

# E-SERVICE QUALITY, CUSTOMER SATISFACTION, AND REPURCHASE INTENTION: ANALYZING THE IMPACT ON E-COMMERCE PLATFORM

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**Abstract:** This research measured the effect of e-service quality on e-consumer satisfaction which has an impact on repurchase intention. This research aims to describe how the e-service quality conducted by e-commerce, named Bukalapak, affected e-consumer satisfaction, which will impact Bukalapak repurchase intention. This research uses quantitative methods with descriptive analysis. This research sampling technique was non-probability sampling and invited 150 respondents purchased on Bukalapak more than once as experience. Regarding data analysis techniques, this research used descriptive analysis and PLS-SEM analysis through SmartPLS 3.0 software. Based on description analysis, the e-service quality impacts e-consumer satisfaction since e-commerce provider has been provided programs such as the clear direction of giving comments and purchase feedback through online and application. Unfortunately, the repurchase intention on the e-commerce platform is below expectation (under sales). SEM-PLS results showed that e-service quality has a significant impact on e-consumer satisfaction in using e-commerce platforms. E-service quality has a significant impact on repurchase and e-consumer satisfaction has an impact on repurchase intention in using Bukalapak. Based on the results, e-service quality impacts repurchase intention through e-consumer satisfaction as a mediating variable in e-commerce platforms.

**Keywords:** E-Service Quality, E-Consumer Satisfaction, Repurchase Intention, E-Commerce Platform

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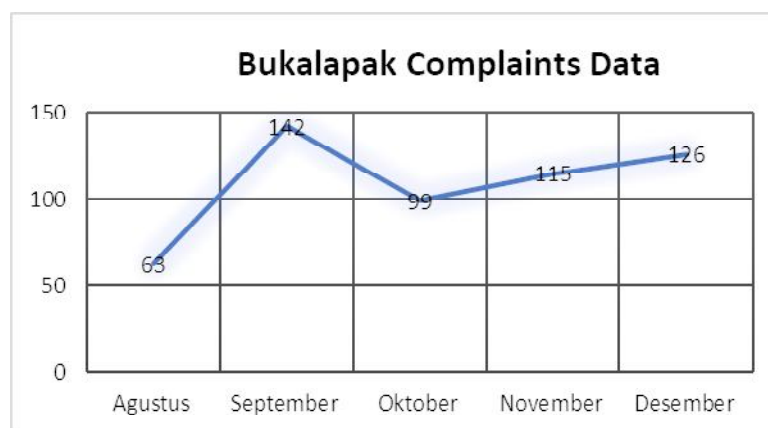
The development of technology is currently significantly increased by bringing many changes to all sectors of life. Advances in technology can help every human work effectively and efficiently. According to We Are Social Data, Indonesia is currently

one of the third countries in the growth of internet access (Hootsuit, 2020). This population growth has increased by 17% from the previous year. This is also proven by the penetration of internet network users in Indonesia, which has reached 175.4 million users, or 64% of the total population of Indonesia. This will indicate that internet growth in Indonesia will continue to increase.

One of the most activities on the Internet is online shopping. According to We Are Social (Hootsuit, 2020) data, interest in buying online product sites in Indonesian has reached 80% through e-commerce applications in mobile devices and online retail through websites, which reached 90% of Internet use in e-commerce activities. According to data published by the iPrice Insight Mapping E-commerce 2020, in the second quarter of 2020, it can be pointed that the market share in Indonesia dominates by e-commerce provider companies that apply the consumer-to-consumer scheme as the main feature. This scheme makes it easier for users to transact buying and selling, including among users. The marketplace is the intermediary and service provider. One of the e-commerce in Indonesia for the last ten years, Bukalapak has managed to maintain its existence as the leading e-commerce. Bukalapak continues to innovate in improving ser-

vice quality through websites and mobile applications based on IOS or Android that can be downloaded for free. However, according to data (2019) which was close to the moment of religious celebration that users accessed Bukalapak increased significantly. Unfortunately, it can be seen that negative sentiment dominates the tweets from netizens on Twitter as much as 2,356 rather than positive sentiment, which is only 321 of the total 4,243 tweets regarding the BukaBantuan.

