver of economic development. This study aims to investigate the relationship between customer satisfaction and repurchase intention in the context of e-commerce in Indonesia. Specifically, the research focuses on understanding how customer satisfaction impacts the likelihood of customers to repurchase products or services from online platforms. The research employs a quantitative approach, utilizing a sample of 90 respondents in Semarang, Indonesia, selected through purposive sampling. Data collection is conducted through structured questionnaires, with Likert scales used to assess customer responses. Statistical analysis, including validity testing and multiple linear regression, is performed using SPSS software to examine the relationship between customer satisfaction, trust, electronic word-of-mouth, and repurchase intention. The results indicate a significant and positive relationship between customer satisfaction and repurchase intention in e-commerce. Statistical tests reveal that both customer satisfaction and trust have a significant impact on repurchase intention, with p-values of 0.023 and 0.019, respectively. In conclusion, the findings highlight the importance of prioritizing customer satisfaction in e-commerce operations to enhance customer loyalty and drive repeat purchases. E-commerce platforms in Indonesia should focus on building trust, delivering quality service, and fostering positive customer experiences to increase repurchase intention and sustain long-term success in the competitive market.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Shevila Afinia,
Business Management,
Stikubank University,
Kendeng V Street, Semarang, Jawa Tengah, 50233, Indonesia.
Email: shevilaafinia8@gmail.com

1. INTRODUCTION

E-commerce has become the driving force of the digital economy in Indonesia with more and more internet users accessing various e-commerce platforms such as Shopee, Tokopedia, Lazada, Bukalapak, and others. Through e-commerce, producers and consumers can easily sell or buy products and services online, expanding their market reach. The government has also issued policies to support the development of e-commerce, such as the XIV Economic Policy Package and Presidential Regulation No. 74

of 2017 regarding the Roadmap for the National Electronic-Based Trade System. However, competition in the e-commerce industry is becoming increasingly fierce, especially among large platforms such as Shopee which is the most visited according to Similarweb data. However, the success of an e-commerce platform is not only determined by the number of visitors, but also by customer satisfaction, which can influence repurchase intentions, an important concept in sustaining long-term growth.

Despite Shopee being one of the market leaders with the highest number of visitors, the success of an e-commerce platform depends not only on the number of visitors, but also on the level of customer satisfaction. Some research shows that there are still many consumers who are disappointed with Shopee's slow service and product delivery. This can affect consumers' repurchase intentions, which is important for the sustainable growth of a company. Repurchase intentions, which reflect the level of customer satisfaction, can be influenced by various factors such as product quality, customer service, and overall shopping experience. In addition, the influence of Electronic Word of Mouth (E-WOM) is also an important factor in shaping repurchase intentions, where consumers' shopping experiences and reviews can influence other consumers' perceptions and purchasing decisions. While E-WOM can be an effective marketing strategy, its influence can also be detrimental if the information spread is inaccurate or misleads consumers' opinions. Therefore, it is important for e-commerce platforms to pay attention to service quality and carefully manage customer reviews and opinions in order to maintain long-term customer trust and loyalty.

Repurchase intention is a phenomenon in consumer behavior that encourages them to return to consume products or services that have been purchased based on previous purchase experiences. This concept is very important in understanding the consumer buying cycle, where purchase intention occurs after the alternative evaluation process and is based on factors such as the attitudes of others, situational factors, attention, interest, desire, and belief. These factors influence consumer attitudes and purchase intentions, which in turn are influenced by consumers' satisfaction with the products or services they consume. Expectation-disconfirmation theory suggests that consumer satisfaction or dissatisfaction arises from the comparison between pre-purchase expectations and the reality of the product received. In addition, factors such as delivery systems, product and service performance, brand image, price-value relationships, and competition also affect consumer satisfaction and repurchase intentions. Therefore, it is important for companies to understand and manage these factors to maintain customer loyalty and achieve long-term success in their business.

