THE ROLE OF CUSTOMER SATISFACTION MEDIATES THE EFFECT OF RESPONSIVENESS ON REPURCHASE INTENTION THROUGH TOKOPEDIA IN DENPASAR AND BADUNG CITIES

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Article Information	Abstract
	The purpose of this study was to analyze the role of customer satisfaction in mediating the effect of responsiveness on repurchase intention through Tokopedia in Denpasar and Badung Cities. Recently, Tokopedia's services have often been slow and disappointing so that customer satisfaction has decreased which can affect the decrease in repurchase intention.. This research applies a quantitative approach and is causal associative in nature. The research was conducted in Denpasar and Badung City on Tokopedia users whose numbers cannot be known with certainty (infinite population). The number of samples set at 100 respondents with a nonprobability sampling method, precisely the purposive sampling technique. The data collection method was carried out by questionnaire method using the help of Google Form and then analyzed descriptively and inferentially using path analysis techniques and the sobel test. The results of this study are found to have a positive and significant effect on responsiveness on repurchase intention, a positive and significant effect on responsiveness on customer satisfaction, a positive and significant effect on customer satisfaction on repurchase intention, and customer satisfaction which is able to mediate the effect of responsiveness on repurchase intention.

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INTRODUCTION

The Global Web Index (GWI) reveals that globally, 81.8% of internet users use the internet to access shopping, auction, or promotion sites (Kemp, 2023). (Baijal et al., 2021) in the e-Conomy SEA 2021 report revealed that Indonesia's digital economy increased from US$47 billion in 2020 to US$70 billion in 2021. In addition, a survey by the Central Bureau of Statistics or BPS (2022) showed that the number of online businesses or eCommerce in Indonesia in 2021 was 2,868,178 businesses. This number increased from the previous year. In 2020, there were 2,361,432 e-Commerce businesses in Indonesia.

Table 1. Average Tokopedia, Shopee, and Lazada Visitors per Quarter

No	Name	Average Visitor per Quarter (Million)			
		II/2022	IV/2022	I/2023	II/2023
1	Tokopedia	158.3	135.2	117	107.2
2	Shopee	131.3	181.4	158	167
3	Lazada	26.6	74.9	83.2	74.5

One of the marketplaces operating in Indonesia is Tokopedia. It is known that Tokopedia has continued to decline over the last few quarters. At the beginning of 2023 Tokopedia again recorded a decline in the number of visitors. It was noted that in the second quarter of 2023 the average Tokopedia visitor decreased from 117 million visits in the previous quarter to only 107.2 million visits. SimilarWeb revealed that Tokopedia is in second place after Shopee as the marketplace with the highest website visits (Suteja, 2023). The decline in the number of visits also indicates a low level of repurchase intention on Tokopedia. This is in line with the results of the preliminary survey contained in Table 2 point number 3. This point shows that 48.5% of respondents do not intend to buy again on Tokopedia.

Low repurchase intentions are also driven by the level of consumer complaints that have sprung up. Although various conveniences have been offered to consumers by shopping in the marketplace. However, bad things also accompany consumers along with the use of marketplaces such as Tokopedia. The Complaints Coordinator of the Indonesian Consumers Foundation (YLKI), Sularsih, said that the most complaints until August 2021 came from online shopping (Jatmiko, 2021).

Table 2. Preliminary Survey Results

No.	Questions	Respondent Answer	
		Yes	No
1	Is Tokopedia able to always respond quickly to consumer complaints?	16	17
2	Based on your overall experience with Tokopedia, are you satisfied?	18	15
3	Do you intend to continue buying from Tokopedia?	17	16

The results of the preliminary survey generally show that there is a relationship and a problem related to responsiveness, customer satisfaction, and repurchase intention on Tokopedia. Previous research by (Solichin et al., 2019) and (Lusiana et al., 2020) which shows that the responsiveness variable has a positive and significant effect on customer satisfaction. In addition, research by (Slack et al., 2020) also found that responsiveness has a positive and significant effect on customer satisfaction. In addition, research by (Akhtar et al., 2020) also found that if high responsiveness will lead to high customer satisfaction and when low responsiveness will lead to low customer satisfaction as well.

