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The Effect of E-Service Quality and Brand Trust Towards Repurchase Intentions For Cabaco Product on Tokopedia E-Commerce

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Abstract: This study aims to analyze the relationship between Tokopedia E-Commerce, E-Service Quality, and Brand Trust as it pertains to the repurchase intentions of Cabaco products. Using the customer as an observational unit, this study aims to examine Cabaco Products at Tokopedia E-Commerce. This study used the multiple linear regression hypothesis test as its research technique for descriptive verification. Studies pertaining to methods of gathering information via surveys, library research, and fieldwork. One hundred fifty people participated in the survey. According to the results, the quality of an e-service and the confidence consumers have in a brand affect their propensity to make a repeat purchase.

Keywords: E-Service Quality, Brand Trust, and Repurchase Intention

INTRODUCTION

In recent decades, advancements in information technology have been greatly influenced by globalization. Internet usage by the general population is an example of an IT advancement. These days, there is no shortage of ISPs offering reasonable prices and speeds for internet users. New avenues for advertising goods and services have opened up because to the interconnection of computer systems with the worldwide web. For all intents and purposes, technology in marketing just exists to make the process easier.

Competition among online businesses, particularly those engaging in electronic commerce (e-commerce), has heated up in recent years, thanks to both the proliferation of internet access and the lightning-fast development of related technologies in Indonesia. The term "e-commerce" encompasses all activities associated with the purchase, sale, and distribution of goods and services over electronic networks such as the World Wide Web, television, and the internet. Shopping habits that relied on the buyer and seller being physically present have shifted with the rise of e-commerce. Nowadays, buying has become more convenient via many means such as the internet, telephone, or even short messaging service (SMS). As a result, people really like this kind of online shopping since they think it's so efficient and effective (Stephen Gomory and Robert Hoch, 2008).

Currently, Indonesia accounts for as much as half of Southeast Asia's total online sales, making it the region's most important marketplace. Contributions from this industry to Indonesia's GDP are likely to keep to up as the country's number of internet users and e-commerce users continues to rise. An estimated 58.63 million people in Indonesia used e-commerce in 2023, with that figure expected to rise to 99.1 million by 2029, based on statistics from the Ministry of Trade. This indicates a shift in consumer preferences when it comes to making purchases.

Customer convenience is enhanced by the availability of internet shopping. These days, customers can get anything they need without ever setting foot in a store that all they have to do is look for it online. A manufacturer or online retailer that has joined the market to sell its wares is Tokopedia.

Tokopedia is a company in the e-commerce sector that was established in 2009. When it comes to Indonesian online marketplaces, Tokopedia is right now among the top options. With its help, anybody may set up their own online shop and sell goods directly to other users. Products offered on Tokopedia might be in either a new or used condition.

Table 1. Number of Visit E-Commerce Website

Rank	Website	Number of Visits
1	Shopee	2,35 Miliar
2	Tokopedia	1,25 Miliar
3	Lazada	762,4 Juta
4	Blibli	337,4 Juta
5	Bukalapak	168,2 Juta

Over the course of 2023, Tokopedia was clearly one of the most well-liked Indonesian e-commerce platforms. According to Databoks (2024), the total visits to Tokopedia's e-commerce site in 2023 reached 1.25 billion visits. From the table above, it can be concluded that Tokopedia is one of the most popular e-commerce websites in Indonesia.

Nowadays, people from all over the world are able to easily communicate and connect with one another, regardless of their physical location, all thanks to the internet. This results in easier communication and information exchange across countries among individuals, and the presence of the internet facilitates the ongoing globalization process worldwide. The word internet comes from "interconnected-networking." The internet is a global network that connects one network to another around the world (Susilo et al. 2018). Cabaco products are one of the products that use the internet in selling their products.

Customers will be happy with the results when they use a high-quality e-service. If customers think the service matches their expectations, they will be happy with the company's services. But discontent happens when customers aren't satisfied with the products or services they bought since they weren't up to par with how they expected them to work. As a result of this discontent, customers develop unfavorable opinions of the company or product, which manifests in things like unfavourable word of mouth, less propensity to buy from them again, and even brand switching.

The development of digital technology has driven significant changes in consumer behavior, especially in online shopping activities. E-commerce has become one of the most widely used platforms to meet consumer needs, including the purchase of fashion products. Tokopedia, as one of the largest e-commerce platforms in Indonesia, offers a variety of products, including fashion items such as Cabaco. However, in an increasingly competitive era, retaining consumers to make repeat purchases becomes a significant challenge for business players.