The topic of the keywords discussed on Twitter resulted in 65 topics. The frequency of the occurrence of the topic and tweets most often used the keywords for service, request, and transaction (Netray.id, 2019). Then in August-December 2020, through the official Twitter account @BukaBuka, the author's assistance received some data on complaints related to consumer complaints about Bukalapak as follows:

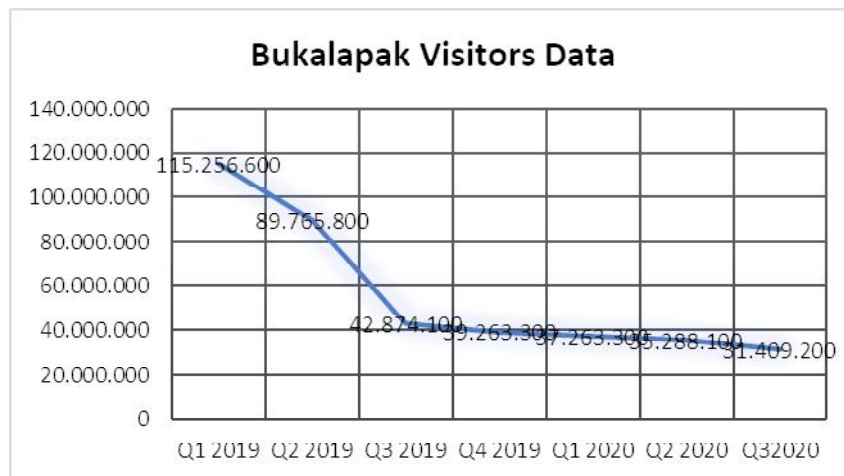


Source: Author processed from Twitter @BukaBantuan, accessed January 03, 2021

**Figure 1. Citizen Complaints August-December 2020**

Based on the figure above, the increase of complaints on Bukalapak's tweet account increased drastically in September 2020, from 63 tweets in August 2020 to 142 tweets, which, although experiencing a slight decrease in October 2020 to 119 tweets, then increased again. In November and December 2020, from 135 tweets to 146 tweets regarding consumer complaints about Bukalapak, although currently, Bukalapak continues to be in the

Top Three position of e-Commerce in Indonesia today. However, from Q1 2019 to Q3 2020, Bukalapak has decreased site visits from time to time. Bukalapak continues to experience a decrease in visitors until Q3 2020, and it only reaches an average of 31 million visitors every month. The following data can be retrieved through iPrice Insight Q1 2019- Q3 2020, which the author then processes.



Source: Author processed data from iPrice Insight, 2020

**Figure 2. Visitor Data on Bukalapak Website Q1 2019-Q3 2020**

The figure above explained that Bukalapak experienced a decrease in website visits seen in Q1 2019-Quarter 3 2020, then in the first quarter of 2020 reached 37,633,300 which decreased to 35,288,100 in Q2 of the year, and the latest data in Q3 only reached 31,409,200 at the end. In addition, recently, there was negative news regarding the privacy of Bukalapak data users, which began to leak and being sold to hacker forums were an estimated 13 million Bukalapak user data. That negative news was reported by several news sites such as *cnnindonesia.com*, *inet.detik*, *ponsel.id*, and many more. The news that was released at that time regarding the user's data displayed on the hacker forum began in the form of email, user name, password, last login to the telephone number.