Recently, Tokopedia's services have often been slow and disappointing so that customer satisfaction has decreased which can affect the decrease in repurchase intention. The purpose of this study was to analyze the role of customer satisfaction in mediating the effect of responsiveness on repurchase intention through Tokopedia in Denpasar and Badung Cities.

Hypotheses Development

Customers in post-purchase situations make purchasing decisions based on their own evaluation of satisfaction/dissatisfaction (Hoang & Huy, 2020). In line with this, (Zaraswati & Setyawati, 2023) in their research found an influence that was created between satisfaction and repurchase intention. The use of customer satisfaction in relation to repurchase intention is contained in research by (Yun & Park, 2022) which states a positive relationship between customer satisfaction and repurchase intention. In addition, research conducted on several supermarkets in Thailand, precisely in Nguyen City by (Hoang & Huy, 2020) also found a positive and significant relationship between customer satisfaction and repurchase intention. Research between customer satisfaction and repurchase intention was also conducted by (Fairuz, 2022).

In addition, customer satisfaction can also affect the relationship between responsiveness and repurchase intention. Customer satisfaction is an important factor in triggering repurchase intention, so with customer satisfaction when receiving a fast and good response, it will also increase repurchase intention (Sherly & Keni, 2022). The role of customer satisfaction in mediating the effect of responsiveness on repurchase intention was also found in other studies by (Lestari & Ellyawati, 2019); (Mirza et al., 2021); and (Haeruddin et al., 2021). Thus, companies must always maintain good relations with existing consumers (Lestari & Ellyawati, 2019).

Based on the previously described conditions, it appears that there is a relationship between responsiveness, customer satisfaction, and repurchase intention. However, other findings prove the absence of a relationship between these variables. Research by (Rosalinda & Sinambela, 2023) found no significant effect on responsiveness on customer satisfaction. Meanwhile, the relationship between customer satisfaction and repurchase intention was also not found in research by (Bernarto et al., 2019). (Nguyen et al., 2021).

Based on the previous discussion, it is known that there is still a problem between responsiveness, customer satisfaction, and repurchase intention. The data reflected in Table 1 and Table 2 with the results of the preliminary survey show that there is a gap related to the relationship between the three variables. So that there needs to be research again related to this matter.

Based on research by (Parasuraman et al., 1988), it is concluded that there are five dimensions in measuring service quality. This research will focus on one dimension only, namely responsiveness. Responsiveness is ranked quite high in the SERVQUAL dimension (Berry et al., 1994; Parasuraman et al., 1990). In addition, based on previous research and the current condition of Tokopedia, the responsiveness variable seems to show the most influence compared to other SERVQUAL dimensions. Responsiveness itself can be interpreted as the ability of employees to provide fast and responsive service (Hamid et al., 2020). In line with this statement, (Kotler & Keller, 2016) state that responsiveness is a willingness to help customers and provide fast service.

Customer satisfaction refers to how happy customers are about the quality of products and services (Chaffey & Chadwick, 2016). Customer Satisfaction or customer satisfaction reflects a person's assessment of perceived performance in relation to expectations (Kotler & Keller, 2016). Customers will feel satisfaction based on the purchasing experience they have made (Sherly & Keni, 2022). The greater the negative gap between expectations and performance, the greater the consumer dissatisfaction (Parment et al., 2021). If customers have a positive experience, it will increase the likelihood that customers are satisfied and have positive repurchase intentions (Chaffey & Chadwick, 2016).

Research by (Nguyen et al., 2021) defines repurchase intention as a willingness to buy again at a store where consumers have previous buying experience. Repurchase intention is also defined as a customer's personal intention to want to repurchase products or services from a company (Bernarto et al., 2019). In addition, repurchase intention is a customer commitment to repurchase a product / service on an ongoing basis due to a sense of satisfaction felt with the products / services that the company has provided to its customers (Sherly & Keni, 2022). Repurchase intention also shows consumers or individuals the possibility that someone will continue to buy a company's special products or services in the future (Mirza et al., 2021). In line with the definition of repurchase intention by (Fairuz, 2022), namely the intention to repurchase on future occasions.

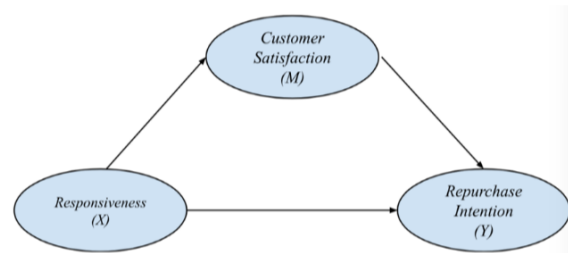The following is a conceptual framework in this study formulated as follows.

