Interaction of E-Service Quality, Experiential Marketing, Trust, and Satisfaction on Repurchase Intention

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Abstract
The purpose of this study was to test the influence of e-service quality, experiential marketing, trust, and satisfaction on repurchase intentions. The population in this study was Bukalapak consumers with a sample number of 98 respondents. Sampling methods use convenience sampling techniques. Sample analysis method using Partial Least Square (PLS) with SmartPLS 3.0 program. The results showed that e-service quality had a significant and positive effect on trust and satisfaction. Experiential marketing has a significant and positive effect on trust, but experiential marketing has no significant effect on satisfaction. Trust and satisfaction have a significant and positive influence on repurchase intentions.

INTRODUCTION
Consumptive behavior of tens of millions of people in Indonesia is the reason why e-commerce in Indonesia will continue to grow (Bernada, 2017). Once a customer visits a particular marketplace, the challenge for sellers is how to persuade those customers to buy back from the same platform (Trivedi & Yadav, 2018). The reason why repurchase intentions are so important in online shopping is because the economic benefits are higher than doing marketing to acquire new consumers, so companies can save on marketing costs (Razak et al. 2016). Currently it is more profitable to retain old consumers than to find new consumers, so companies need to create strategies to build buy back intentions (Anggita and Trenggana, 2020).

The existence of repurchase interest indicates customers will come back to buy products from the same seller (Trivedi and Yadav, 2020). The occurrence of positive consumer behavior provides an advantage for the company, namely the increasing interest of consumers to make repurchases.

Repurchase intention or buyback intention can be formed through several factors, one of which is satisfaction. Satisfaction affects repurchase intentions because consumers who feel satisfied will have a positive impression and then there is an intention to make a buyback. In accordance with the opinion of Safa and Solms (2016) that satisfaction becomes very important because satisfied consumers have a high possibility to make a buyback from a company that successfully gives it satisfaction.

The results of research from Suhaily and Soelasih (2017) showed that satisfaction has a positive and significant influence on the interest of repurchase intention. The same results were also shown by Hasman et al. (2019), Rohwiya-ti and Praptiestrini (2019), Rahayu and Saodin (2021), as well as Yolandari and Kusumade-wi (2018) namely satisfaction positively and significantly on repurchase intention. But the results are not in line with Bernarto et al. (2019) research which states that there is no positive and significant influence between satisfaction and repurchase intention.
Another factor that can create repurchase intention and satisfaction is trust. The thing that is also a consideration of buyers when doing online shopping activities is about trust in the sites used and sellers in the site (Putri, 2018). Transactions in an online shopping system between sellers and buyers are an important role. Customer trust in e-commerce is one of the key factors in buying and selling online (Masarianti et al., 2019).

According to Yolandari and Kusumadewi (2018) research, the quality of service on the internet network becomes an important factor in determining the success or not of an e-commerce. (Safa & Solms, 2016). Trust is known as a key factor in the success of e-commerce. Lack of trust can prevent users from making transactions with the company (Safa & Solms, 2016).

Based on the results of Trivedi and Yadav (2018) shows a positive and significant confidence in buying interest and satisfaction. The same results were also shown in Yolandari and Kusumadewi (2018) study showing that trust has a positive and significant effect on satisfaction and trust. Then, the results of research from Bernarto et al. (2019), Rahayu and Saodin (2021), as well as Wuisan et al. (2020) showed that e-service quality has a significant positive influence on trust. Some studies say the measurement of e-service quality can be done using service design variables (Hasman et al., 2019; Suahily & Soelasli, 2017; Trivedi & Yadav, 2020). However, Trivedi and Yadav (2020) showed that when the online business relationship is formed then trust alleviates the risk for consumers. The quality of service on the internet network becomes an important factor in determining the success or not of an e-commerce (Rohiyatni & Prapiotistri, 2019).

Research hasman et al. (2019) states that e-service quality has a positive and significant effect on satisfaction. The same results were shown by Suahily and Soelasli (2017), Rohiyati and Prapiotistri (2019) Rochim (2020), also Rahayu and Saodin (2021), e-service quality positively and significantly on satisfaction. However, the results of Chinomona et al. (2014) showed differences, e-service quality did not have a positive and significant effect on customer satisfaction or trust.

Consumer decision making can be influenced by the quality of service of an e-commerce (Rahmanta, Prapriyanti & Wandhoro, 2016). Excellent quality of service will create customer satisfaction, then lead to repurchase intentions (Lestari & Ellywati, 2019). E-service quality requires trust and satisfaction from consumers to motivate repurchase.