They saw the decline in site visits to Bukalapak as well as exposure to the many complaints. Most complaints related to use range from the Bukalapak site, which often experiences downtime, transaction disruptions in product purchases, products that are not on time for delivery, to low responsiveness in handling consumer complaints and negative comments that indicate lack of service quality, especially with negative news about leaked user data. Therefore, the author will examine an electronic service (e-service quality) managed by Bukalapak, which then the provision of service quality can build cus-

tomers satisfaction when doing online activities. Furthermore, when a consumer receives a product and service that is received experiences good or bad quality and quality by the seller, it will be able to influence the consumer's assessment of the product or service, which can have an impact on the interest in repurchasing the product in the same marketplace.

The objective of this research is to explore the existing e-service quality, e-consumer satisfaction, and repurchase intention variable on e-commerce platform (Bukalapak), to define the impact of e-service quality and e-consumer satisfaction toward repurchase intention simultaneously and partially, to find the degree of significance of the e-service quality and e-consumer satisfaction toward repurchase intention on Bukalapak. The originality of this research is concerned with the repurchase intention variable based on e-service quality on an e-commerce platform which is ignored by the provider occasionally and proves the significance simultaneously with the e-service quality variable by using a cross-sectional method. The benefit of this research is presenting the degree of significance of e-service quality and e-consumer satisfaction toward repurchase intention. Thus, e-commerce companies could revise their strategy to maintain quality and consumer satisfaction to improve the percentage of consumer repur-

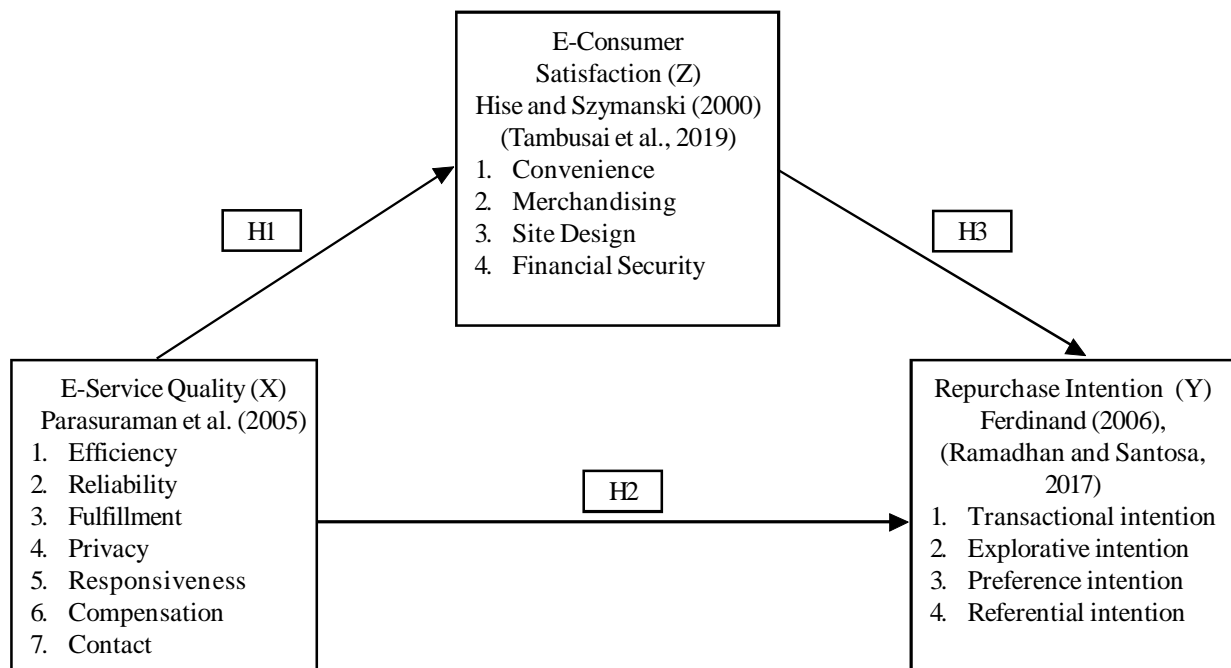


Figure 3. Framework of Thinking, 2021

chase intention. Here is the framework of thinking of this research:

### HYPOTHESIS DEVELOPMENT

The hypothesis is a temporary answer to solve the problem formulations. A hypothesis is defined as the assumption because the proof is only based on existing theoretical theories, not yet in the form of empirically obtained facts through data collection from the distribution (Sugiyono, 2017). Based on this framework, the proposed hypothesis is:

1. Hypothesis 1 (H1) states that e-service quality affects e-consumer satisfaction on the e-commerce platform.
2. Hypothesis 2 (H2) states that e-service quality affects repurchase intention on the e-commerce platform.
3. Hypothesis 3 (H3) states that e-consumer satisfaction affects repurchase intention on the e-commerce platform.
4. Hypothesis 4 (H4) states that e-service quality affects repurchase intention through e-consumer satisfaction on the e-commerce platform.

### METHOD

This research used a quantitative approach to the type of descriptive research. A non-probability sampling technique with a purposive sampling type was used in this study. In the research, the minimum sample was determined as many as 150 respondents with the specified respondent criteria: (1) Indonesian citizens, who use E-Commerce Bukalapak, have transacted at least once, and (2) expressed comments on any official platforms of Bukalapak. The primary data was collected by distributing questionnaires and survey directly in the field. The secondary data was gathered from articles on the news, statistics provided by Government, and previous research. This research used Structural Equation Modeling or SEM as the data analysis method. The SEM method used in this research is SEM-PLS through the SmartPLS 3.0 application.

### RESULTS

As the result of descriptive analysis to present the data of respondents, this research was gathered and provided based on the table below.

Table 1. Sample Characteristics

<b>Citizenship WNI</b>	<b>100%</b>
Sex	
Male	64%
Female	36%
Age	
<20 years old	5%
21-25 years old	34%
26-30 years old	45%
>30 years old	16%
Revenue	
<Rp 1.000.000	11%
Rp.1.000.0001-Rp3.000.000	35%
Rp 3.000.001- Rp 5.000.000	37%
>Rp 5.000.000	17%
Occupation	
Employees	51%
Entrepreneurship	32%
Student	15%
Another category	2%
Screening Question 1	100%
Screening Question 2	
Official Account Twitter Bukabantuan	47,30%
Official Account Instagram Bukalapak	36,70%
Website Community Bukalapak	2,70%
Riview Application Bukalapak	6,00%
Another category	7,30%
Screening Question 3	100%

Source: Author processed data, 2021

Based on the results of descriptive analysis, it was found that the average score on the e-service quality variable achieved a total score of 6,965 and an average score of 61.91%. With this average score, it can be concluded that the e-service quality presented by Bukalapak is in the Good Enough category. Based on the results of descriptive analysis, it was found that the average score on the e-consumer satisfaction variable received a total score of 1,934 and an average score of 54.21%. With this average score, it can be presented that this variable is still in the Good Enough category. Based on the results of descriptive analysis, it was found that the average score on the repurchase intention variable received a total score of 1,492 and an average score of 49.1%. With this average score, it can be stated that repurchase intention is in the unwell category.

### Outer Model

The outer model test obtained convergent validity, discriminant validity, and reliability of the research instrument. The convergent validity value is the factor loading value of the research variable indicators. An indicator is required convergent validity if it has an outer loading value greater than 0.7. Besides that, the convergent validity is shown by the Average Variance Extracted (AVE) value greater than 0.5. The following is the result of the

Table 2. Convergent Validity

Variabel	Indikator	Outer Loading	AVE	Kesimpulan
E-Service Quality	SQ1	0.730	0.594	Valid
	SQ2	0.700		Valid
	SQ3	0.787		Valid
	SQ4	0.770		Valid
	SQ5	0.825		Valid
	SQ6	0.722		Valid
	SQ7	0.722		Valid
	SQ8	0.791		Valid
	SQ9	0.802		Valid
	SQ10	0.785		Valid
	SQ11	0.785		Valid
	SQ12	0.756		Valid
	SQ13	0.734		Valid