Word of mouth, or word-of-mouth influence, is a highly influential phenomenon in consumer purchasing behavior, where personal recommendations from friends, family, and other consumers have a major impact. This is reflected in discussions about good products or services based on their usage experience. Word of mouth marketing is a marketing process that involves communication between consumers based on their views and experiences. The basic indicators of Word of Mouth (WOM) include five dimensions, namely speakers, topics, tools, participation, and supervision, which show how important interactions between consumers and monitoring their responses are in influencing brand image and purchasing decisions.

According to Mowen and Minor (2017) and Rousseau et al. (in Donni Juni, 2017), trust is the knowledge and beliefs that consumers have about an object, its attributes and benefits, and is an expectation to receive good behavior from others. Trust characteristics, such as maintaining relationships, accepting influence, being open in communication, reducing surveillance, patience, providing defense, providing positive information, accepting risk, comfort, and satisfaction, play an important role in influencing consumer behavior. There are three types of consumer trust according to Mowen and Minor (in Donni Juni, 2017), namely object attribute trust, product benefit trust, and object benefit trust, each of which has a positive effect on consumer behavior.

Customer satisfaction and repurchase intentions are critical issues for e-commerce platforms like Shopee, which, despite being a market leader with high visitor traffic, faces challenges in maintaining consistent customer satisfaction. Khanijoh et al. (2020) research indicates that customer satisfaction is a key determinant of repurchase intentions, directly impacting a platform's long-term success. Studies by Anjani (2021) have demonstrated that factors such as service quality, product quality, and customer service significantly influence customer satisfaction and, consequently, repurchase intentions. In the case of Shopee, although it is popular, complaints about slow service and delayed product delivery can negatively affect customer satisfaction, thereby reducing the likelihood of repeat purchases. This aligns with the expectation-disconfirmation theory, which posits that customer satisfaction results from the comparison between pre-purchase expectations and actual product or service performance (Fu et al., 2020). Hence, to improve repurchase intentions, Shopee must address these service issues and manage customer expectations effectively, ensuring a positive shopping experience that fosters customer loyalty and repeat business.

Therefore, effective management of service quality and customer reviews is essential for maintaining customer trust and loyalty. The research also aligns with the expectation-disconfirmation theory, suggesting that managing customer expectations versus actual experiences is vital for customer satisfaction. Furthermore, the study emphasizes trust as a multifaceted concept that significantly influences consumer behavior, reinforcing the need for e-commerce platforms to cultivate and maintain trust through consistent, positive customer interactions and experiences. Overall, this study underscores the critical need for e-commerce businesses to prioritize customer satisfaction and trust as key drivers of repurchase intentions and long-term success in a highly competitive market.

2. RESEARCH METHOD

Population is the entire research subject Sugiono (2019), defines that the population is the entire subject to be studied in the research area which in this study is in the Semarang City area. The sample is a portion taken from the population. In this research sample using purposive sampling technique with sample criteria for people who live in southern Semarang, both women and men with a minimum age of 17 th, and have shopped in the shopee application. The ideal and representative sample size is between 15 and 30 per independent variable (Hair. 2018). As previously described, this study will use 3 independent variables, therefore the sample to be taken in this study is 90 samples (3x30).

The types and sources of data in this study are primary data through direct observation of the organization or company, and using secondary data in the form of internal data and external data from the company under study. The data collection process carried out in this study was a questionnaire. The form of questionnaire used is a structured questionnaire where the respondent only needs to mark / fill in the predetermined scale with the type of question in the form of a statement and is intended to obtain answers from the respondent according to the desired question. Likert scale is used to determine the weight of the assessment of the respondent's answer.

Quantitative data analysis is a measurement used in a study that can be calculated with a certain number of units or expressed in numbers. The quantitative data analysis method used, namely the validity test. The validity test is the extent to which the measuring instrument can measure the variables that must be measured. Instrument validation testing is carried out by analyzing the item items using the Confirmatory Factor Analysis (CFA) validation testing technique formula. CFA is used to empirically test or confirm the measurement model of several constructs that's valid and reliable or not. The factor analysis criteria can be continued if the KMO Measure of Sampling Adequacy value is more than 0.50. In addition to the KMO value, what can be used is

the Barlett of Sphericity test to determine whether there is a correlation between variables. If the KMO value and the Barlett of Sphericity test value show significant, the Loading Factor value will be seen. If the Loading Factor value of an item <0.5 then the item must be removed from the factor analysis (fall).