Figure 1. Conceptual Framework

METHOD

This research applies a quantitative approach and is causal associative in nature conducted in Denpasar and Badung Cities. Based on the study and adaptation of previous research, the operational definitions of the variables in this study are as follows:

Tabel 3. Operational Definition

Variable	Statement	Source
Responsiveness	Tokopedia is always willing to help (X1)	(Slack et al., 2020), (Hoang & Huy, 2020), (Amoako et al., 2023), (Sherly & Keni, 2022), and (Setiawardani & Riyanto, 2023).
	Tokopedia always responds to questions (X2).	
	Tokopedia menyediakan informasi yang diperlukan (X3).	
	Tokopedia selalu memberikan layanan yang cepat (X4).	
Customer Satisfaction	Love shopping on Tokopedia (M1).	(Bernarto et al., 2019), (Slack et al., 2020), (Sherly & Keni, 2022), and (Rosalinda & Sinambela, 2023).
	Experience on Tokopedia is above expectations (M2).	
	Overall satisfaction with Tokopedia (M3).	

	Want to visit Tokopedia again (Y1).	
Repurchase Intention	Want to continue buying on Tokopedia (Y2).	(Bernarto et al., 2019); (Slack et al., 2020); (Sherly & Keni, 2022); also (Setiawardani & Riyanto, 2023).
	Want to make Tokopedia the first choice (Y3).	

The population in this study are all Tokopedia users who live in Denpasar and Badung City, which cannot be determined with certainty or can be called an infinite population. The sampling method used in this study is nonprobability sampling, precisely the purposive sampling technique. In this study, there are several criteria used in selecting respondents, namely respondents domiciled in Denpasar or Badung City, respondents with at least a moderate education or have taken high school / equivalent education and have made purchases through Tokopedia in the last 3 months at least 2 times.

Then, the sample size determined in this study was 100 respondents, which was appropriate because it was more than 30 respondents.

Data collection in this study was carried out by survey. The data collection method applied is the questionnaire method. The questionnaire was distributed with the help of Google Form in two ways. First, it is done offline by going directly to prospective respondents. Second, it is done by spreading questionnaire links on social media, such as Instagra, Whatsapp, and Line.

Table 4. Scoring in the Research Statement List

Respondent Answer	Code	Score
Strongly Agree	SS	5
Agree	S	4
Undecided	RG	3
Disagree	TS	2
Strongly Disagree	STS	1

Measurement of respondents' answers in the questionnaire in this study using a Likert scale. According to (Sugiyono, 2018), the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (variables). In order to facilitate quantitative analysis, the answers to each question are given a score ranging from strongly agree (SS = 5), agree (S = 4), doubt (RG = 3), disagree (TS = 2), to strongly disagree (STS = 1).

Table 5. Validity Test Result

Variable	Instrument	Pearson Correlation	Description	Sig.
Responsiveness (X)	X1	0.660	Valid	0.000
	X2	0.819	Valid	0.000
	X3	0.850	Valid	0.000
	X4	0.822	Valid	0.000
Customer Satisfaction (M)	M1	0.951	Valid	0.000
	M2	0.882	Valid	0.000
	M3	0.893	Valid	0.000
Repurchase Intention (Y)	Y1	0.949	Valid	0.000
	Y2	0.948	Valid	0.000
	Y3	0.939	Valid	0.000

The results of the reliability test in this study prove that each instrument is reliable. This is evidenced by the fulfillment of the reliability test requirements, namely the Cronbach's Alpha (α) results for each variable are above 0.6.

This study uses a Likert Scale which after collecting data by distributing questionnaires, descriptive analysis is then carried out. The number of respondents who answered was multiplied by the points of the selected answer after which the whole was summed up to determine the category of each variable. After that, the results are all summed up. Determination

of the lowest score by multiplying the number of respondents and the lowest point so that the lowest score is 100 (100 x 1). The ideal score for all items is 500 which is the result of 100 (number of respondents) multiplied by 5 (highest point). The lowest score can be used as a reference for the category interval. Meanwhile, the ideal score is set as the highest score in the division of categories. More detailed categories of responsiveness variables, customer satisfcation, and repurchase intention will each be determined based on the following division, namely the sum of scores 401 - 500 (Very Good / Very Satisfied / Very High),

301 - 400 (Good / Satisfied / High), 201 - 200 (Quite Good / Quite Satisfied / Quite High), 101 - 200 (Poor / Dissatisfied / Low), and 0 - 100 (Very Poor / Very Dissatisfied / Very Low).