	SQ14	0.822		Valid
	SQ15	0.829		Valid
E-Consumer Satisfaction	ES1	0.719	0.666	Valid
	ES2	0.853		Valid
	ES3	0.848		Valid
	ES4	0.805		Valid
	ES5	0.849		Valid
Repurchase Intention	RI1	0.745	0.638	Valid
	RI2	0.780		Valid
	RI3	0.772		Valid
	RI4	0.889		Valid

Source: Research data, 2021

convergent validity test for each indicator in the research variable.

Based on the data above, it is stated that all indicators are valid. Therefore, all indicators can be used in further analysis. The value of discriminant validity is indicated by the value of the cross-loading factor used to determine whether a construct has the appropriate discriminant by comparing the loading value of the intended construct with the loading value of other constructs, which must be greater. The following are the results of discriminant validity testing using the cross-loading value:

**Table 3. Cross Loading**

Indicators	Variabel		
	ES	RI	SQ
ES1	0.719	0.676	0.653
ES2	0.853	0.741	0.734
ES3	0.848	0.713	0.708
ES4	0.805	0.739	0.796
ES5	0.849	0.807	0.740
RI1	0.689	0.745	0.662
RI2	0.712	0.780	0.705
RI3	0.686	0.772	0.669
RI4	0.791	0.889	0.732
SQ1	0.648	0.673	0.730
SQ2	0.667	0.658	0.700
SQ3	0.682	0.648	0.787
SQ4	0.630	0.637	0.770
SQ5	0.727	0.716	0.825
SQ6	0.617	0.590	0.722
SQ7	0.608	0.591	0.714

SQ8	0.782	0.747	0.791
SQ9	0.779	0.776	0.802
SQ10	0.668	0.620	0.785
SQ11	0.657	0.608	0.774
SQ12	0.626	0.646	0.756
SQ13	0.609	0.585	0.734
SQ14	0.753	0.741	0.822
SQ15	0.761	0.726	0.829

Source: Author processed data, 2021

Based on the data in the table above that is stated that all indicators are valid. Therefore, all indicators can be used in further analysis. Then, here are the results of discriminant validity testing using the cross-loading value (Table 3).

Based on the table above, it can be stated that all research variables have high reliability according to the requirements above. Thus, based on the results of the tests that have been carried out, a model is obtained from the research as shown in the figure 4.