Linear regression analysis measures the effect of independent on dependent variables (Ghozali, 2021). This study uses testing with the Linear Multiple Regression (Multiple Linear Regression) statistical method to predict the value of the dependent variable, namely repurchase intention (Y2) by taking into account the value of the independent variables, namely Electronic Word Of Mouth (X1) and Trust (X2) through customer satisfaction (Y1) with the help of SPSS software. The first regression model equation used is as follows:

$$Y1 = b1X1 + b2X2 + e$$

$$Y2 = b3X1 + b4Y1 + e$$

Where:

Y1 = Consumer Satisfaction

Y2 = Repurchase Intention

a = Constant

X1 = Electronic Word Of Mouth

X2 = Trust

b = Regression coefficient

ϵ = Confounding variable / error

Then, for hypothesis testing using the T test and F test. The T test according to Imam Ghozali (2013: 98) can show how far the influence of one independent variable individually in explaining the dependent variable. Testing is done using a significant level of 0.05 ($\alpha = 5\%$). Acceptance or rejection of the hypothesis is done by the criteria: (a) If the significant value > 0.05 then the hypothesis is rejected (regression coefficient is not significant). This means that partially the independent variable has no significant effect on the dependent variable. (b) If the significant value ≤ 0.05 then the hypothesis is accepted (regression coefficient is significant). This means that partially the independent variable has a significant effect on the dependent variable.

Meanwhile, the F test according to Imam Ghozali (2013: 98) shows whether all independent variables included in the model have a joint influence on the dependent variable so it is necessary to test these two hypotheses through the F test with the following criteria.

Determination of the level of significance Hypothesis testing will be carried out using a significance level of 0.05 or a confidence level of 0.95. In the social sciences, (a) Significance level of 0.05 is commonly used because it is considered appropriate enough to represent the relationship between the variables under study. (b) Comparing the calculated F value with the F value according to the table. If the calculated F value is greater than the F table value, H_0 is rejected and H_1 is accepted.

To see how much the contribution of employee performance will be studied, the coefficient of determination or the determining coefficient is used, Ghozali (2021) with the formula:

$$KD = (R^2) \times 100\%$$

In analyzing the data, the authors use tools in the form of SPSS version 21 statistical software to make it easier to get accurate processing results.

3. RESULTS AND DISCUSSIONS

From the results of determining the sample in this study using 3 independent variables, therefore the sample to be taken in this study was 90 samples. Where to obtain the

expected data using a direct questionnaire type, namely a list of questions given directly to the person being asked about himself (how he is, his opinion, and his beliefs). The results of the data obtained for the research sample are as follows.

Table 1. Description of Frequency

| Respondent Age | Quantity | % |
|-------------------|----------|-------|
| 17 – 27 tahun | 54 | 60.0 |
| 28 – 38 tahun | 24 | 26.7 |
| 39 – 49 tahun | 10 | 11.1 |
| >50 tahun | 2 | 2.2 |
| Total | 90 | 100.0 |
| Sex | Quantity | % |
| Laki – Laki | 25 | 27.8 |
| Perempuan | 65 | 72.2 |
| Total | 90 | 100.0 |
| Job | Quantity | % |
| Student | 25 | 27.8 |
| PNS | 9 | 10.0 |
| BUMN Staff | 9 | 10.0 |
| TNI / POLRI | 8 | 8.9 |
| Private Employees | 29 | 32.2 |
| Entrepreneur | 10 | 11.1 |
| Total | 90 | 100.0 |
| Education Level | Quantity | % |
| SMP | 0 | 0 |
| SMA | 37 | 41.1 |
| S1 | 50 | 55.6 |
| S2 | 3 | 3.3 |
| Others | 0 | 0 |
| Total | 90 | 100.0 |

