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The Influence of E-Service Quality and Consumer Trust on Repurchase Intention on Zalora Indonesia Online Shopping Site

Ahmad Rifani

*Department of Management, Lambung Mangkurat University, Indonesia,
arifani@ulm.ac.id*

Riswan Yunida

Politeknik Negeri Banjarmasin, Indonesia

M. Wahyu Wardhana

Politeknik Negeri Banjarmasin, Indonesia

Ikhwan Faisal

Department of Management, Lambung Mangkurat University, Indonesia

Ahsanul Haq

Politeknik Negeri Banjarmasin, Indonesia

Said Muhammad

Politeknik Negeri Banjarmasin, Indonesia

Abstract

In this research, repurchase intention is a positive response given by consumers to the company for the quality of service provided by the company to consumers who are in line with expectations, causing consumer satisfaction in making transactions, this has an impact on consumer interest in revisiting and repurchasing in the future. In previous research, it is acknowledged that there is an effect of e-service quality and consumer trust on the repurchase intention. The purpose of this research aims to determine e-service quality and consumer trust affect repurchase intention on Zalora website.

The population in this research are internet users throughout Indonesia who have made online shopping transactions through Zalora Indonesia application. The population in this research is non-probability or not known for certain. Determination of sampling in this study using purposive sampling technique, using the calculation of the Ferdinand formula in order to obtain a sample of 50 respondents. Data were obtained through questionnaires and analyzed using multiple linear regression analysis techniques.

The results from this research concludes that: (1) E-service quality has an effect on repurchase intention, and (2) consumer trust has no effect on repurchase intention.

Keywords: *Repurchase Intention, E-Service Quality, Consumer Trust.*

INTRODUCTION

In the present era, information and technology are evolving so quickly. Along with the advancement of digital technology, which undoubtedly brings about numerous changes in all facets of human existence, including shopping. A new industry known as the e-commerce industry has emerged as a result of the habit of those who engage in online transaction activities to develop new ideas for business people in Indonesia to turn them into business prospects. The existence of a brand-new sector of the economy, like e-commerce, which provides many advantages and tremendous benefits for businesspeople, unquestionably sparks competition among Indonesian business actors who are striving to dominate the sector.

According to information about visitor traffic to the Zalora Indonesia website that was collected through www.iprice.co.id from the end of 2019 to the end of 2020, there was a decline in transactional interest, which led to a decrease in the number of visitors to the Zalora website. This is a result of the fiercer competition among business players in the e-commerce sector, such as the rise in e-service quality, where other players in the sector, including Zalora's rivals, continue to develop in order to gain a competitive edge.

According to Ferdinand (2002), there are four different types of repurchase interest: transactional, referential, preferential, and explorative. Consumer repurchase interest is influenced by several factors. E-service quality is one of the crucial factors that businesses must consider in order to raise repurchase interest, according to Putri, Laurensia Hanjani (2016). According to Rohwiyati and Praptiestrini's research (2019), the quality of an e-service significantly affects consumers' propensity to

repurchase. In contrast, Nurcahyo, Andry, and Kevin (2017) found in their research that e-service quality has a significant impact on maintaining current customers and attracting new ones who are interested in making repeat purchases.

E-service quality is described by Santos (2003) as a method of overall evaluation and assessment of the quality of service offered by businesses to customers in virtual or online markets. The e-service quality dimensions used in this research was created by Zeithaml et al. and consists of seven measurement dimensions: efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact.

Consumer trust is another factor that affects repurchase intention in addition to e-service quality. According to Benarto, Wilson, and Nurpatria Suryawan's (2019) research, trust and repurchase intention have a favorable relationship. According to Cheung et al. (2005), a consumer's trust is a factor that can affect their interest in making purchases online. According to Mayer et al. (1995), one's trust in other people is influenced by three dimensions: ability, benevolence, and integrity.

Based on the background information given above, the researcher is curious to find out how consumer trust and the quality of e-services affect customers' intents to make additional purchases on the Zalora Indonesia online store. The objectives of this study are to (1) analyze the influence of e-service quality on repurchase intention on the online store of Zalora Indonesia, and (2) analyze the influence of consumer trust on repurchase intention.