One of the advantages for sellers in marketing their products online is the low cost, which is then increased online shopping cost. Experiential marketing becomes a part of marketing that is increased online shopping cost. The point of view of positive experiences felt by consumers in buying a product so that from that experience consumers can feel satisfied (Oli & Nurcapri, 2016).

According to Maghithi et al. (2012) experiential marketing is not only about the function of products and services provided, but also about how to affect people’s emotions and stimulating the focus of experiential marketing is consumers (Wu & Tseng, 2015). The value of experience indicates retail preferences and maintains consumer interest in online business (Shoberi et al., 2013).

Research conducted by Astarina et al. (2017) proves that experience has a positive and significant influence on trust. However, the study is not in line with Hartono and Salim (2020) which showed results that experiential marketing had no significant effect on trust. A significant positive relationship between experiential marketing and satisfaction was shown in the research of Yolandari and Kusumadewi (2018) as well as research from Wu and Tseng (2015). While in Suahily and Soelasli (2017) menunjukkan hasil sebaliknya, yaitu showed the opposite result, namely experiential marketing does not have a significant influence on customer satisfaction.

Bukalapak’s official page explains that Bukalapak is an Indonesian technology company whose mission is to create a fair economy for all. Since its founding in 2010, Bukalapak has served more than 6 million actors, 5 million Bukalapak Partners, and 90 million active users. In 2017 Bukalapak successfully held unicorn status. Bukalapak has always had special attention in the empowerment of Indonesian MSMEs. In 2019, Bukalapak managed to have 70 million active users with 4.5 million online merchants and 1.9 million stall partners. Bukalapak was founded by Achmad Zaky, Nugroho Herucahyo and Fajrin Nurcapri, online store that allows small businesses (YLKI) has received many reports of consumer complaints related to online shopping throughout 2019, there were 34 cases of customer complaints against e-commerce services, Bukalapak being one of the two e-commerce with the most complaints (Widyastuti, 2020). A different thing was conveyed by the Head of Corporate Communication Bukalapak, that Bukalapak has provided special services to receive and follow up on consumer complaints or complaints (Hadyan, 2020). Therefore, Bukalapak is considered still necessary to improve the quality of electronic services, positive consumer experience, trust, and satisfaction that can later lead to buyback interest.

The purpose of this study was to test the influence of e-service quality, experiential marketing, trust, and satisfaction on repurchase intentions. The novelty of this study is elaborate e-service quality, experiential marketing, trust, and satisfaction on repurchase intention based on e-commerce.

Hypotheses Development

One of the advantages for sellers in marketing their products online is the low cost, but sellers certainly need to pay attention to the quality of service provided to customers.
Suhaily & Soelaish, 2017). Good service in online business can create trust for consumers. Consumers who have believed become no longer hesitant to make a buyback at the same seller. The quality of service on the internet network becomes an important factor in determining the success or not of an e-commerce (Rohwijati & Praptiestri, 2019). Based on Kundu and Datta (2015), research, e-service quality has a positive and significant influence on trust. Then, Rahaya and Saodin (2021) also showed that trust alleviates the risk to consumers who believe will only feel satisfied, but also have an emotional bond with the product or service (Syahputra & Murwatiningsih, 2019).

Based on Trivedi and Yadav (2018) significantly satisfaction. The same results were also shown Yolandari and Kusumadewi (2018) significantly satisfaction. The same results were also shown.

H5: Trust has a positive effect on satisfaction

The thing that buyers also consider when doing online shopping activities is about trust in the sites used and sellers in the site (Putri, 2018). Transactions in an online shopping system between sellers and buyers make trust an important role. Based on Trivedi and Yadav (2018) trust has a positive and significant effect on buying interest. The same results were also shown by Yolandari and Kusumadewi (2018) research showing that trust has an effect on buying interest. Then, the results of research from Bernarto et al. (2019), Rahaya and Saodin (2021), and Wuisan et al. (2020) showed that belief has a significant positive influence on repurchase intention.

H6: Trust has a positive effect on repurchase intention.

Currently it is more profitable to retain old consumers than to look for new consumers, so companies need to create strategies to build buyback intentions (Anggita & Trenggana, 2020). The results of research from Suhaily and Soelaish (2017) showed that satisfaction has a positive and significant influence on the interest of repurchase intention. The same results were also shown by Haman et al. (2019), Rohwijati and Praptiestri (2019), Rahaya and Saodin (2021), as well as Yolandari and Kusumadewi (2018) namely satisfaction positively and significantly on repurchase intention.

H7: Satisfaction has a positive effect on repurchase intention.