Based on the age of the respondents, out of 90 respondents, the majority 54 respondents (60%) were aged 17 - 27 years while the least there were 2 respondents aged more than 50 years. From the characteristics of gender, the majority are female with 65 respondents (72.2%) while the male gender is 25 respondents (27.8%). Then, based on the occupation of the respondents, 25 respondents (27.8%) were mostly students while the least was only 8 respondents (8.9%), namely TNI / POLRI. Based on the level of education, the majority of 50 respondents are S1 education level (55.6%) while the least is S2 education level as many as 3 respondents (3.3%).

Table 2. Respondent Responses

| Description | Mean | Median | Mode | Minimum | Maximum |
|-------------|------|--------|------|---------|---------|
| X1.1 | 3.90 | 4.00 | 4 | 2 | 5 |
| X1.2 | 3.16 | 4.00 | 4 | 1 | 5 |
| X1.3 | 3.80 | 4.00 | 4 | 1 | 5 |
| X1.4 | 4.28 | 4.00 | 4 | 2 | 5 |
| X1.5 | 3.19 | 3.00 | 2 | 1 | 5 |
| X2.1 | 3.81 | 4.00 | 4 | 1 | 5 |
| X2.2 | 3.72 | 4.00 | 4 | 1 | 5 |
| X2.3 | 3.97 | 4.00 | 4 | 1 | 5 |
| X2.4 | 3.20 | 4.00 | 4 | 1 | 5 |
| Y1.1 | 3.48 | 4.00 | 4 | 1 | 5 |
| Y1.2 | 3.52 | 4.00 | 4 | 1 | 5 |
| Y1.3 | 3.47 | 4.00 | 4 | 1 | 5 |
| Y1.4 | 3.82 | 4.00 | 4 | 1 | 5 |
| Y1.5 | 3.63 | 4.00 | 4 | 1 | 5 |
| Y2.1 | 3.82 | 4.00 | 4 | 1 | 5 |
| Y2.2 | 4.38 | 5.00 | 5 | 2 | 5 |
| Y2.3 | 3.34 | 4.00 | 2 | 1 | 5 |
| Y2.4 | 3.27 | 3.00 | 3 | 1 | 5 |

Respondents' responses from 5 indicators of the electronic-word of mouth variable (X1) on average gave an agreeing response (rounding 4) on the indicator of good enough

product reviews at Shopee to encourage me to buy goods (X1.1), buying I consulted with product sellers online first (X1.3), feeling worried if I immediately bought goods without reading online reviews (X1.4). From these three indicators it can be concluded that consumers are very critical and observant in determining the decision to buy products online. Meanwhile, from the indicator of the trust variable (X2), the average response is agreed (rounding 4), which means that consumers believe that shopee is an e-commerce that has good integrity (X2.1), believes that Shopee sells goods with full sincerity in serving customers (X2.2) and has the competence to guarantee the items we buy (X2.3). Then for the indicators of the customer satisfaction variable, on average, the responses agree, which means that the quality of service provided is satisfactory Shopee in accordance with expectations (Y1.2), easy to access the goods sold by Shopee (Y1.3), intend to buy back the goods sold by Shopee (Y1.4) and intend to recommend friends or relatives to buy at Shopee (Y1.5). Then for the indicator of the repurchase intention variable (Y2), the average response is agreed, which means that Shopee is my first choice when buying goods (Y2.1) and whatever product I want I will always look for at Shopee (Y2.2).

CFA is used to empirically test or confirm the measurement model of several constructs. The criteria for factor analysis can be continued if the KMO Measure of Sampling Adequacy value is more than 0.50. In addition to the KMO value, what can be used is the Barlett of Sphericity test to determine whether there is a correlation between variables. If the KMO value and the Barlett of Sphericity test value show significant, the Loading Factor value will be seen. If the Loading Factor value of an item <0.5 then the item must be removed from the factor analysis (fall). The results of the validity analysis are as follows.