THERETICAL BASE AND HYPOTHESES FORMULATION

E-Service Quality

Santos (2003) defines e-service quality as a form of overall evaluation and assessment of the quality of service provided by companies to consumers in virtual or online markets. The dimensional scale used in this study is the dimensional scale successfully developed by Zeithaml, et al., (2000) which consists of 7 measurement dimensions namely efficiency, fulfillment, system availability, privacy, responsiveness, compensation and contact.

Consumer Trust

According to Sunarto (2009: 153), consumer trust is all the knowledge possessed by consumers and the perceptions and conclusions made by the consumers regarding objects, attributes, and benefits. Objects can be companies, websites, products, or people. While the attribute is the characteristic possessed by the object. As for the benefits, namely the positive results produced by the attributes perceived by the consumers. Mayer et al. (1995) said that there are three dimensions in forming one's trust in other parties, namely ability, benevolence, and integrity.

Repurchase Interest

According to Hellier et al., (2003), repurchase intention is a planned decision made by someone to repurchase a service, taking into account the situation that occurs and the level of preference. Cronin (2000) says that repurchase intention is a positive response given by the consumers to the e-service quality provided by the company and the intention to make return visits and consume products from the company. Nurhayati and Wahyu (2012: 53) in their research said that repurchase intention is an action and consumer desire to repurchase

a product because of satisfaction which is in line with the expectations with the product they receive.

The Influence of E-Service Quality and Consumer Trust on Repurchase Intentions

Kim (2005) argues that in addition to gaining a competitive advantage over other competitors, companies that provide good e-service quality with the aim of achieving consumer satisfaction and meeting consumer wants and needs will also encourage consumers to return to the company to make repeat purchases. Nurcahyo, Andry, & Kevin (2017), in their research stated that e-service quality is an important component for a company because it has a big influence on bringing in new customers and retaining consumers who have already made transactions at the company hence they are interested in making repeat purchases.

Benarto, Wilson & Nurpatria Suryawan (2019) state that there is a positive influence between trust and repurchase intention. Cheung et al., (2005) said that a consumer's trust is a factor that can influence consumer interest in conducting online shopping transactions.

hypothesis

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H1 : There is an influence between e-service quality on repurchase intention on the online shopping site of Zalora Indonesia.

H2 : There is an influence between consumer trust and repurchase intention on the online shopping site of Zalora Indonesia.

RESEARCH METHODS

This research is a type of causal associative research (cause and effect), using a quantitative approach. The population in this study were internet users in Indonesia who have made online shopping transactions through Zalora Indonesia application. There was no precise

estimation of the population in this research. The sampling technique used in this study was purposive sampling using Ferdinand formula therefore a sample of 50 respondents was obtained with the criteria (1) was at least 16 years old, (2) having made online shopping transactions through Zalora application at least 2 times, (3) made online shopping transactions through Zalora application privately. The analysis technique used was multiple linear regression analysis with data were collected using a questionnaire.

RESULT AND ANALYSIS

Validity test

According to Ghozali (2013), validity test is used to measure the legitimacy or validity of a questionnaire. The validity test was carried out using SPSS 23 software using the product moment correlation test technique from Pearson. Validity test can be seen by comparing the value of r calculation with r table. If the value of r calculation $>$ r table, then the item is said to be valid, and the significance value is <0.05 alpha value. The results of the validity test showed that all question items on the research instrument have a calculated r value that is greater than the r table value hence all question items were considered as valid.

Reliability Test

According to Ghozali (2013), a questionnaire is said to be reliable when a person's answers to questions are consistent or stable from time to time. Based on the results of the reliability test it was known that all research variables were considered reliable because the Cronbach's alpha value was greater than 0.60". This meant that the questionnaire in this study was considered reliable because the respondents' answers to each question item were consistent or stable.

Classic assumption test

Normality test

The normality test aims to test whether the sample used has a normal distribution or not (Ghozali, 2013). The normality test was carried out using the Kolmogrov-Smirnov, the data was said to be normally distributed if it has a probability test value greater than 0.05. Based on the calculation, it was known that the significance value was 0.200 that was greater than 0.05. Therefore, it can be concluded that the research data was normally distributed.

