



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

Maulida Afiya Rahmania ✉, Wahyono

Department of Management, Faculty of Economics, Universitas Negeri Semarang, Semarang, Indonesia

Article Information

Article History:

Received January 30, 2022

Revised March 27, 2022

Accepted March 27, 2022

Keywords:

**E-Service Quality,
Experiential Marketing,
Trust, Satisfaction,
Repurchase Intention**

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), Rohwiyati and Praptiestrini (2019), Rahayu and Saodin (2021), as well as Yolandari and Kusumadewi (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 make trust 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) trust is becoming very important for long-term online business relationships. The risk of uncertainty and interdependence is always there, therefore trust alleviates the risk for consumers (Yolandari & Kusumadewi, 2018). Building trust will not only have an impact on satisfaction, but also have an impact on buying intentions or repurchase intentions (Yolandari & Kusumadewi, 2018).

However, trust plays an important role in e-commerce like any other commercial transaction (Yoon & Sundar, 2010). In contrast to the traditional way, trust in e-commerce is based on consumer confidence during the transaction process (Safa & Solms, 2016). The trust also encourages partners to cooperate in transactions (Ismael & Safa, 2013). 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 buying interest and satisfaction. Then, the results of research from Bernarto et al. (2019), Rahayu and Saodin (2021), as well as Wuisan et al. (2020) This shows that trust has a significant positive influence on repurchase intentions.

Different results were obtained in Rochim's research test Rochim (2020) on the direct influence of trust with satisfaction, i.e. trust does not have a significant influence on satisfaction. Then, in the research of Ikhsan and Lestari (2021) and Masarianti et al. (2019) the trust did not have a significant influence on buying interest in the marketplace.

One of the factors that can create satisfaction and trust is e-service quality which then leads to repurchase intention or repurchase interest. Research from Hasman et al. (2019) e-service quality research demonstrates the company's ability to provide consumer needs by utilizing the internet network.

Consumer decision making can be influenced by the quality of service of an e-commerce (Rahmayanti & Wandebori, 2016). Excellent quality service will create customer satisfaction, then lead it to repurchase intentions (Lestari & Ellyawati, 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, but sellers certainly need to pay attention to the quality of service provided to customers (Suhaily & Soelasih, 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 (Rohwiyati & Praptiestrini, 2019).

Based on research Kundu and Datta (2015), Rahayu and Saodin (2021), as well as research 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 ease of use, security, web design variables (Hasman et al. 2019; Suhaily & Soelasih, 2017; Trivedi & Yadav, 2020). However, Trivedi and Yadav (2020) shows that the ease of use variable that can be one measure of e-service quality has insignificant results for trust.

Research Hasman et al. (2019) states that e-service quality has a positive and significant effect on satisfaction. The same results were shown by Suhaily and Soelasih (2017), Rohwiyati and Praptiestrini (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.

Another factor that can create satisfaction and trust then lead to repurchase intentions is experiential marketing. Rahmanda and Farida (2021) state that the new era of marketing is marketing based on experience. Experiential marketing becomes a strategy that marketers use to form memorable experiences for consumers by providing positive feelings and creating customer emotions as the marketer wants (Febrini et al., 2019).

The desire of marketers can be said to be realized when customers have a sense of trust and satisfaction after buying a product. In the development of online business, trust is the key

to building good relationships with consumers (Trivedi & Yadav, 2018). Experiential marketing becomes part of marketing that is assessed from the point of view of positive experiences felt by consumers in buying a product so that from that experience consumers can feel satisfied (Olii & Nurcaya, 2016).

According to Maghnati 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 stimuli. The focus of experiential marketing is consumers (Wu & Tseng, 2015). The value of experience indicates retail preferences and maintains consumer interest in online business (Shobeiri 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 results of Yolandari and Kusumadewi (2018) as well as research from Wu and Tseng (2015). While in Suhaily and Soelasih (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 Rasyid in 2010 as an online store that allows small and medium enterprises (SMEs) to penetrate into the world of digitalization (Putri, 2018).