Table 3. Validity Test

| Variabel | Component Matrix | Loading Factor | Description |
|----------|------------------|----------------|-------------|
| X1.1 | .775 | 0,5 | Valid |
| X1.2 | .679 | 0,5 | Valid |
| X1.3 | .586 | 0,5 | Valid |
| X1.4 | .676 | 0,5 | Valid |
| X1.5 | .740 | 0,5 | Valid |
| X2.1 | .807 | 0,5 | Valid |
| X2.2 | .927 | 0,5 | Valid |
| X2.3 | .624 | 0,5 | Valid |
| X2.4 | .535 | 0,5 | Valid |
| Y1.1 | .670 | 0,5 | Valid |
| Y1.2 | .680 | 0,5 | Valid |
| Y1.3 | .749 | 0,5 | Valid |
| Y1.4 | .604 | 0,5 | Valid |
| Y1.5 | .533 | 0,5 | Valid |
| Y2.1 | .545 | 0,5 | Valid |
| Y2.2 | .704 | 0,5 | Valid |
| Y2.3 | .861 | 0,5 | Valid |
| Y2.4 | .883 | 0,5 | Valid |

From the validity test results in table 4.22 above, it can be concluded that all indicators of each variable in this study are valid, which means that each variable indicator can represent the variable itself and can be continued with the next analysis.

This study uses testing with the Linear Multiple Regression (Multiple Linear Regression) statistical method to predict the value of the dependent variable, namely repurchase intention (Y2) by taking into account the value of the independent variables, namely Electronic Word Of Mouth (X1) and Trust (X2) through customer satisfaction (Y1) with the help of SPSS software.

Table 4. Regression Test 1

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|------------|---------------------------|---|------|
| | B | Std. Error | Beta | | |

| | | | | | | |
|---|---------------------------------|--------|-------|------|-------|------|
| 1 | (Constant) | 18.492 | 1.919 | | 9.637 | .000 |
| | Electronic - Word Of Mouth (X1) | .419 | .073 | .620 | 2.575 | .016 |
| | Belief (X2) | .134 | .082 | .176 | 2.163 | .019 |
| 2 | | | | | | |
| 1 | (Constant) | 15.614 | 2.917 | | 5.353 | .000 |
| | Customer Satisfaction (Y1) | .045 | .162 | .295 | 2.277 | .023 |

The regression equation 1;

$$Y1 = b1X1 + b2X2 + e$$

$$Y1 = 0.620X1 + 0.176X2$$

Can be explained as follows; (a) The X1 regression coefficient is 0.620 (62%), which means that every one unit increase in electronic-word of mouth (X1) will increase customer satisfaction (Y1) by 0.620. (b) The X2 regression coefficient is 0.176 (17.6%) which means that every one unit increase in trust (X2) will increase customer satisfaction (Y1) by 0.176.

The regression equation 2;

$$Y2 = b3Y1 + e$$

$$Y2 = 0.295Y1$$

The results of regression equation 2 can be explained as follows;

- a. The Y1 regression coefficient is 0.285 (28.5%), which means that every increase in customer satisfaction by one unit will increase the repurchase value (Y2) by 0.285 (28.5).

The results of the first hypothesis test in this study show that Electronic Word of Mouth (e-WOM) has a positive and significant effect on customer satisfaction, supported by the research findings of Elpansyah et al. (2019) which confirms a similar relationship between e-WOM and purchase intention through satisfaction. Lupiyoadi's theory (in Winalda and Sudarwanto, 2021) states that word of mouth is a way to introduce products through positive recommendations, while Kotler and Keller's theory (in Ling and Pratomo, 2020) suggests that word of mouth marketing involves interactions between individuals directly or through electronic communication media, based on the experience of using a product or service. The quality of Electronic Word Of Mouth (e-WOM) must be relevant, accurate, detailed and useful so that consumer satisfaction increases through comparison of information obtained from social media. In addition to quality factors, adequate security features can also increase customer satisfaction.