Multicollinearity Test

The multicollinearity test was carried out to find out whether the regression model has a correlation between the independent variables. Multicollinearity can be seen if the tolerance value is $>$ 0.10 and $VIF <$ 10, then multicollinearity does not occur in the model. Based on the results of the multicollinearity test, the tolerance value for each variable was greater than 0.10 and the VIF value was less than 10, so it can be concluded that there were no signs of multicollinearity among the independent variables in the regression model.

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether in the linear regression model there is an inequality of variance from one residual observation to another. The heteroscedasticity test was carried out using the Spearman rank correlation method, if the result is a significance value of $>$ 0.05 then it can be said that there is no heteroscedasticity problem. Based on the results obtained, the resulting significance value was greater than 0.05, so it can be concluded that there are no symptoms of heteroscedasticity.

Linearity Test

The linearity test is used to determine whether the independent variables and the dependent variable in this study have a linear relationship or not significantly (Ghozali, 2013). The linearity test was carried out using the Test of Linearity with a significance level of 0.05. Two variables are said to have a linear relationship if the significance level is <0.05 . Based on the results obtained, the significance value of the linearity variable for e-service quality was 0.000 or <0.05 and the significance value for the linearity variable for consumer trust was 0.001 or <0.05 . Therefore; it can be concluded that each variable had a linear relationship with the variable interest in repurchasing.

Analysis Results

Multiple Linear Regression Analysis

The regression model equation obtained is as follows:

$$Y = 0.144 + 0.281 X_1 + 0.224 X_2 + e$$

The interpretation of the regression model above is as follows:

1. The constant value (α) has a positive value of 0.144. This shows that if there is no influence from the e-service quality variable and consumer trust on the variable repurchase intention, then the value of the repurchase intention variable remains 0.144.

2. The coefficient value β_1 (X_1) has a positive value of 0.281. This shows that there is a unidirectional effect; the e-service quality variable has a positive effect on repurchase intention. That is, the higher the value of e-service quality, the higher the value of repurchase interest is.

3. The coefficient value β_2 (X_2) has a positive value of 0.224. This shows that there is a unidirectional influence, the consumer trust variable has a positive effect on repurchase intention. That is, the higher the value of consumer trust, the higher the value of repurchasing interest is.

Partial Test (T Test)

The t test was conducted to determine the extent to which the independent variable e-service quality (X_1) and consumer trust (X_2) partially influenced the dependent variable, namely repurchase intention (Y). The effect of each variable is seen by comparing the calculated t value with t table with a significance of 0.05 or 5%. If the calculated $t >$ table t and the significance value <0.05 then the hypothesis which states that the independent variable has an effect on the dependent variable can be accepted. The t table value is based on $(df) = (n-1-k)$ which is 2.012.

Tabel 1. Hasil Uji Parsial (Uji T)

Table 1. Partial Test Results (T Test)

Independent Variable	Calculated T	Table T	Sig.	Information
E-Service Quality (X_1)	2,048	2,012	0,046	Has an influence

It can be seen in Table 1 that the influence of each independent variable on the dependent variable is as follows:

1. The e-service quality variable (X1) has a t-value of 2.048 and a significance level of 0.046. This shows that the e-service quality variable (X1) has an effect on repurchase intention (Y). The proof of this statement is based on the calculated t value which is greater than the t table value, namely $2.048 > 2.011$ and a smaller significance value, namely $0.046 < 0.05$. Based on the test results, the first hypothesis (H1) which states that e-service quality (X1) has an effect on repurchase intention (Y) is accepted.

2. The consumer confidence variable (X2) has a t-value of 1.036 and a significance level of 0.306. This shows that the consumer confidence variable (X2) has no effect on repurchase intention (Y). This is because the calculated t value is smaller than the t table value, which is $1.036 < 2.011$ and the significance value is greater, namely $0.306 > 0.05$. Based on the test results, the second hypothesis (H2) which states that consumer trust (X2) has an effect on repurchase intention (Y) is rejected.

Discussion

Effect of E-Service Quality on Repurchase Intention

The results obtained from the partial test between the e-service quality variable (X1) on the variable repurchase intention (Y) show that the t value is 2.048 with a significance value of 0.046. These results indicate that the e-service quality variable (X1) has an effect on repurchase intention (Y). This can be seen based on the calculated t value which is greater than the t table value, namely $2.048 > 2.011$ and a smaller significance value, namely $0.046 < 0.05$. Based on the test results, the first

hypothesis (H1) which states that e-service quality (X1) has an effect on repurchase intention (Y) is accepted.

