



The Impacts of E-Service Quality on Repurchase Intention

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Abstract. To enhance Sociolla Cosmetics' marketing strategy, which is primarily focused on enhancing and raising repurchase intention through e-service quality, this study set out to measure the impact of e-service quality on repurchase intention on the website for cosmetic sales. This study employed a descriptive quantitative verification approach as a part of the research method. There were 100 respondents selected through a non-probability sampling technique and simple random sampling. The findings of this study revealed that the quality of e-services give a significant positive impact on consumers' repurchase intentions on Sociolla's website. It implies that the higher the quality of e-service, the more likely consumers will be interested in purchasing their products.

Keywords: E-Service Quality · Repurchase Intention · Sociolla

1 Introduction

E-commerce is experiencing rapid growth, especially in Indonesia, which is corroborated by 2015 data from Kadin, Kemkominfo, and Accenture, showing that the number of internet users in Indonesia use the internet to find product information and shop online [1]. In Indonesia, 88.1% of internet users use e-commerce services to buy goods [2]. The UK is his second, with 86.9% of internet users using e-commerce [3]. One of the most important consumer behaviors for businesses is repeated purchase intent [3]. Because repurchase intention will increase company performance. The performance increase reflects or reflects consumer behavior to buy the same brand in the future [4]. To increase repurchase intention in the digital era, it is through websites that have good quality, so consumer confidence will increase so that they will have the intention to repurchase intentions from all types of products or services on the website [5].

In the fourth quarter of 2020, Sociolla became one of the top 10 e-commerce sites and took the tenth position based on monthly visitors to e-commerce sites [6]. From the first quarter to the third quarter of 2021, the e-commerce competition map in Indonesia was won by Tokopedia. Followed by Shopee and Bukalapak in the second and third positions [7]. The shift in Sociolla's position by other e-commerce and the loss of Sociolla in the list of the Top 10 e-commerce, one of which is measured by the number of monthly

visitors, indicates that there are several consumers who switched to other e-commerce, which means that consumers do not intend to repurchase the Sociolla site.

Low repurchase intent is an issue that needs to be addressed immediately. We hypothesize that repurchase intent is a key indicator of customer satisfaction, and what customers get is relative to what they give. A study [8] showed that the aspect of e-service quality has a significant positive impact on repurchase intention and thus can increase repurchase intention in e-commerce. This study focused on measuring the quality of e-services related to repurchase intention on Sociolla's cosmetics sales website, particularly the marketing strategies related to improving and enhancing repurchase intention by the quality of e-services. Focus on development.

1.1 E-Service Quality

E-Service Quality is an overall assessment and rating of excellence and quality in the delivery of services in online commerce. A study conducted, examined aspects of electronic service quality based on the SERVQUAL model in the context of online shopping and its impact on overall service quality, customer satisfaction, and purchase intent [9]. Referring to research [10] that the quality of electronic services in interacting with websites is one level of effective and efficient websites that can facilitate users' electronic services such as online shopping, finding information, and searching. please.

Quality is the sum of a product's or service's attributes that depend on its capacity to meet explicit or implicit needs. [11]. Customer loyalty is affected by the quality of electronic services, which is determined by website performance and information security [12].

The study defines five e-service quality factors, including efficiency, privacy, fulfillment, contact, and responsiveness. [13]. According to statistics, it significantly affects customer loyalty and willingness to repurchase goods or use services [14].

1.2 Repurchase Intention

The concept of repurchase intention was first put forward by Oliver, which stated that repurchase intention results from customer satisfaction and assumes that what they get is proportional to what they give. Repurchase intention is consumer behavior about whether there will be an intention to buy a product. It will be closely related to what they need/relevant [11]. Repurchase intent is essentially customer behavior when they express satisfaction with an organization's online customer service and desire to make more purchases of the organization's goods [14]. Repurchase intention is one of the measures to measure behavioral intention as a customer's willingness to purchase via the internet in greater numbers [8].

According to [15], there are four ways to determine whether someone plans to repurchase something: transactional interest, referential interest, preferential interest, and exploration interest.

2 Method

This study’s research methodology employed a descriptive quantitative verification strategy. Using the non-probability sampling technique and basic random sampling, a sample of 100 respondents was collected. Primary and secondary data are used in data collection. Online surveys were used to collect primary data, and books, literature reviews, and other relevant sources were used to gather secondary data. An online survey with a five-point Likert scale, measuring Strongly Agree (5), Agree (4), Neutral (3), and Disagree (3), was used to gather the data (2). Strongly Object (1). The respondents in this study were online shoppers at Sociolla. Additionally, the method of data analysis employed multiple linear regression.

3 Result and Discussion

By using SPSS 26.0 for the windows application program, the output correlation coefficient results are obtained in Table 1.

It can be seen that the correlation value (R) of e-service quality on repurchase intention is 0.475.

Simultaneous Test (F Test) result are obtained in Table 2.

Table 2 shows that the F-count value is 28,513 when compared to the F-table of 3,936 then F-count > F-table. This shows that H0 is rejected and Ha is accepted. From this, we can conclude that e-service quality variables also have a significant impact on repurchase intention.

Partial Test (T-Test) result are obtained in Table 3.

Table 3 shows that the T-count value of e-service quality is 5.340, when compared to T-table of 1.29222, T-count > T-table. Hence, we can conclude that the quality of e-service has a significant impact on repurchase intention.

Table 1. Correlation coefficient.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.475a	0.225	0.217	2.40374

Table 2. Simultaneous Test (F Test).

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164.749	1	164.749	28,513	.000b
	Residual	566,241	98	5.778		
	Total	730,990	99			

Dependent Variable: Repurchase Intention

Source: Results of Data Processing with SPSS-26, 2022.

Table 3. Partial Test (T-Test).

Coefficients						
Model		Unstd. Coef		Std. Coef	t	Sig.
		B	Std. Error	Beta		
	(Constant)	6,723	2,500		2,689	0.008
	X	0.451	0.084	0.475	5,340	0.000

Dependent Variable: Repurchase Intention

Source: Results of Data Processing with SPSS-26, 2022

The results show that e-service quality has a significant positive impact on consumers' repurchase intentions on Sociolla's website. This means that Sociolla's e-service quality is even better, and the higher the possibility that consumers are interested in buying back products through Sociolla. This is in line with research [4, 8, 10] that stated the positive impact of e-service quality on repurchase intentions.

4 Conclusion

From the results of the study explained above, it is necessary to understand the impacts of e-service quality on repurchase intention. Regarding Sociolla's website, there is a relationship between e-service quality and repurchase intention. It means that the better the electronic service quality applied to e-commerce, the higher the customer intention will be.

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