In an effort to continue to empower Indonesian MSMEs, Bukalapak needs to increase people's interest in shopping again in Bukalapak. Interest in shopping again became a positive response from consumers.

Based on data from Bukalapak's financial statements for the six-month period ended June 30, 2020 and 2021 and the nine-month period ended September 30, 2020 and 2021, Bukalapak re-

corded fluctuating net income. On June 30, 2020 Bukalapak had a net income of Rp. 641,280,740, - which then increased on June 30, 2021 to Rp. 863,620,349,-. In the ninth period ending on September 30, 2020, Bukalapak also managed to record an increase from Rp. 948,436,272 to Rp. 1,347,687,053, - in the nine-month period of the following year ending September 30, 2021.

However, despite the increase in total net income, Bukalapak still continues to record losses at the end of each period. The value of losses also increased in almost every period. The highest total loss value occurred in the nine-month period ended September 30, 2021 amounting to Rp. 2,563,868,893,- with a business loss value of Rp. 1,216,181,840,-. The source of losses is largely dominated by the value of sales and marketing expenses consisting of partners, feature subsidies, vouchers, online advertising, payment channels, offline advertising, other marketing costs, and other expenses that are worth under ten billion rupiah.

Based on the data, Bukalapak needs to find other alternatives to increase income but also minimize the burden of spending at the same time. Therefore, creating a buyback intention becomes a strategy that Bukalapak can use to minimize marketing burdens by keeping consumers from continuing to make transactions.

Yayasan Lembaga Konsumen Indonesia (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 & Soelasih, 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 (Rohwiyati & Praptiestrini, 2019).

Based on Kundu and Datta (2015), research, e-service quality has a positive and significant influence on trust. Then, Rahayu and Saodin (2021), as well as Wuisan et al. (2020) research showed similarly, that e-service quality has a significant positive influence on trust.

H1: E-service quality has a positive effect on trust.

Consumer decision making can be influenced by the quality of service of an e-commerce (Rahmayanti & Wandebori, 2016). Excellent quality service will create customer satisfaction, then lead it to repurchase intentions (Lestari & Ellyawati, 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 Suhaily and Soelasih (2017), Rohwiyati and Praptiestrini (2019), Rochim (2020), Rahayu and Saodin (2021) e-service quality positively and significantly on satisfaction.

H2: E-service quality has a positive effect on satisfaction.

Experiential marketing becomes a strategy used by marketers to form memorable experiences for consumers by providing positive feelings and creating customer emotions as desired by marketers (Febrini et al., 2019). In the development of online business, trust is the key to building good relationships with consumers (Trivedi & Yadav, 2018).

According to Maghnati 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 stimuli. In line with research conducted by Astarina et al. (2017) proves that experience has a positive and significant influence on trust.

H3: Experiential marketing has a positive effect on trust.

Experiential marketing becomes part of marketing that is assessed from the point of view of the experience felt by consumers in buying a product so that from that experience consumers

can feel satisfied (Olii & Nurcaya, 2016). This is in line with research conducted by Yolandari and Kusumadewi (2018) and research from Wu and Tseng (2015) namely experiential marketing has a positive and significant influence on satisfaction. H4: Experiential marketing has a positive effect on satisfaction.

According to Yolandari and Kusumadewi (2018) trust is becoming very important for long-term online business relationships. The risk of uncertainty and interdependence is always there, therefore trust alleviates the risk to consumers. Consumers who believe will not 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), Rahayu 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 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), Rohwiyati and Praptiestrini (2019), Rahayu 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.

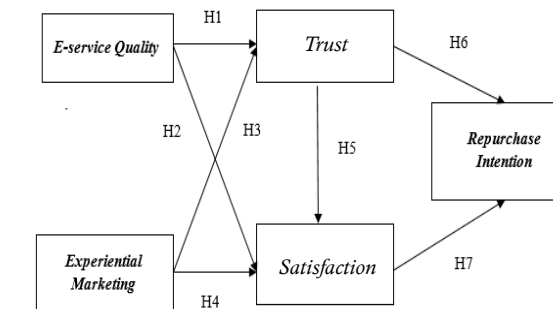


Figure 1. Research Model

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 one 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 0.538, a trust AVE value of 0.535, a satisfaction AVE value of 0.535, and an AVE repurchase intention value of 0.521.