The results of this study are in accordance with research conducted by Rohwiyati and Praptiestrini (2019) which states that e-service quality, price perceptions, and customer satisfaction have a positive and significant effect on repurchase intention. Meanwhile, according to Trivia Lestari and Ellyawati (2019), the quality of online services (ease of use, website design, security guarantees, responsiveness, and personalization) influences satisfaction and repurchase intention. In addition, Nurcahyo, Andry & Kevin (2017) in their research results states that e-service quality has a big influence on bringing in new customers and retaining consumers who have already made transactions at the company so that they are interested in making repeat purchases.

Hasil pengujian yang dilakukan dalam penelitian ini menunjukkan bahwa e-service quality berpengaruh secara langsung pada minat beli ulang konsumen pada situs belanja online Zalora. Secara rinci pada indikator variable e-service quality, sebagian besar responden menjawab netral sampai dengan sangat setuju. Semakin baik kualitas pelayanan elektronik yang diberikan suatu situs, maka akan semakin meningkat pula minat beli ulang konsumen pada situs tersebut. Hal tersebut menunjukkan bahwa e-service quality merupakan salah satu faktor penting yang bisa mempengaruhi minat beli ulang konsumen pada situs belanja online Zalora.

The results of tests conducted in this study show that e-service quality has a direct effect on consumer repurchase intentions on the online shopping site of Zalora. In detail on the indicator variable e-service quality, most of the

respondents answered neutral to strongly agree options. The better the quality of electronic services provided by a site is, the more consumers' interest in repurchasing on that site will be. This shows that e-service quality is an important factor that can influence consumer repurchase intention on the Zalora online shopping site.

Pengaruh Kepercayaan Konsumen Pada Minat Membeli Ulang

Hasil yang diperoleh dari pengujian secara parsial antara variable kepercayaan konsumen (X2) pada variable minat beli ulang (Y) diketahui bahwa nilai t hitung sebesar 1,036 dengan nilai signifikansi sebesar 0,306. Hasil tersebut menunjukkan bahwa variable kepercayaan konsumen (X2) tidak berpengaruh pada minat beli ulang (Y). Hal tersebut dikarenakan nilai t hitung yang lebih kecil dari nilai t tabel yaitu $1,036 < 2,011$ dan nilai signifikansi yang lebih besar yaitu $0,306 > 0,05$. Berdasarkan hasil uji tersebut, maka hipotesis kedua (H2) yang menyatakan bahwa kepercayaan konsumen (X2) berpengaruh pada minat beli ulang (Y) ditolak.

10 The Effect of Consumer Trust on Repurchase Intention

The results of the partial test between the variables of interest in repeat purchases (Y) and customer confidence (X2) show that the calculated t value is 1.036 and the significance value is 0.306. These findings suggest that the consumer confidence variable (X2) has no influence on the intention to make another purchase (Y). This is because the calculated t value, which is $1.036 < 2.011$, is lower than the t table value and the significance value, which is $0.306 > 0.05$, is higher. The second hypothesis (H2), which argues that customer trust (X2) has an impact on repurchase intention (Y), is rejected in light of the test results.

The results of this study was not in line with research conducted by Benarto, Wilson & Nurpatricia Suryawan (2019) which stated that there was a positive and significant influence between trust and repurchase intention. As for Cheung et al., (2005), a trust that consumers have was a factor that can influence consumer interest in conducting online shopping transactions. However, the results of this study are supported by a research conducted by Angga Restu Efendi, Budi Santoso, Haris Hermawan (2021) which states that trust has no significant effect on consumer repurchase intention on the online shopping site of Tokopedia. Meanwhile, I Gusti Agung Ayu Alit Masarianti Putri, Sri Darwini & Muhammad Mujahid Dakwah (2019) in their research stated that the trust variable has a positive effect but does not have a significant effect on consumer repurchase intention on Shopee online shopping site.