METHOD

This research is a type of quantitative research. The data used in this study is primary data and secondary data. Primary data was obtained from questionnaires given to respondents. Secondary data on this study in the form of journals and scientific articles relevant to the field of research. Data collection techniques use survey methods that are distributed online. The population in this study was Bukalapak consumers. The number of population is not known with certainty so sampling using purba formula (1996) with a minimum sample of 96 respondents. Sampling in this study using non-probability sampling techniques, namely convenience sampling and the final sample in this study was 98 respondents.

The method used to analyze the data in this study is the Structural Equation Model Partial Least Square using the SmartPLS 3.0 application.

RESULTS AND DISCUSSIONS

Criteria in the use of data analysis techniques with SmartPLS to assess outer models are convergent validity, discriminant validity, and reliability.

Convergent Validity Test

Average Variance Extracted (AVE)

Validity Test The value of AVE is said to be valid if the value ≥ 0.5. The value indicates that each latent variable is able to explain more than half of its indicator variants in average. Based on the results of the AVE test, all variables are declared valid because they have an AVE value of > 0.5. E-service quality has an AVE value of 0.506, experiential marketing has an AVE value of 0.534, trust AVE value of 0.535, and an AVE repurchase intention value of 0.521.

Cross Loadings

It is categorized as valid discriminant if each indicator block has higher loadings for each latent variable measured than any other variable indicator block.

Based on the results of cross loadings testing, the loadings repurchase intention indicator block is higher than other indicator blocks, such as e-service quality, experiential marketing, trust, and satisfaction, then it is concluded valid discriminant. The square root value of AVE e-service quality correlation value of 0.568, trust 0.516, satisfaction 0.496, and repurchase intention 0.428, it was concluded valid discriminant. The square root value of AVE experiential marketing 0.734 > e-service quality correlation value of 0.568, trust 0.516, satisfaction 0.496, and repurchase intention 0.428, it was concluded valid discriminant. The square root value of AVE experiential marketing 0.734 > e-service quality correlation value of 0.568, trust 0.516, satisfaction 0.496, and repurchase intention 0.428, it was concluded valid discriminant. The square root value of AVE experiential marketing 0.734 > e-service quality correlation value of 0.568, trust 0.516, satisfaction 0.496, and repurchase intention 0.428, it was concluded valid discriminant.

Discriminant Validity Test

Fornell-Lacker

The Fornell-Lacker Criterion discriminant validity test i.e. each square root value of the AVE on each latent variable must be higher than the correlation value between latent variables, so it is inferred valid (Ghozali, 2014). Based on the results of fornell-lacker testing the square root value of AVE e-service quality 0.711 > experiential marketing correlation value of 0.568, trust 0.622, satisfaction 0.688, and repurchase intention 0.428, it was concluded valid discriminant. The square root value of AVE experiential marketing 0.734 > e-service quality correlation value of 0.568, trust 0.516, satisfaction 0.496, and repurchase intention 0.428, it was concluded valid discriminant. The square root value of AVE experiential marketing 0.734 > e-service quality correlation value of 0.568, trust 0.516, satisfaction 0.496, and repurchase intention 0.428, it was concluded valid discriminant. The square root value of AVE experiential marketing 0.734 > e-service quality correlation value of 0.568, trust 0.516, satisfaction 0.496, and repurchase intention 0.428, it was concluded valid discriminant. The square root value of AVE experiential marketing 0.734 > e-service quality correlation value of 0.568, trust 0.516, satisfaction 0.496, and repurchase intention 0.428, it was concluded valid discriminant. The square root value of AVE experiential marketing 0.734 > e-service quality correlation value of 0.568, trust 0.516, satisfaction 0.496, and repurchase intention 0.428, it was concluded valid discriminant.
The coefficient of determination serves to measure how well the model is able to explain the variation of dependent variables spread among trusts. The t-squared value of 0.197 in the middle category, 0.325 in the weak category, and 0.294 in the middle category. The relationship of e-service quality variables to trust obtained t-statistic values of 4.363 or above the t-table value of 1.96 and p-values of 0.000 or below the significance value of 0.05. The results showed that the e-service quality variable had an effect and significant on trust. The parameter coefficient of the e-service quality to satisfaction is 0.352, so it can be interpreted that the e-service quality variable has a positive relationship to satisfaction. So it was concluded, H2 received e-service quality positively affect satisfaction.

The bootstrapping resampling test results showed the relationship of experiential marketing variables to trust obtained t-statistic values of 4.621 or above the t-table value of 1.96 and p-values of 0.000 or below the significance value of 0.05. The results showed that experiential marketing variables had no significant effect on trust. Parameter coefficient of experiential marketing variable to trust of 0.447, so it can be interpreted experiential marketing variables have a positive relationship to trust. So concluded, H3 received experiential marketing has a positive effect on trust.