Outer Loadings

The value of outer loadings is said to be valid if the value ≥ 0.05 . Based on the results of testing outer loadings all indicators on all variables have an outer loadings value ≥ 0.5 can be concluded all indicators in the adjustment model above is valid.

Discriminant Validity Test

Fornell-Lacker

The Fornell-larcker 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 of 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 of 0.496, and repurchase intention 0.499, it was concluded valid discriminant.

The square root value of the trust AVE of 0.731 > the correlation value of e-service quality 0.622, experiential marketing 0.516, satisfaction 0.555, and repurchase intention 0.417. Thus, it is concluded that valid discriminant. The square root value of AVE satisfaction is 0.731 > e-service quality correlation value 0.688, experiential marketing 0.496, trust 0.555, and repurchase intention 0.667. Thus, it is concluded that valid discriminant. The square root value of AVE repurchase intention 0.722 > e-service quality correlation value 0.428, experiential marketing 0.499, trust 0.417, and satisfaction 0.667. Thus, it is concluded that valid discriminant. In all, all five variables tested were declared valid discriminant.

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 loadings indicator block at e-service quality is higher than other variable indicator blocks, such as experiential marketing, trust, satisfaction, and repurchase intention, so it is con-

cluded valid discriminant. The loading indicator block in experiential marketing is higher than other indicator blocks, such as e-service quality, trust, satisfaction, and repurchase intention, so it is concluded valid discriminant.

The loading indicator block at a higher confidence than other indicator blocks, such as e-service quality, experiential marketing, satisfaction, and repurchase intention, is concluded valid discriminant. Satisfaction indicator blocks are higher than other indicator blocks, such as e-service quality, experiential marketing, trust, and repurchase intentions, so it is concluded valid discriminant. Overall, the five variables tested met the criteria for testing the validity of the discrimination.

Reliability Test

The Indicator reliability test can be said to have good reliability, if the value of Cronbach's alpha and composite reliability > 0.70 . Based on the test results, it showed that all latent variables had cronbach's alpha and composite reliability values > 0.70 .

E-service quality has Cronbach's alpha value of 0.807 and composite reliability of 0.859. Experiential marketing has Cronbach's alpha value of 0.795 and composite reliability of 0.853. Trust has Cronbach's alpha value of .781 and composite reliability of .850. Satisfaction has Cronbach's alpha value of 0.780 and composite reliability at .850. Repurchase intention has Cronbach's alpha value of 0.712 and composite reliability of 0.812. Thus, it was concluded that the construct showed the accuracy and accuracy of its measurements or reliable because cronbach's alpha and composite reliability > 0.70 .

Inner Model Testing Effect Size

Effect size is used to indicate whether endogenous latent variables have a major influence on exogenous latent variables. The effect size provision is if the value of f^2 is more than zero, it provides evidence that the model has had enough effect size on latent variables, but if the value f^2 is obtained below zero then it is proven that the model does not have enough effect size.

Based on the results of the effect size, it shows that e-service quality against trust has an average effect size value of 0.200 which means in the middle category. The variable e-service quality to satisfaction has an average effect size value of 0.118 which means in the weak category. The experiential marketing variable to trust has an average effect size of 0.260 which means in the

middle category. The experiential marketing variable to satisfaction has an average effect size of 0.007 which means in the weak category.

The confidence in satisfaction variable has an average effect size value of 0.123 which means in the weak category. The confidence variable towards the intention repurchase has an average effect size value of 0.076 which means in the weak category. The satisfaction variable towards the intention repurchase has an average effect size value of 0.129 which means in the weak category. Overall, the model has an average effect size of 0.159. This indicates that the model has an effect size in the weak category.

Predictive Relevance

Predictive relevance is used to measure how well the observation value of the model is generated (Ghozali, 2014). Q-square values greater than zero indicate the model has predictive relevance, while a value less than zero indicates the opposite, i.e. the model does not have predictive relevance.