18 In this study, consumer trust has no effect on repurchase intention on Zalora Indonesia shopping site because Zalora Indonesia site is a type of e-commerce that already has official suppliers in the form of well-known brands such as Adidas, Nike, Bellagio, Alexandre Christie, Guess, Hush Puppies. and so forth. This official supplier, of course, already has beyond question guarantee of integrity or product quality, therefore the consumer trust variable has no effect on Zalora Indonesia shopping site.

CONCLUSION

The following conclusions have been reached based on data analysis and discussion in the research on the Indonesian online retailer Zalora:

1. On the online shopping website Zalora Indonesia, consumer repurchase intentions are influenced by the quality of the e-service. This

demonstrates how the quality of an e-service and the likelihood that a customer will make a repeat purchase are related. As a result, Zalora must focus on ways to enhance the quality of its e-services. The higher the quality of the electronic services offered to customers, the more likely they are to make another purchase from the Zalora online store.

2. Consumer repurchase intentions on the Indonesian online marketplace Zalora are unaffected by consumer trust. This shows that customer trust in the website does not affect their intention to make additional purchases from Zalora online shopping site.

References

hypothesis

H1 : There is an influence between e-service quality on repurchase intention on the online shopping site of Zalora Indonesia.

H2 : There is an influence between consumer trust and repurchase intention on the online shopping site of Zalora Indonesia.

RESEARCH METHODS

This research is a type of causal associative research (cause and effect), using a quantitative approach. The population in this study were internet users in Indonesia who have made online shopping transactions through Zalora Indonesia application. There was no precise estimation of the population in this research. The sampling technique used in

this study was purposive sampling using Ferdinand formula therefore a sample of 50 respondents was obtained with the criteria (1) was at least 16 years old, (2) having made online shopping transactions through Zalora application at least 2 times, (3) made online shopping transactions through Zalora application privately. The analysis technique used was multiple linear regression analysis with data were collected using a questionnaire.

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According to Ghozali (2013), validity test is used to measure the legitimacy or validity of a questionnaire. The validity test was carried out using SPSS 23 software using the product moment correlation test technique from Pearson. Validity test can be seen by comparing the value of r calculation with r table. If the value of r calculation > r table, then the item is said to be valid, and the significance value is <0.05 alpha value. The results of the validity test showed that all question items on the research instrument have a calculated r value that is greater than the r table value hence all question items were considered as valid.

Reliability Test

According to Ghozali (2013), a questionnaire is said to be reliable when a person's answers to questions are consistent or stable from time to time. Based on the results of the reliability test it was known that all research variables were considered reliable because the Cronbach's alpha value was greater than 0.60". This meant that the

questionnaire in this study was considered reliable because the respondents' answers to each question item were consistent or stable.

16 Classic assumption test

Normality test

The normality test aims to test whether the sample used has a normal distribution or not (Ghozali, 2013). The normality test was carried out using the Kolmogrov-Smirnov, the data was said to be normally distributed if it has a probability test value greater than 0.05. Based on the calculation, it was known that the significance value was 0.200 that was greater than 0.05. Therefore, it can be concluded that the research data was normally distributed.

Multicollinearity Test

The multicollinearity test was carried out to find out whether the regression model has a correlation between the independent variables. Multicollinearity can be seen if the tolerance value is > 0.10 and $VIF < 10$, then multicollinearity does not occur in the model. Based on the results of the multicollinearity test, the tolerance value for each variable was greater than 0.10 and the VIF value was less than 10, so it can be concluded that there were no signs of multicollinearity among the independent variables in the regression model.

16 Heteroscedasticity Test

The heteroscedasticity test is used to determine whether in the linear regression model there is an inequality of variance from one

residual observation to another. The heteroscedasticity test was carried out using the Spearman rank correlation method, if the result is a significance value of > 0.05 then it can be said that there is no heteroscedasticity problem. Based on the results obtained, the resulting significance value was greater than 0.05, so it can be concluded that there are no symptoms of heteroscedasticity.

Linearity Test

The linearity test is used to determine whether the independent variables and the dependent variable in this study have a linear relationship or not significantly (Ghozali, 2013). The linearity test was carried out using the Test of Linearity with a significance level of 0.05. Two variables are said to have a linear relationship if the significance level is < 0.05 . Based on the results obtained, the significance value of the linearity variable for e-service quality was 0.000 or < 0.05 and the significance value for the linearity variable for consumer trust was 0.001 or < 0.05 . Therefore; it can be concluded that each variable had a linear relationship with the variable interest in repurchasing.