The inferential statistics of this study were applied through path analysis and mediation test (sobel test). Analyzing data with path analysis is carried out in accordance with the steps contained in the book How to Use and Interpret Path Analysis by (Riduwan & Achmad, 2007). Meanwhile, the mediation test steps (Sobel test) were carried out based on steps sourced from the book Application of Quantitative Analysis by (Utama, 2016).

RESULT AND DISCUSSION

Table 6. Respondent Characteristics

Variable	Classification	Total (Person)	Percentage (%)
	Male	47	47
Gender	Female	53	53
	Total	**100**	**100**
	15-19 years old	5	5
	20-24 years old	62	62
	25-29 years old	10	10
Age	30-34 years old	9	9
	35-39 years old	1	1
	≥ 40 years old	13	13
	Total	**100**	**100**
	Junior High School	3	3
	Senior High School	38	38
Education	Diploma	6	6
	Undergraduate	53	53
	Post-graduate	0	0
	Total	**100**	**100**
	Students	34	34
	TNI/POLRI	1	1
	Civil servants (PNS)	2	2
Work	Employee/Self-employed	52	52
	Housewife (IRT)	6	6
	Retired	4	4
	Others	1	1
	Total	**100**	**100**

The table 6 above presents data regarding the characteristics of respondents. Referring to the results of research that has been conducted on Tokopedia consumers in Denpasar and Badung, it can be seen that the characteristics of respondents in this study include gender, age, last education taken, and occupation. Based on this table, it is known that the research respondents were dominated by female respondents as much as 53%. Meanwhile, the age of respondents in this study was dominated by 20-24 years old with 62% of respondents. When viewed in terms of the last completed education, the research respondents were dominated by respondents who had graduated from high school / equivalent. Then, the respondent's job is dominated by private employees / self-employed as much as 52%.

The description of the respondent variables presents a description of the respondents' answers to the statement items which are indicators of the research variables. The data is presented in tabular form which includes statement items, the frequency of respondents' answers, the total number of each indicator, and the overall average. Based on this, the average score for the three research variables and their categories can also be known.

Table 7. Description of Responsiveness Variable

No.	Statement	Frequency of Respondents' Answers					Total	Respondent's Statement Category
		1	2	3	4	5		
1.	Tokopedia is always willing to help me.	3	12	28	26	31	370	Good
2.	Tokopedia always responds to my questions.	2	5	28	40	25	381	Good

No.	Statement	1	2	3	4	5	Total	Category
3.	Tokopedia provides the necessary information when I have a problem.	0	7	20	43	30	396	Good
4.	Tokopedia always provides fast service to its customers.	1	0	12	27	60	445	Very Good
	Overall Average of Responsiveness Variables						398	Good

Table 7 presents data on the description of respondents' answers related to variable indicators of responsiveness. Based on this table, it can be seen that all indicators are in the "Good" category. This category shows that each indicator has a high effect on the assessment of responsiveness by respondents. In fact, one of the statement items shows the "Very Good" category. This also shows that Tokopedia has been able to show high quality responsiveness to its consumers.

Table 8. Description of Customer Satisfaction Variable

No.	Statement	Frequency of Respondents' Answers					Total	Respondent's Statement Category
		1	2	3	4	5		
1.	I enjoy shopping on Tokopedia.	9	6	18	39	28	371	Satisfied
2.	I had an above-expectation shopping experience on Tokopedia.	3	6	30	36	25	374	Satisfied
3.	I am satisfied overall with Tokopedia.	5	5	24	40	26	377	Satisfied
	Overall Average of Customer Satisfaction Variables						374	Satisfied

Table 8 shows the data description of the customer satisfaction variable. Based on the data shown in Table 8, the overall average customer satisfaction variable shows 374 so that the variable is classified as "Satisfied". This shows that most respondents agree with the statement items seen in the high category achievement. In addition, it is also known that Tokopedia has succeeded in fulfilling customer satisfaction according to the indicators contained in the statement items so that the "Satisfied" category can be obtained.