Based on Q-square data stated that the model has predictive relevance meaning on e-service quality variable 0.307 in the middle category, experiential marketing variable 0.294 in the middle category, confidence variable 0.294 in the middle category, satisfaction variable 0.325 in the large category, and the repurchase intention variable 0.182 in the middle category. The average that can be obtained from predictive relevance is 0.280 in the middle category. Although it does not show a strong value, but the value of Q-square remains greater than zero shows the model still has predictive relevance.

Predictive relevance is used to measure how well the observation value of the model is generated (Ghozali, 2014). Q-square values greater than zero indicate the model has predictive relevance, while a value less than zero indicates the opposite, i.e. the model does not have predictive relevance.

Based on Q-square data stated that the model has predictive relevance meaning on e-service quality variable 0.307 in the middle category, experiential marketing variable 0.294 in the middle category, confidence variable 0.294 in the middle category, satisfaction variable 0.325 in the large category, and the repurchase intention variable 0.182 in the middle category. The average that can be obtained from predictive relevance is 0.280 in the middle category. Although it does not show a strong value, but the value of Q-square remains greater than zero shows the model still has predictive relevance.

Coefficient of Determination

The coefficient of determination serves to measure how far the model's ability to explain the variation of dependent variables spread between zero to one (Ghozali, 2008).

The r-squared value multiplied by 100% results in a coefficient of determination of repurchase intention of 38.9%, meaning that 38.9% variation in the value of repurchase intention can be explained by e-service quality, experiential marketing, trust and satisfaction, while the remaining 61.1% described other variables outside this research model. The satisfaction coefficient value produces a value of 54.2%, meaning that 54.2% variation in satisfaction values can be explained by e-service quality, experiential marketing and trust, while the remaining 45.8% is explained by other variables outside the research model. The value of the trust determination coefficient produces a value of 59.6%, meaning that 59.6% variation in trust value can be explained by e-service quality and experiential marketing, the remaining 40.4% is explained by other variables outside this research model.

Direct Hypothesis Test (Direct Effect)

Here is an explanation of the results of data with direct tests between variables, he delivered. The results of the resampling test showed 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-value values of 0.000 or below the significance value of 0.05. The results showed that e-service quality variables had an effect and significant on trust. The parameter coefficient of e-service quality variable to trust is 0.392, so it can be interpreted that the e-service quality variable has a positive relationship to trust. So it was concluded, H1 received e-service quality positively affect trust.

The measurement item can be said to have an effect if the t-statistical value is greater than 1.96 at a significant level of 5% (Ghozali, 2008). Here is an explanation of the results of data with direct tests between variables, he delivered.

The results of the resampling test showed 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-value values of 0.000 or below the significance value of 0.05. The results showed that e-service quality variables had an effect and significant on trust. The parameter coefficient of e-service quality variable to trust is 0.392, so it can be interpreted that the e-service quality variable has a positive relationship to trust. So it was concluded, H1 received e-service

quality positively affect trust.

The bootstrapping resampling test results showed the relationship of variable e-service quality to satisfaction obtained t-statistical value of 3,197 or above the t-table value of 1.96 and p-value of 0.001 or below the significance value of 0.05. The results showed that the e-service quality variable had an effect and significant on satisfaction. The parameter coefficient of the variable 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 an effect and significant 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 2.472 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 trust 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-statistical value of 2.131 or above the t-table value of 1.96

and a p-value of 0.034 or below the significance value of 0.05. The results showed that the trust variable was influential and significant to 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 repurchase. So concluded, H6 is accepted that the belief has a positive effect on repurchase intention.

The bootstrapping resampling test results showed the variable 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 repurchase is 0.384, so it can be interpreted as the satisfaction variable has a positive relationship to the intention 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 0.000 < 0.05. So it can be concluded that H1 is accepted, namely the e-service quality variable has a positive effect on trust and the direction of the relationship between the e-service quality variable to the trust variable is positive.

The results showed that e-service quality in Bukalapak consumers will increase trust. The results of this study are in line with 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 ease of use variable that is one measure of e-service quality has insignificant results to trust.