In this context, one major component that affects customer happiness and loyalty is the quality of electronic services, often known as e-service quality. The way customers perceive

the platform and sellers is heavily influenced by how quickly, securely, informatively, and responsively their services are. Conversely, customers' faith in the brand is crucial in determining whether they would buy the goods again, particularly when making transactions online, which are inherently riskier than in-store sales. The degree to which e-service quality and brand trust impact the desire to repurchase Cabaco items on Tokopedia is still unclear, however. Some consumers may be satisfied with product quality but disappointed with delivery speed or customer service. Conversely, there are also consumers who may trust the Cabaco brand but are dissatisfied with their shopping experience on the e-commerce platform:

Here is a visual representation of the study's theoretical framework:

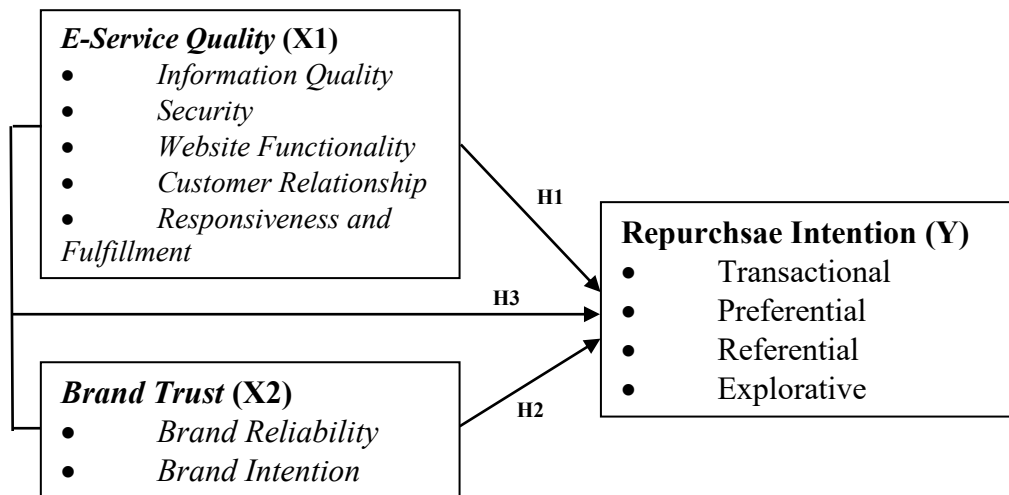


Figure 1. Framework

The hypothesis: 1) Hypothesis 1: E-Service Quality has a partially positive and significant influence on Repurchase Intention; 2) Hypothesis 2: Brand Trust has a positive partial influence on Repurchase Intention; 3) Hypothesis 3: E-Service Quality and Brand Trust have a positive simultaneous effect on Repurchase Intention.

METHOD

This study used quantitative methodologies, descriptive research techniques, and verification analysis in its research methodology. This research explains the relationship between e-service quality (x₁) and brand trust (x₂) on repurchase intention (Y) using a methodology that aims to identify whether one variable influences another. In this research, 150 participants were chosen at random. Research in the field and library research make up the data gathering process. Several statistical tests, including multiple linear regression analysis, the t-test (partial test), and the coefficient of determination (r²), were used simultaneously in this scientific investigation.

RESULTS AND DISCUSSION

Respondent Profile

One hundred fifty people participated in this survey. Google Form was used for the online distribution of the survey. Despite the dispersed nature of the respondents, completing the survey online might provide a more streamlined process.

Table 2. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage
Male	117	78
Female	33	22

Total	150	100
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According to the data in the table, the majority of the people that filled out the survey for this research were men.

Table 3. Characteristics of Respondents Based on Age

Age	Frequency	Percentage
< 20 year	11	7,33
21 - 30 year	34	22,67
31 – 40 year	78	52,00
41 – 50 year	19	12,67
> 51 Tahun	8	5,33
Total	150	100,00

The participants in this research mostly fall within the age bracket of 31–40, as seen in the table above.

Table 4. Characteristics of Respondents Based on Employment

Job	Frequency	Percentage
Student	15	10,00
Self-Employed	56	37,33
Civil Servant	26	17,33
Private Sector	43	28,67
Other	10	6,67
Total	150	100

The majority of the people who filled out the survey were self-employed, as seen in the table above.