Hypothesis testing was carried out using the T test and F test. The T test was conducted using a significant level of 0.05 ($\alpha = 5\%$). Acceptance or rejection of the hypothesis is done by the criteria: (a) If the significant value > 0.05 then the hypothesis is rejected (the regression coefficient is not significant). This means that partially the independent variable has no significant effect on the dependent variable. (b) If the significant value ≤ 0.05 then the hypothesis is accepted (regression coefficient is significant). This means that partially the independent variable has a significant effect on the dependent variable.

Table 5. Regression Test 2

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 18.492 | 1.919 | | 9.637 | .000 |
| | Electronic - Word Of Mouth (X1) | .419 | .073 | .620 | 2.575 | .016 |
| | Belief (X2) | .134 | .082 | .176 | 2.163 | .019 |
| 2 | | | | | | |
| 1 | (Constant) | 15.614 | 2.917 | | 5.353 | .000 |
| | Customer Satisfaction (Y1) | .045 | .162 | .295 | 2.277 | .023 |

The t-test results used for hypothesis testing in this study can be explained as follows;

a. Test the effect of Electronic - Word Of Mouth on customer satisfaction

The significance value of the t test between electronic-word of mouth (X1) on customer satisfaction (Y1) is 0.016 (<0.05) so that it can be interpreted that there is a positive and significant influence between Electronic - Word Of Mouth on customer satisfaction (H1 accepted).

b. Test the effect of trust on customer satisfaction

The significance value of the t test between trust (X2) on customer satisfaction (Y1) is 0.019 (<0.05) so it can be interpreted that there is a positive and significant influence between trust on customer satisfaction (H2 accepted).

c. Test the effect of customer satisfaction on repurchase intention

The significance value of the t test between customer satisfaction (Y1) on repurchase intention (Y2) is 0.023 (<0.05) so that it can be interpreted that there is a positive and significant influence between customer satisfaction on repurchase intention (H3 accepted).

Then, to test these two hypotheses, the F Statistical Test is used, as follows. (a) Determination of the significance level Hypothesis testing will be carried out using a significance level of 0.05 or a confidence level of 0.95. In the social sciences, a significance level of 0.05 is commonly used because it is considered appropriate enough to represent the relationship between the variables under study. (b) Comparing the calculated F value with the F value according to the table. If the calculated F value is greater than the F table value then Ho is rejected and H1 is accepted.

Table 6. F - Test ANOVA^a

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1 | Regression | 1.711 | 2 | .855 | 7.193 | .024 ^b |
| | Residual | 384.745 | 87 | 4.422 | | |
| | Total | 386.456 | 89 | | | |
| 2 | Regression | .776 | 1 | .776 | 4.077 | .023 ^b |
| | Residual | 889.012 | 88 | 10.102 | | |
| | Total | 889.789 | 89 | | | |

The following conclusions can be drawn. (a) Electronic Word Of Mouth (X1) and Trust (X2) simultaneously or together have a positive effect on customer satisfaction (Y1) because the significance value of the F-1 test is 0.24 (<0.05). (b) Customer satisfaction (Y1) has a positive and significant effect on repurchase intentions (Y2).

The results of the second hypothesis test in this study confirm that trust has a positive and significant impact on customer satisfaction, supported by research conducted by Are & Setyorini (2019), Majid & Sumadi (2022), and Parahita & Suzy Widyasari (2023), which also show a similar relationship between trust and customer satisfaction. Theory from Mowen and Minor (2017) and Rousseau et al. (in Donni June, 2017) outlines that trust involves consumer knowledge and beliefs about objects, attributes, and benefits, as well as psychological areas that accept good behavior from others. This trust is the basis for the company's willingness to rely on business partners, which is built through interpersonal and inter-organizational factors such as competence, integrity, honesty, and benevolence, and is proven through customer satisfaction.