Good quality of service will avoid the sense of doubt that consumers have. PT. Bukalapak Indonesia in addition to continuously improving features and services in the application, even complaints that can be submitted through Bukalapak @bukabantuan social media accounts. Bukalapak strives to facilitate and speed up communication, such as complaint services, to ensure transactions or other problems are resolved quickly. Bukalapak also ensures that 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-

ding good services and prioritizing the desires of consumers will create confidence in Bukalapak. Therefore, the better service provided, the greater the sense of consumer trust.

The Effect of E-Service Quality on Satisfaction

Based on the bootstrapping test results using Partial Least Square (PLS), the original sample has a value of 0.352 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 Rohwiyati and Praptiestrini (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.

Bukalapak strives to improve the quality of service, especially from application features. These features include games, promos targetmu, topup and contents of credit, bills, investments, loans, travel, entertainment, social and community, insurance, automotive, and others. Bukalapak provides a new program to continue to compete with other e-commerce, namely Bukalapak Partners. Mitra Bukalapak provides services to MSMEs to increase their business and provide digitalization services to warungs. Improving services to meet consumer expectations will certainly cause satisfaction because Bukalapak is considered successful in meeting consumer expectations and desires.

The Effect of Experiential Marketing on Trust

Based on the bootstrapping test results using Partial Least Square (PLS), the original sample has a value of 0.447 and t-statistic > 1.96 with a p-value of 0.000 < 0.05. So it can be concluded that H3 is accepted, namely experiential marketing variables have a positive and significant effect on trust and the direction of the relationship between experiential marketing variables to trust variables is positive.

The results of this study are in line with research conducted by Astarina et al. (2017) that experience has a positive and significant influence on trust. However, the study is not in line with Hartono and Salim (2020) research

which showed results that experiential marketing had no significant effect on trust.

Bukalapak gives influence in the form of stimulation through several programs owned, such as Rabu Lokal, Harbolanas, Garasi Hobi, Festival Juwara and many more. Through the program, Bukalapak strives to provide stimulation to continue interacting with consumers and prospective consumers. Stimulation can also be felt not only through programs but also positive experiences. The existence of positive programs and experiences from Bukalapak can increase consumer trust. The better the program or experience felt, the greater the sense of trust you have.

The Effect of Experiential Marketing on Satisfaction

Based on the bootstrapping test results using Partial Least Square (PLS), the original sample has a value of 0.086 and t-statistic < 1.96 with a p-value of 0.544 > 0.05. So it can be concluded that H4 is rejected, namely experiential marketing variables have no significant effect on satisfaction. These results are in line with Suhaily and Soelasih (2017) research that experiential marketing does not have a significant influence on customer satisfaction. Then, Nurjanah and Wahyono (2017) states experiential marketing has no effect on satisfaction. However, the results of this study are different from the results of Yolandari and Kusumadewi (2018) and Wu & Tseng (2015) research, namely customer experience has a significant positive effect on satisfaction.

Based on the results of this study shows that Bukalapak's consumer satisfaction can be influenced by other factors, in addition to experiential marketing, such as price, handling complaints, and security of Bukalapak's system. So, it can be concluded that experiential marketing does not have an influence on satisfaction but can increase consumer confidence.

The Effect of Trust on Satisfaction

Based on the bootstrapping test results using Partial Least Square (PLS), the original sample has a value of 0.374 and t-statistic < 1.96 with a p-value of 0.014 > 0.05. So it can be concluded that H5 is accepted, namely the variable of trust has a positive effect on satisfaction.

The results of this study are in line with the results of Trivedi and Yadav (2018) research that shows a positive and significant confidence in satisfaction. The same results were also shown in Yolandari and Kusumadewi (2018) showed that trust has a positive and significant effect on satisfaction. However, different results were

obtained in Rochim (2020) on the direct influence of trust with satisfaction, i.e. trust does not have a significant influence on satisfaction.

These results show the higher the confidence in Bukalapak satisfaction, the greater the satisfaction felt by consumers when transacting in Bukalapak. Bukalapak makes consumers believe by providing honesty of information, innovation of various features, speed and accuracy of handling complaints through various avenues, namely websites, customer service, and social media. In practice, consumers believe Bukalapak is able to provide good quality service and a positive experience this causes consumers to feel satisfaction.