Analysis Results

5 Multiple Linear Regression Analysis

The regression model equation obtained is as follows:

$$Y = 0.144 + 0.281 X_1 + 0.224 X_2 + e$$

The interpretation of the regression model above is as follows:

1. The constant value (α) has a positive value

of 0.144. This shows that if there is no influence from the e-service quality variable and consumer trust on the variable repurchase intention, then the value of the repurchase intention variable remains 0.144.

- The coefficient value β_1 (X1) has a positive value of 0.281. This shows that there is a unidirectional effect; the e-service quality variable has a positive effect on repurchase intention. That is, the higher the value of e-service quality, the higher the value of repurchase interest is.
- The coefficient value β_2 (X2) has a positive value of 0.224. This shows that there is a unidirectional influence, the consumer trust variable has a positive effect on repurchase intention. That is, the higher the value of consumer trust, the higher the value of repurchasing interest is.

Partial Test (T Test)

The t test was conducted to determine the extent to which the independent variable e-service quality (X1) and consumer trust (X2) partially influenced the dependent variable, namely repurchase intention (Y). The effect of each variable is seen by comparing the calculated t value with t table with a significance of 0.05 or 5%. If the calculated $t >$ table t and the significance value <0.05 then the hypothesis which states that the independent variable has an effect on the dependent variable can be accepted. The t table value is based on $(df) = (n-1-k)$ which is 2.012.

Tabel 1. Hasil Uji Parsial (Uji T)

Table 1. Partial Test Results (T Test)

Independent

Variable

	Calculated T	Table T	Sig.
E-Service Quality			
(X1)	2,048	2,012	0,046
			Has an influence

It can be seen in Table 1 that the influence of each independent variable on the dependent variable is as follows:

- The e-service quality variable (X1) has a t-value of 2.048 and a significance level of 0.046. This shows that the e-service quality variable (X1) has an effect on repurchase intention (Y). The proof of this statement is based on the calculated t value which is greater than the t table value, namely $2.048 > 2.011$ and a smaller significance value, namely $0.046 < 0.05$. Based on the test results, the first hypothesis (H1) which states that e-service quality (X1) has an effect on repurchase intention (Y) is accepted.
- The consumer confidence variable (X2) has a t-value of 1.036 and a significance level of 0.306. This shows that the consumer confidence variable (X2) has no effect on repurchase intention (Y). This is because the calculated t value is smaller than the t table value, which is $1.036 < 2.011$ and the significance value is greater, namely $0.306 > 0.05$. Based on the test results, the second hypothesis (H2) which states that consumer trust (X2) has an effect on

repurchase intention (Y) is rejected.

Discussion

4 Effect of E-Service Quality on Repurchase Intention

The results obtained from the partial test between the e-service quality variable (X1) on the variable repurchase intention (Y) show that the t value is 2.048 with a significance value of 0.046. These results indicate that the e-service quality variable (X1) has an effect on repurchase intention (Y). This can be seen based on the calculated t value which is greater than the t table value, namely $2.048 > 2.011$ and a smaller significance value, namely $0.046 < 0.05$. Based on the test results, the first hypothesis (H1) which states that e-service quality (X1) has an effect on repurchase intention (Y) is accepted.

The results of this study are in accordance with research conducted by Rohwiyati and Praptiestrini (2019) which states that e-service quality, price perceptions, and customer satisfaction have a positive and significant effect on repurchase intention. Meanwhile, according to Trivia Lestari and Ellyawati (2019), the quality of online services (ease of use, website design, security guarantees, responsiveness, and personalization) influences satisfaction and repurchase intention. In addition, Nurcahyo, Andry & Kevin (2017) in their research results states that e-service quality has a big influence on bringing in new customers and retaining consumers who have already made transactions at the company so that they are interested in making repeat purchases.