Table 9. Description of Repurchase Intention Variable

No.	Statement	Frequency of Respondents' Answers					Total	Respondent's Statement Category
		1	2	3	4	5		
1	I want to visit Tokopedia again.	1	3	8	60	25	396	High
2	I want to keep buying on Tokopedia.	1	5	14	58	19	380	High
3	I want to put my first choice of shopping on Tokopedia.	2	7	27	47	13	350	High
	Overall Average Repurchase Intention Variable						374,3	High

Table 9 presents data on the description of respondents' answers related to the repurchase intention variable. Based on this table, it can be seen that all indicators obtained the answer category "High". The number of the first statement is 396, the second statement is 380, and the third statement is 350. Then the overall average indicator obtained a value of 374.3 which is in the "High" category. Based on this, it can be seen that Tokopedia is able to attract consumers so that consumers have a high repurchase intention through Tokopedia.

Table 10. Results of Path Analysis Structure 1

Model	Unstandardized Coefficients		Standardized Cofficients	t	Sig
	B	Std. Error	Beta		
1. (Constant)	2.373	.928		2.557	.012
Responsiveness	.607	.062	.705	9.845	.000
R Square	.497				

Dependent Variable: Customer Satisfaction

Table 10 presents the results of structure 1 path analysis. The table shows the acquisition of R-square of 0.497. This explains that the contribution of the influence of the responsiveness variable on the customer satisfaction variable is 49.7%. Meanwhile, the other 50.3% is influenced by variables that are not included in the research model. In addition, based on this table, the structural equation formed can be formulated as follows.

Structure 1

$$M = \beta_1 X + e_1 \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots(1)$$

$$M = 0.705 X + e_1$$

Table 10 presents the results of the analysis which shows the regression coefficient X or $\beta1$ and its significance value. The data processing results show that the regression coefficient X or $\beta1$ is 0.705. Meanwhile, the significance coefficient value is 0.000 which is below 0.05. This shows that the responsiveness variable has a positive and significant effect on the customer satisfaction variable.

Table 11. Results of Path Analysis Structure 2

Model	Unstandardized Coefficients		Standardized Cofficients	t	Sig
	B	Std. Error	Beta		
1. (Constant)	1.831	1.060		1.727	.087
Responsiveness	.200	.096	.210	2.075	.041
Customer Satisfaction	.602	.112	.545	5.387	.000
R Square	.502				

Dependent Variable: Repurchase Intention

Table 11 shows the results of structure 2 path analysis. The table shows the R-square obtained of 0.502. This R-square value indicates that the responsiveness and customer satisfaction variables contribute 50.2% to the repurchase intention variable explained by. Meanwhile, 49.8% is influenced by other variables that are not included in the study. Based on this table, the structural equation formed can also be formulated as follows.

Structure 2

$$Y = \beta_2 X + \beta_3 M + e_2 \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots(2)$$

$$Y = 0.210 X + 0.545 M + e_2$$

Based on Table 4.6, the regression coefficients X and M and their significance values can also be known. In structural equation 2, the regression coefficient X or $\beta2$ is 0.210 with a significance coefficient of 0.0.41 which is below 0.05. This shows that the responsiveness variable has a positive and significant effect on the repurchase intention variable. Then, the regression coefficient M or $\beta3$ is 0.545 with a significance coefficient of 0.000 which is below 0.05. This shows that customer satisfaction has a positive and significant effect on the repurchase intention variable.

The indirect effect in this study is the effect of the responsiveness variable (X) on repurchase intention (Y) with customer satisfaction (M) as a mediating variable formulated as follows:

Indirect influence = $(\beta_1 x \beta_3) + e$……..(3)
Indirect influence = $(0.705 x 0.545) = 0.384$

Meanwhile, the total effect of variable X on Y through M is formulated as follows:

Total effect = $\beta_2 + (\beta_1 x \beta_3) + e$..........................(4)

Total effect = 0.210 + 0.384 = 0.594

Furthermore, it is necessary to calculate the value of the error variable. The calculation can be done as follows.

$$e_1 \, dan \, e_2 = \sqrt{1 - R^2}$$

$$e_1 = \sqrt{1 - R^2} = \sqrt{1 - 0.497} = 0.709$$

$$e_2 = \sqrt{1 - R^2} = \sqrt{1 - 0.502} = 0.706$$

After the values of error 1 and error 2 are known, the value of the total coefficient of determination can be calculated. The calculation of the coefficient of total determination is calculated as follows.