The Effect of Trust on Repurchase Intention

Based on the bootstrapping test results using Partial Least Square (PLS), the original sample has a value of 0.295 and a t-statistic < 1.96 with a p-value of 0.034 > 0.05. So it can be concluded that H6 is accepted, namely the variable of confidence positively affects the repurchase intention.

The results of this study are in line with the results of Trivedi and Yadav (2018) research that showed a positive and significant influence on buying interest. The same results were also shown in Yolandari and Kusumadewi (2018) study showing that trust has a positive and significant effect on buying interest. Then, the results of research from Bernarto et al. (2019), Rahayu and Saodin (2021), and Wuisan et al. (2020) showed that belief has a significant positive influence on repurchase intention. However, the results Ikhsan and Lestari (2021) and Masarianti et al. (2019) show differences, namely that trust does not have a significant influence on buyback interest in the marketplace.

Consumers who believe in Bukalapak do not hesitate to make the next transaction. This consumer trust is shaped by the company's ability, integrity, and kindness to consumers. Bukalapak's commitment to digitize MSMEs and stalls is able to make consumers believe in the integrity and goodness of Bukalapak. Bukalapak did not leave the original purpose of opening. Currently Bukalapak has a new program called Mitra Bukalapak which is a proof of Bukalapak's commitment. The emergence of trust in Bukalapak will encourage interest in making buybacks.

The effect of satisfaction on repurchase intention

Based on the bootstrapping test results using Partial Least Square (PLS), the original

sample has a value of 0.384 and t-statistic < 1.96 with a p-value of 0.002 > 0.05. So it can be concluded that H7 is accepted, namely the satisfaction variable has a positive effect on repurchase intention. So, the higher the satisfaction, the higher the interest in buying back in Bukalapak.

The results of this study are in line with the results of research from Suhaily and Soelasih (2017) namely satisfaction has a positive and significant influence on the interest of repurchase intention. The same results were also shown by Hasman et al. (2019), Rohwiyati and Praptiestrini (2019), Rahayu and Saodin (2021), as well as Yolandari and Kusumadewi (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.

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. Bukalapak becomes the third most visiting marketplace, Bukalapak needs to continue to increase satisfaction to prevent decreased performance, this satisfaction makes consumers arise buyback interest.

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 increase trust, in the following ways: ensuring the appearance of the application does not interfere with consumer convenience. Structuring offers, promos and advertisements does not cover the features of the service so that it makes it easier for consumers to find the products or services needed.

E-service quality has an influence on trust and satisfaction. Therefore, Bukalapak can improve service with a focus on ease of operation, reliability in fulfillment, and privacy security.

Improving the quality of service in terms of the security of the personal data verification system in accordance with the privacy policy applied, the speed, and accuracy of the payment transaction process will increase consumer trust and satisfaction. Thus, it provides trust and satisfaction for consumers that Bukalapak has tried to protect consumer accounts.

Based on this study, experiential marketing variables do not have a significant influence on satisfaction. This means that experiential 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 change their dependent variables, such as brand loyalty, brand image, equity brand, and others. But if you want to keep using satisfaction 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.

REFERENCES

Anggita, M., & Trenggana, A. F. M. (2020). Pengaruh Customer Engagement Dan E-Service Quality Terhadap Niat Beli Ulang Dengan Kepuasan Pelanggan Sebagai Variabel Mediator Tiket. *Com. ProBank*, 5(1), 83–99.

Astarina, I. G. A., Giantari, I. G. A. K., & Kerti Yasa, N. N. (2017). Peran Kepercayaan Memediasi Pengaruh Pengalaman Terhadap Niat Menggunakan Kembali Jasa Go-Jek Di Kota Denpasar. *E-Jurnal Manajemen Unud*, 6(5), 2308–2334.

Bernada, T. (2017). Upaya Perlindungan Hukum Pada Konsumen dalam Transaksi E-Commerce untuk Mendukung Pertumbuhan Ekonomi Digital Di Indonesia. *Jurnal Hukum Dan Peradilan*, 6(1), 1–24.