The bootstrapping resampling test results showed the relationship of experiential marketing variables to satisfaction obtained t-statistic values of 0.608 or below the t-table value of 1.96 and p-values of 0.544 or above the significance value of 0.05. The results showed that experiential marketing variables had no significant effect on satisfaction. Parameter coefficient of experiential marketing variables to satisfaction of 0.086, so it can be interpreted experiential marketing variables have a positive relationship to satisfaction. So concluded, H4 rejected experiential marketing has a positive effect on satisfaction.

The bootstrapping resampling test results showed a variable relationship of confidence to satisfaction obtained a t-statistic value of 2.47 or above the t-table value of 1.96 and a p-value of 0.014 or below the significance value of 0.05. The results showed that trust variables were influential and significant to satisfaction. The parameter coefficient of the confidence to satisfaction variable is 0.374, so it can be interpreted that the confidence variable has a positive relationship to satisfaction. So it is concluded, H5 is accepted that trust has a positive effect on satisfaction.

The bootstrapping resampling test results showed the variable relationship of confidence to the intention repurchase obtained a t-statistic value of 2.131 or above the t-table value of 1.96 and a p-value of 0.036 or below the significance value of 0.05. The results showed that confidence variable has a positive relationship to the intention repurchase. So concluded, H6 received confidence positively affect the intention repurchase.
and a p-value of 0.034 or below the significance value of 0.05. The results showed that the trust variable has a positive and significant effect on the repurchase intention. The variable coefficient parameter of confidence to repurchase intention is 0.295, so it can be interpreted as a confidence variable has a positive relationship to the intention to repurchase. So concluded, H6 is accepted and the belief has a positive effect on repurchase intention. The bootstrapping resampling test results showed that there is a positive relationship of satisfaction to repurchase intention obtained t-statistical value of 3.091 or above the t-table value of 1.96 and p-value of 0.002 or below the significance value of 0.05. The results showed that the satisfaction variable had an effect and significant effect on repurchase intentions. The parameter coefficient of the satisfaction variable to the intention to repurchase is 0.384, so it can be interpreted as the satisfaction variable has a positive relationship to the intention to repurchase. So it was concluded, H7 received satisfaction positively affect repurchase intention.

The Effect of E-Service Quality on Trust
Based on the bootstrapping test results using Partial Least Square (PLS), the original sample has a value of 0.392 and t-statistic > 1.96 with a p-value of 0.001 < 0.05. So it can be concluded that H2 is accepted, namely the e-service quality variable has a positive effect on satisfaction and the direction of the relationship between e-service quality variables to trust variables is positive. The results of this study are in line with the results of the Hasman et al. (2019) study stated that e-service quality has a positive and significant effect on satisfaction. The same results were shown by Rohiyati and Praptiastini (2019), e-service quality has a positive and significant effect on satisfaction. However, the results of Chinomona et al. (2014) showed differences, e-service quality did not have a positive and insignificant effect on customer satisfaction. The results showed that the e-service quality in Bukalapak consumers will increase trust. The results of this study are in line with the research of Bernarto et al. (2019) research states that service quality has a positive and significant influence on trust. In contrast, the results of this study are not supported by Trivedi and Yadav (2020) showing that the use of the variable that is one measure of e-service quality has insignificant results to trust.

Good quality of service will avoid the sensed doubt that consumers have. FT. Bukalapak Indonesia in addition to continuously improving features and services in the application, even complaints that can be submitted through Bukalapak @bukahub on social media accounts. Bukalapak strives to facilitate and speed up communication, such as complaint services, to ensure transactions or other problems are resolved quickly. This service also makes users easily find product or price information. There is even a proud feature made in Indonesia as evidence of support for local products and MSMEs. Provi-}

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Based on this study, experiential marketing variables do not have a significant influence on satisfaction. This means that marketing carried out by Bukalapak has not been able to create satisfaction for consumers. For further research with the same research object, if you want to keep using experiential marketing variables, researchers can further deepen the formation of e-service quality that meets consumer expectations or examine other variables, such as price, electronic word of mouth, and so on.

CONCLUSION AND RECOMMENDATION

Experiential marketing has no influence on satisfaction but has an influence on trust. Bukalapak can still do experiential marketing on elements of sense, emotional, and relate to increased performance, this satisfaction makes consumers arise buyback interest. Bukalapak needs to maintain a level of satisfaction to ensure the emergence of buyback interest. If satisfaction can be maintained, Bukalapak will not be left behind with its competitors because it becomes the third most visiting marketplace, Bukalapak needs to continue to increase satisfaction to prevent decreased performance, this satisfaction makes consumers arise buyback interest.