R^2m = 1 - $(Pe1)^2(Pe2)^2$
= 1 - $(0.709)^2(0.706)^2$
= 1 – (0.503)(0.498)
= 1 – 0.250 = 0.750

Based on the calculation of the total determination coefficient value above, it is known that the total determination coefficient value is 0.750. This shows that 75% of the repurchase intention (Y) variable for Tokopedia consumers in Denpasar City is influenced by the responsiveness (X) and customer satisfaction (M) variables. In addition, the calculation results also show that as much as 25% is influenced by other factors that are not included in this research model.
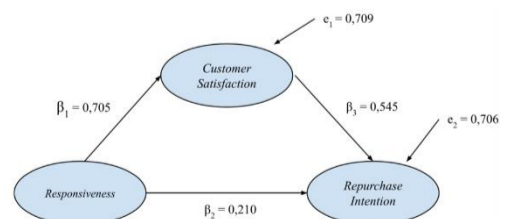
Figure 2. Causal Relationship Structure

The Sobel test was conducted to test the strength of the influence of the responsiveness variable (X) on the repurchase intention variable (Y) through the customer satisfaction variable (M). The Sobel test itself is carried out as follows.

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2}$$

$$S_{ab} = \sqrt{(0.602)^2(0.062)^2 + (0.607)^2(0.112)^2}$$

$$S_{ab} = \sqrt{(0.362)(0.004) + (0.368)(0.012)}$$

$$S_{ab} = \sqrt{0.001 + 0.004}$$

$$S_{ab} = \sqrt{0.005} = 0.071$$

To test the significance of the indirect effect, the Z value of the ab coefficient can be calculated with the following formula:

$$z = \frac{ab}{S_{ab}} = \frac{(0.607)(0.602)}{0.071} = \frac{0.365}{0.071} = 5.141$$

Based on the analysis that has been done, several things are known. First, the Beta responsiveness coefficient value based on the analysis results in Table 4.6 is 0.210 with a Sig. value of 0.041. Therefore, H1 is accepted because the acquisition of the Sig value. $0.041 \leq 0.05$. So it can be concluded that responsiveness has a positive and significant effect on repurchase intention. This means that if responsiveness increases, it will also have an effect on increasing repurchase intention through Tokopedia in Denpasar and Badung City.

These findings are also supported by the results of the variable description which obtained the results that the responsiveness variable obtained the "Good" category and the repurchase intention variable obtained the "High" category. These indicators can reflect that the emergence of interest in revisiting Tokopedia is due to the ability to provide fast service to consumers. (Sherly & Keni, 2022) in their research state that good and fast responsiveness can give a positive impression in shopping so that it can encourage repurchase intention in the future. Therefore, it is necessary to pay attention to the responsiveness offered to foster repurchase intention (Hamid et al., 2020).

The results of the study are strengthened by the existence of results that are in line with previous research by (Lestari & Ellyawati, 2019), (Hamid et al., 2020), (Slack et al., 2020), (Amoako et al., 2023), and (Setiawardani & Riyanto, 2023) who found that responsiveness has a positive and significant effect on repurchase intention. On the other hand, the results of this study contradict previous research by (Sherly & Keni, 2022) on social commerce in Jakarta, (Hoang & Huy, 2020)on supermarkets in Vietnam, and (Nguyen et al., 2021) on online shopping in Vietnam could not find a relationship between the two variables.

Second, it is known that responsiveness has a Beta coefficient value of 0.705 with a Sig value. 0.000. Because the value of Sig. $0.000 \leq 0.05$, then H1 is accepted and H0 is rejected. So it can be concluded that responsiveness has a positive and significant effect on customer satisfaction. This means that if responsiveness improves, Tokopedia's customer satisfaction in Denpasar and Badung City will also improve or increase.

These findings are supported by the responsiveness and repurchase intention variable categories, which each get the "Good" and "Satisfied" categories. Consumers feel satisfied can be due to the responsiveness provided so that expectations before and after receiving the service match or even exceed consumer expectations (Lusiana et al., 2020). This is in line with the statement that providing fast and precise responses and assistance to customers will increase customer satisfaction (Sherly & Keni, 2022).