Bernarto, I., Wilson, N., & Suryawan, I. N. (2019). Pengaruh Website Design Quality, Service Quality, Trust dan Satisfaction Terhadap Repurchase Intention (Studi Kasus: tokopedia.com). *Jurnal Manajemen Indonesia*, 19(1), 80-90.

Chinomona, R., Masinge, G., & Sandada, M. (2014). The influence of E-service quality on customer perceived value, customer satisfaction and loyalty in South Africa. *Mediterranean Journal of Social Sciences*, 5(9), 331–341.

Febrini, I. Y., Widowati, R., & Anwar, M. (2019). Pengaruh Experiential Marketing Terhadap Kepuasan Konsumen Dan Minat Beli Ulang Di Warung Kopi Klotok, Kaliurang, Yogyakarta. *Jurnal Manajemen Bisnis*, 10(1), 35–54.

Ghozali, I. (2014). *Structural Equation Modeling Metode Alternatif dengan Partial Least Squares (PLS)*. Semarang: Universitas Diponegoro.

Hadyan, R. (2020). Ini Respons Marketplace Menjawab Tudingan YLKI. *Bisnis.Com*. <https://m.bisnis.com/amp/read/20200115/12/1190281/ini-respons-marketplace-menjawab-tudingan-ylki>

Hartono, K. B., & Salim, L. (2020). Pengalaman Pemasaran dan Kualitas Layanan Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan dan Kepercayaan sebagai Variabel Mediasi. *Jurnal Ekonomi Dan Bisnis*, 23(2), 20-30.

Hasman, H. C. P., Ginting, P., & Rini, E. S. (2019). The Influence of E-Service Quality on E-Satisfaction and Its Impact on Repurchase Intention in Using E-Commerce Applications on Students of Universitas Sumatera Utara. *International Journal of Research and Review*, 6(10), 299–307.

Ikhsan, I., & Lestari, R. (2021). Pengaruh Promotion, Perceived Value, E-Service Quality dan E-Trust Terhadap E-Repurchase Intention dan E-Loyalti Konsumen E-Commerce Tokopedia di Kota Banda Aceh. *Jurnal Ilmiah Magister Manajemen*, 4(2), 205–214.

Ismail, M., & Safa, N. (2013). A customer loyalty formation model in electronic commerce. *Economic Modelling*, 35, 559–564.

Kundu, S., & Datta, S. K. (2015). Impact of trust on the relationship of e-service quality and customer satisfaction. *Euro Med Journal of Business*, 10(1), 21–46.

Lestari, V. T., & Ellyawati, J. (2019). Effect of E-Service quality on repurchase intention: Testing the role of e-satisfaction as mediator variable. *International Journal of Innovative Technology and Exploring Engineering*, 8(7C2), 158–162.

Maghnati, F., Ling, K. C., & Nasermodeli, A. (2012). Exploring the Relationship between Experiential Marketing and Experiential Value in the Smartphone Industry. *International Business Research*, 5(11), 169–177.

Masarianti, I. G. A. A. A., & Darwini, S. (2019). Pengaruh Trust Dan Easy of Use Terhadap Minat Beli Ulang Pada Marketplace Shopee Di Kota Mataram. *Jurnal Riset Manajemen*, 19(1), 20-32.

Nurjanah, U., & Wahyono. (2017). Membangun Loyalitas Pelanggan Melalui Strategi Experiential Marketing, Kualitas Layanan, dan Kepuasan. *Management Analysis Journal*, 4(1), 1–7.

Olii, K. R. R., & Nurcaya, I. N. (2016). Peran Kepuasan Pelanggan Dalam Memediasi Pengaruh Experiential Marketing Terhadap Pembelian Ulang Tiket Pesawat Pada Pt Jasa Nusa Wisata Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 5(8), 4835–4864.

Putri, L. (2018). Achmad Zaky, Founded Bukalapak to Improve Small Businesses. <https://www.prestigeonline.com/id/people-events/achmad-zaky-built-bridge-bukalapak/>

Putri, V. P. (2015). Influence Of Trust And Customer Satisfaction On Repurchase Intention At Online Shop In The Facebook. *Manajemen Bisnis*, 5(2), 33-42.