Hasil pengujian yang dilakukan dalam penelitian ini menunjukkan bahwa e-service quality berpengaruh secara langsung pada minat beli ulang konsumen pada situs belanja online Zalora. Secara rinci pada indikator variable e-service quality, sebagian besar responden menjawab netral sampai dengan sangat setuju. Semakin baik kualitas pelayanan elektronik yang diberikan suatu situs, maka akan semakin meningkat pula minat beli ulang konsumen pada situs tersebut. Hal tersebut menunjukkan bahwa e-service quality merupakan salah satu faktor penting yang bisa mempengaruhi minat beli ulang konsumen pada situs belanja online Zalora.

The results of tests conducted in this study show that e-service quality has a direct effect on consumer repurchase intentions on the online shopping site of Zalora. In detail on the indicator variable e-service quality, most of the respondents answered neutral to strongly agree options. The better the quality of electronic services provided by a site is, the more consumers' interest in repurchasing on that site will be. This shows that e-service quality is an important factor that can influence consumer repurchase intention on the Zalora online shopping site.

Pengaruh Kepercayaan Konsumen Pada Minat Membeli Ulang

Hasil yang diperoleh dari pengujian secara parsial antara variable kepercayaan konsumen (X2) pada variable minat beli ulang (Y) diketahui bahwa nilai t hitung sebesar 1,036 dengan nilai signifikansi sebesar 0,306. Hasil tersebut menunjukkan bahwa variable kepercayaan konsumen (X2) tidak berpengaruh pada minat beli ulang (Y). Hal tersebut dikarenakan nilai t hitung yang lebih kecil dari nilai t tabel

yaitu $1,036 < 2,011$ dan nilai signifikansi yang lebih besar yaitu $0,306 > 0,05$. Berdasarkan hasil uji tersebut, maka hipotesis kedua (H2) yang menyatakan bahwa kepercayaan konsumen (X2) berpengaruh pada minat beli ulang (Y) ditolak.

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The Effect of Consumer Trust on Repurchase Intention

The results of the partial test between the variables of interest in repeat purchases (Y) and customer confidence (X2) show that the calculated t value is 1.036 and the significance value is 0.306. These findings suggest that the consumer confidence variable (X2) has no influence on the intention to make another purchase (Y). This is because the calculated t value, which is 1.036 2.011, is lower than the t table value and the significance value, which is $0.306 > 0.05$, is higher. The second hypothesis (H2), which argues that customer trust (X2) has an impact on repurchase intention (Y), is rejected in light of the test results.

The results of this study was not in line with research conducted by Benarto, Wilson & Nurpatricia Suryawan (2019) which stated that there was a positive and significant influence between trust and repurchase intention. As for Cheung et al., (2005), a trust that consumers have was a factor that can influence consumer interest in conducting online shopping transactions. However, the results of this study are supported by a research conducted by Angga Restu Efendi, Budi Santoso, Haris Hermawan (2021) which states that trust has no significant effect on consumer repurchase intention on the online shopping site of Tokopedia. Meanwhile, I Gusti Agung Ayu Alit Masarianti Putri, Sri Darwini & Muhammad Mujahid Dakwah (2019) in their research stated that the trust

variable has a positive effect but does not have a significant effect on consumer repurchase intention on Shopee online shopping site.

In this study, consumer trust has no effect on repurchase intention on Zalora Indonesia shopping site because Zalora Indonesia site is a type of e-commerce that already has official suppliers in the form of well-known brands such as Adidas, Nike, Bellagio, Alexandre Christie, Guess, Hush Puppies. and so forth. This official supplier, of course, already has beyond question guarantee of integrity or product quality, therefore the consumer trust variable has no effect on Zalora Indonesia shopping site.

CONCLUSION

The following conclusions have been reached based on data analysis and discussion in the research on the Indonesian online retailer Zalora:

1. On the online shopping website Zalora Indonesia, consumer repurchase intentions are influenced by the quality of the e-service. This demonstrates how the quality of an e-service and the likelihood that a customer will make a repeat purchase are related. As a result, Zalora must focus on ways to enhance the quality of its e-services. The higher the quality of the electronic services offered to customers, the more likely they are to make another purchase from the Zalora online store.
2. Consumer repurchase intentions on the

Indonesian online marketplace Zalora are unaffected by consumer trust. This shows that customer trust in the website does not affect their intention to make additional purchases from Zalora online shopping site.

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