Table 7. Determination Test - 1

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .665 ^a | .643 | .785 | 2.103 | 1.436 |

| | | | | | |
|---|-------------------|------|------|-------|-------|
| 2 | .540 ^a | .807 | .812 | 3.178 | 1.727 |
|---|-------------------|------|------|-------|-------|

From the table, it is explained that customer satisfaction contributes to repurchase value of 0.812 (81.2%) while the remaining 28.8% is influenced by variables outside of this study such as currency exchange rates, taxation and others.

The results of the third hypothesis test in this study state that customer satisfaction has a positive and significant effect on repurchase intentions supported by research conducted by Are & Setyorini (2019), Majid & Sumadi (2022), Parahita & Suzy Widyasari (2023) show that trust has a positive and significant effect on customer satisfaction.

4. CONCLUSION

Based on the results of data analysis, the conclusions in this study include that Electronic Word of Mouth (eWOM) and trust both have positive and significant effects on customer satisfaction, which in turn has a positive and significant effect on repurchase intentions. The study contributes to the understanding of how these factors interact to influence consumer behavior in the e-commerce context. However, this research has limitations, as it only considers three independent variables—eWOM, trust, and customer satisfaction—and these explain 78.5% of the variance in customer satisfaction, leaving 21.5% influenced by other factors not included in the study. The implications suggest that e-commerce platforms should focus on enhancing customer satisfaction through improved trust and effective management of eWOM to boost repurchase intentions and sustain long-term growth. For future research, it is recommended to incorporate additional variables such as service quality, price perception, customer loyalty programs, and brand image. Conducting similar studies across different industries and demographic settings, as well as employing longitudinal research, could enhance the generalizability of the findings. Furthermore, exploring mediating and moderating effects, using qualitative approaches, conducting cross-cultural comparisons, and examining the impact of new technologies and digital platforms on eWOM and customer trust would provide a more comprehensive understanding of the factors affecting customer satisfaction and repurchase intentions.

ACKNOWLEDGEMENTS

Thank you to the respondents, Shopee and related parties who have helped in writing this research. I apologise if there is anything that is not pleasing during this research process, hopefully this research can be useful in the future.

REFERENCES

- Armstrong, G., & Kotler, P. (2017). *Principles of Marketing*. 17th red. New. York.
- Alvina Rahma Anggraeni, Euis Soliha. (2020). "Kualitas Produk, Citra Merek dan Persepsi Harga Terhadap Keputusan Pembelian (Studi Pada Konsumen Kopi Lain Hati Lamper Kota Semarang)". *Al-Tijarah*, Vol6 (3), (96-107).
- Anjani, A. P. (2021). Analysis of product variation and service quality on repurchase intention mediated by customer satisfaction. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(2), 295-309.
- Bogy Febriatmoko dan Susilo Toto Raharjo. Mei 2015. "Meningkatkan. Kinerja Bisnis Melalui Keunggulan Bersaing Kuliner Khas Semarang.
- Cravens, David W. dan Piercy, Nigel F. 2013, *Strategic Marketing*, Edisi 10, New York: McGraw Hill.
- Donni Priansa. 2017. *Manajemen Pelayanan Prima*. Bandung: Alfabeta
- Fu, X., Liu, S., Fang, B., Luo, X. R., & Cai, S. (2020). How do expectations shape consumer satisfaction? An empirical study on knowledge products. *Journal of Electronic Commerce Research*, 21(1), 1-20.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26*. Edisi 8. Badan Penerbit Universitas Diponegoro