Rahayu, K. S., & Saodin, S. (2021). E-ServQual on E-Trust, E-Satisfaction and Online Repurchase Intention. *Review of International Geographical Education (RIGEO)*, 11(4), 1426–1439.

Rahmanda, F., & Farida, N. (2021). Pengaruh Brand Image dan Customer Experience Terhadap Repurchase Intention Dengan Brand Trust sebagai Variabel Intervening pada J.Co Donuts & Coffee Paragon Mall Dan Java Supermall Semarang. *Jurnal Ilmu Administrasi Bisnis*, 10(1), 866-878.

Rahmayanti, A., & Wandebori, H. (2016). The Effects of E-service Quality on Customer Online Repurchase Intention Towards E-commerce Marketplace C2C in Indonesia. *The 7 Smart Collaboration for Business in Technology and Information Industries*, 2016, 35–40.

Razak, N. S. A., Ahmad, A. H., & Marimuthu, M. (2016). The effect of website quality on repurchase intention in travel agency's website in malaysia. *First International Conference on Advanced Business and Social Sciences*, 2(2), 1139-1156.

Rochim, A. (2020). The Influence of Service Quality, Price and Trust on Customer Loyalty through Customer Satisfaction (Study on Grab Bike Customer SMA Islam Al-Azhar 4). *STEI Journal of Economics*, 20(20), 1–18.

Rohwiyati, R., & Praptiestrini, P. (2019). The effect of shopee e-service quality and price perception on repurchase intention: Customer satisfaction as mediation variable. *Indonesian Journal of Contemporary Management Research*, 1(1), 47-54.

Safa, N. S., & Solms, R. von. (2016). Customers Repurchase Intention Formation In E-commerce. *South African Journal of Information Management*, 18(1), 1–9.

Shobeiri, S., Laroche, M., & Mazaheri, E. (2013). Journal of Retailing and Consumer Services Shaping e-retailer's website personality : The importance of experiential marketing. *Journal of Retailing and Consumer Services*, 20(1), 102–110.

Suhaily, L., & Soelasih, Y. (2017). What effects repurchase intention of online shopping. *International Business Research*, 10(12), 113-122.

Syahputra, D., & Murwatingsih, M. (2019). Building Customer Engagement through Customer Experience, Customer Trust, and Customer Satisfaction in Kaligung Train Customers. *Management Analysis Journal*, 8(4), 350-359.

Trivedi, S. K., & Yadav, M. (2018). Predicting online repurchase intentions with e-satisfaction as mediator: a study on Gen Y. *VINE Journal of Information and Knowledge Management Systems*, 48(3), 427–447.

Trivedi, S. K., & Yadav, M. (2020). Repurchase intentions in Y generation: mediation of trust and e-satisfaction. *Marketing Intelligence and Planning*, 38(4), 401–415.

Wu, M. Y., & Tseng, L. H. (2015). Customer Satisfaction and Loyalty in an Online Shop : An Experiential Marketing Perspective. *International Journal Business and Management*, 10(1), 103–115.

Wuisan, D. S. S., Chandra, D., Maisie, A. T., Natalia, V., & Bernarto, I. (2020). Pengaruh Website Design Quality Dan E-Service Quality Terhadap Repurchase Intention Sociolla E-Trust Sebagai Variabel Mediasi. *Computatio: Journal of Computer Science and Information Systems*, 4(1), 55–67.

Yolandari, N. L. D., & Kusumadewi, N. M. W. (2018). Pengaruh Pengalaman Pelanggan Dan Keper-

cayaan Terhadap Niat Beli Ulang Secara Online Melalui Kepuasan Pelanggan (Studi Pada Situs Online Berrybenka. com). *E-Jurnal Manajemen Universitas Udayana*, 7(10), 5343 – 5378.

Yoon, J. K., & Sundar, S. S. (2010). Effects of specialization in computers, web sites, and web agents on e-commerce trust. *Journal of Human Computer Studies*, 68(12), 899–912.