Multiple Linear Regression Analysis

Previous testing of the prerequisites for basic classical regression analysis has shown that the variables used in it adequately satisfy the conditions of the classical assumptions and criteria. Next, the researchers examined the regression model and tested its significance.

Table 5. Multiple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,608	1,582		9,231	,000
	<i>E-service quality</i> (X1)	,125	,049	,212	2,559	,012
	<i>Brand trust</i> (X2)	,195	,037	,433	5,226	,000

a. Dependent Variable: Repurchase Intention (Y)

Y = Repurchase Intention

x_1 = E-Service Quality

x_2 = Brand Trust

e = Error Rate

A regression equation may be constructed using the data acquired from the regression coefficient mentioned earlier in the process:

- 1) When X_1 and X_2 are factors affecting e-service quality and brand trust, the constant value is 14.608 and the resulting Repurchase Intention is 14.608.

- 2) With a value of 0.125, the e-service quality coefficient points in the right way. The Repurchase Intention variable will rise by 0.125 points in response to an improvement in the quality of e-services.
- 3) A positive direction is shown by the brand trust coefficient, which is 0.195. Consequently, there will be a 0.195 point rise in the Repurchase Intention via Tokopedia E-Commerce when the brand trust variable grows.

Hypothesis Test Statistical T-Test

Simply said, determine how much variation in the dependent variable can be explained by a single independent variable using the t-statistical test. It is evident that the outcomes of the hypothesis test in

Table 6. Hypothesis Test Statistical T-Test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	14.608	1.582		9.231	.000
	<i>E-service quality (X1)</i>	.125	.049	.212	2.559	.012
	<i>Brand trust (X2)</i>	.195	.037	.433	5.226	.000

a. Dependent Variable: Repurchase Intention (Y)

Results from the t-tests used to determine the individual effects of each independent variable on the dependent variable are shown below, using the data from the table provided earlier:

- a) Based on the t-test statistical computation, that can see that the e-service quality t-value of 2.559 is higher than the t-table value of 1.976, leading us to accept H_a and reject H_o . This indicates that the quality of an e-service has a beneficial effect on the rate of repurchase intent.
- b) In the acceptability zone of H_a , the computed t-value of 2.559 falls. With this finding, the author's premise that "E-service Quality influences Repurchase Intention" holds water.
- c) H_a is approved while H_o is denied because the computed t-value for Brand Trust = 5.226 is bigger than the t-table value = 1.976. Thus, it is reasonable to assume that Brand Trust has a favorable effect on Repurchase Intention.
- d) As far as H_a is concerned, the computed t-value of 5.226 is within the acceptable range. Thus, the author's premise, "Brand Trust influences Repurchase Intention," is valid.

Coefficient of Determination (r^2)

Table 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.583 ^a	.340	.331	3.90311

a. Predictors: (Constant), *Brand trust (X2)*, *E-service quality (X1)*

A moderate relationship exists between repurchase intention (Y), e-service quality (X1), and brand trust (X2), with a correlation value of 0.583 (range: 0.40 to 0.599). The association between e-service quality (X1), brand trust (X2), and repurchase intention (Y) on Tokopedia E-Commerce is 0.340, or 34.0%, according to the multiple correlation coefficient (also called the coefficient of determination). That is why 34 percent of the repurchase intention

is accounted for by e-service quality (X1) and brand trust (X2), whereas other characteristics, which were not included in this research, account for 66.0 percent.

CONCLUSION

The purpose of this research is to identify the factors that affect the repurchase intention (Y) for Cabaco items sold on Tokopedia E-Commerce, specifically looking at E-Service Quality (X1) and Brand Trust (X2). The following inferences are made from the computed data:

- 1) When looking at the t-test findings, it has been shown that the E-Service Quality variable has a partial and statistically significant effect on repurchase intention, indicating that positive service will affect consumers' intention to repurchase a product or brand.
- 2) When looking at the t-test findings, there is a significant partial influence of the Brand Trust variable on Repurchase Intention, indicating that positive brand trust will affect consumers' intention to repurchase a product or brand.
- 3) When looking at the t-test findings, both E-Service Quality and Brand Trust, which are separate factors, significantly impact repurchase intention at the same time.

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