- Ghozali, I. (2021). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26. Edisi 10. Badan Penerbit Universitas Diponegoro
- Hardioko, dan Valentio & Luwiska (2020), Pengaruh Kualitas Produk, Persepsi Harga, Dan Kualitas Layanan Terhadap Kepuasan Pelanggan, Jurnal Riset Manajemen dan Bisnis, Vol 15, No 2 (2020)
- Handayani & Soliha (2019), Citra Dan Persepsi Harga Dalam Mempengaruhi Kepuasan Dan Dampaknya Terhadap Loyalitas Pelanggan (Studi Pada Pelanggan Bussines Centre Smk Negeri 2 Semarang)
- Husaini, H., & Fitria, H. (2019). Manajemen Kepemimpinan Pada Lembaga Pendidikan Islam. JMKSP (Jurnal Manajemen, Kepemimpinan, Dan Supervisi Pendidikan), 4(1), 43. <https://doi.org/10.31851/jmksp.v4i1.2474>
- Jasfar. 2005. Manajemen Jasa Pendekatan Terpadu. Bogor: Penerbit Ghalia
- Khanijoh, C., Nuangjamnong, C., & Dompok, K. (2020). The impact of consumers' satisfaction and repurchase intention on E-commerce Platform: a case study of the top three E-commerce in Bangkok. In *AU Virtual International Conference Entrepreneurship and Sustainability in the Digital Era* (Vol. 1, No. 1).
- Kotler, P. and Keller, Kevin L. 2016: Marketing Management, 15th Edition New. Jersey: Pearson Prentice Hall, Inc.
- Kristianti, Tina dan Rivai, A. R. 2018. Pengaruh Persepsi Harga, Kualitas Produk, dan Kualitas Layanan Terhadap Kepuasan Pelanggan Pada Warunk Upnormal Semarang. Jurnal Telaah Manajemen, Vol. 15, Edisi Kedua.
- Kotler, Philip dan Kevin Lane Keller. (2019). Manajemen Pemasaran Edisi ke. Tigabelas Jilid 1. Erlangga, Jakarta
- Manahan. 2008. Perilaku Keorganisasian Edisi Kedua (Perspektif Organisasi Bisnis). Bogor: Ghalia Indonesia.
- Mowen, John C. dan Michael Minor. 2017. Perilaku Konsumen. Erlangga. Jakarta
- Nurhadi Fachrul Zikri. 2015. Teori-Teori Komunikasi; teori komunikatif dalam perspektif penelitian kualitatif, Bogor: Ghalia Indonesia.
- Permatasari, Desy dan Wahyuningsih, T.H. (2020). Pengaruh Kualitas Produk, Harga, dan Lokasi terhadap Kepuasan Pelanggan Richeese Factory Cabang Sudirman Yogyakarta. Cakrawangsa Bisnis. Vol 1, No 1 (2020): April.
- Peter & Olson (2000). Consumer Behavior Perilaku Konsumen. 2nd. ed. 4 Jakarta: Penerbit Erlangga.
- Prasetyo, M., Susanto, S., & Maharani, B. (2021). Pengaruh Kualitas Pelayanan, Fasilitas dan Persepsi Harga Terhadap Kepuasan Konsumen. Jurnal Ilmiah Manajemen Kesatuan, 9(1), 23 - 32
- Shaharudin, M.R., Mansor, S.W., Elias, S.J. (2011). Food Quality Attributes Among Malaysia's Fast Food Customer. *International Business and Management*. Vol. 2, No. 1. 2011.
- Sudaryono. 2016. Manajemen Pemasaran Teori dan Implementasi. Yogyakarta: C.V. Andi Offset
- Sumarwan, Ujang & Tjiptono. 2018. Strategi Pemasaran dalam Perspektif Perilaku Konsumen. Bogor: IPB Press
- Sopiah, & Sangadji, E. M. (2018). Manajemen Sumber Daya Manusia Strategik. (D. Prabantini, Edisi I. Yogyakarta: CV Andi Offset.
- Simamora, 2018. Manajemen Sumber Daya Manusia. Edisi 1. Yogyakarta: STIE. YKPN Yogyakarta
- Sugiyono. (2012). Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Penerbit Alfabeta
- Sudaryana, Yayan. 2020. "Pengaruh Kualitas Pelayanan, Kepercayaan dan Harga terhadap Kepuasan Konsumen pada Kantor Pos Indonesia (Persero) Kota Tangerang". *Journal of Management Review*, Volume 4, Nomor 1, hml (447- 455).
- Tjiptono, 2008. Strategi Pemasaran, Edisi III, Yogyakarta : CV. Andi Offset.
- Ghozali, I. (2007). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26. Edisi 5. Badan Penerbit Universitas Diponegoro..