The results of this study also strengthen several previous studies. Previous research by (Lestari & Ellyawati, 2019), (Othman et al., 2019), (Solichin et al., 2019), Hoang and Huy (2020), (Lusiana et al., 2020), Slack et al. (2020), (Akhtar et al., 2020) and (Sherly & Keni, 2022) also found that responsiveness has a positive and significant impact on customer satisfaction. However, research by (Balinado et al., 2021) in the automotive sector and (Rosalinda & Sinambela, 2023) on e-commerce in Batam City is not in line with the findings in this study.

Third, it is known that the Beta customer satisfcation coefficient value based on the analysis results in Table 4.6 is 0.545 with a Sig. value of 0.000. Therefore, H1 is accepted because the acquisition of Sig. $0.000 \leq 0,05$. So it can be concluded that customer satisfaction has a positive and significant effect on repurchase intention. This means that if customer satisfaction increases, it will also affect the increase in repurchase intention through Tokopedia in Denpasar and Badung City. These findings are also supported by the categories of customer satisfaction and repurchase intention variables, namely "Satisfied" and "High" respectively. This is in line with what was conveyed by (Yun & Park, 2022), that customer satisfaction usually affects repurchase intention.

This research is in line with previous research by (Ashfaq et al., 2019), (Lestari & Ellyawati, 2019), (Hoang & Huy, 2020), (Slack et al., 2020), (Yun & Park, 2022), and (Sherly & Keni, 2022) who found a relationship between customer satisfaction and repurchase intention. The same thing was also found in research by (Zaraswati & Setyawati, 2023) who found that satisfaction has a direct effect on consumer repurchase intention on Bukalapak e-commerce in South Jakarta City. However, the results of this

study are not in line with research by (Bernarto et al., 2019) who also examined Tokopedia but in a different region from this study. In addition, this research also contradicts research by (Ikhsan & Lestari, 2021)

Then, based on the Sobel Test that has been carried out, it is known that Z = 5.141> 1.96. This shows that H0 is rejected and H1 is accepted. In other words, customer satisfaction has a significant effect as a mediating variable. This is in accordance with the statement in research by (Sherly & Keni, 2022) where when customers feel satisfaction with a product / service (responsiveness) can encourage the growth of the desire to make repurchases.

Previous research in line with this research is research by (Lestari & Ellyawati, 2019), (Mirza et al., 2021), (Haeruddin et al., 2021) and (Sherly & Keni, 2022) who found the role of customer satisfaction in mediating the influence between responsiveness and repurchase intention. (Mirza et al., 2021) in their research state that customer satisfaction is an important factor in triggering customer repurchase intentions. However, the results of the study are not in line with several other studies, including research by (Nguyen et al., 2021) on online shopping in Vietnam and (Hoang & Huy, 2020) who examined supermarkets in Vietnam which revealed that responsiveness has no effect on repurchase intention with the mediation of customer satisfaction.

CONCLUSION AND RECOMMENDATION

The results of this study are found to have a positive and significant effect on responsiveness on repurchase intention, a positive and significant effect on responsiveness on customer satisfaction, a positive and significant effect on customer satisfaction on repurchase intention, and customer satisfaction which is able to mediate the effect of responsiveness on repurchase intention. Therefore, theoretically this research can provide benefits by strengthening some previous research. In addition, this research can also contribute to the development of research in the field of management related to responsiveness, customer satisfaction, and repurchase intention, especially on Tokopedia and provide other views on several previous studies that examined similar variables and/or objects but at different times and/or research locations. Practically, Tokopedia needs to pay attention to the importance of fast service which can affect overall consumer satisfaction with Tokopedia and of course will have an impact on increasing the level of wanting to visit again. Tokopedia needs to train its employees who are on duty on an ongoing basis in replying to consumer questions to be faster and more alert and conduct socialization to business partners on Tokopedia to be able to respond to consumers

more responsively and quickly. In addition, Tokopedia needs to continue to strive to increase customer satisfaction in order to encourage repurchase intention, including by providing a fast response, giving rewards in the form of points or discounts to attract consumers, and opening facilities so that consumers can provide input or suggestions.

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