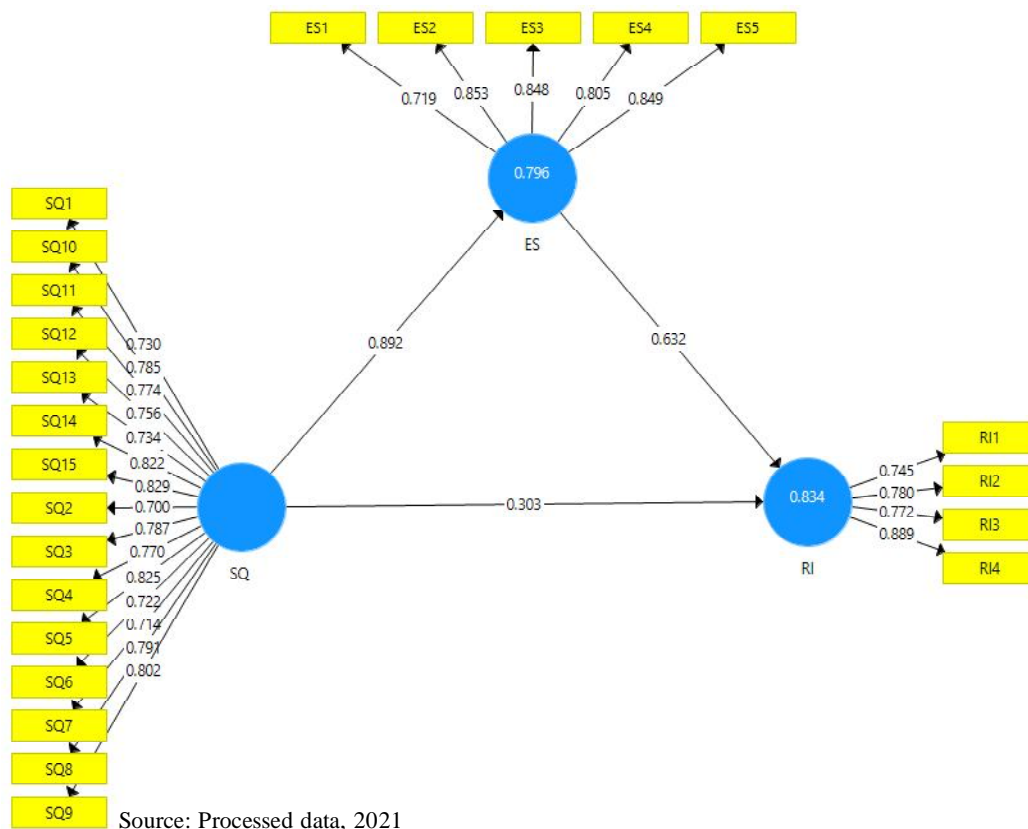
### Inner Model

Based on the Inner model test, the R-Square, Q-Square, and Path Coefficients results. The value of the R-Square is the coefficient of determination in endogenous constructs. The value of R-Square shows how much an exogenous (independent) variable influences an endogenous (dependent) variable. According to Chin in Sarwono and Narimawati (2015), The assessment given for R Square, which is > 0.67, is strong, between 0.67 - 0.33 is moderate,

**Table 4. Reliability Test**

Variabel	Composite Reliabilty	Cronbach Alpha	Conclusion
E-Consumer Satisfaction	0.909	0.873	Reliable
Repurchase Intention	0.875	0.808	Reliable
E-Service Quality	0.956	0.951	Reliable

Source: Research data, 2021



Source: Processed data, 2021

**Figure 4. PLSSEM Model**

and between 0.33 - 0.19 is weak. The results of the R-Square test are shown in the Table below:

**Table 5. R-Square Test**

Variabel	Nilai R-Square	Conclusion
E-Consumer Satisfaction	0.796	Strong
Repurchase Intention	0.834	Strong

Source: Processed data, 2021

Based on the table above, it is known that the e-consumer satisfaction variable has an R-Square value of 0.796. This variable can be driven by the e-service quality variable of 79.6%. The repurchase intention variable can be explained by the e-consumer satisfaction and e-service quality variables of 83.4%. The path coefficients test was used to determine the direction of the relationship between each variable in the study. After bootstrapping, the value of the path coefficients between the variables is shown in Table 6 as follows:

**Table 6. Path Coefficients**

Variable	Original Sample (O)
E-Consumer Satisfaction → Repurchase Intention	0.632
E-Service Quality → E-Consumer Satisfaction	0.892
E-Service Quality → Repurchase Intention	0.303

Source: Processed data, 2021

Based on Table 6 above, it can be seen that e-consumer satisfaction has a positive or unidirectional relationship towards repurchase intention of 0.632. Then the relationship between e-service quality and e-consumer satisfaction has a significant relationship, namely 0.892. The relationship with the lowest value on e-service quality at repurchase intention is 0.303 but still has a significant effect. Hypothesis testing in research is carried out to test the hypotheses that have been compiled. The following criteria determine the acceptance and rejection of

the hypothesis:

- t count < t table, then H0 is accepted, and Ha is rejected
- t count > t table, then H0 is rejected, and Ha is accepted

The hypothesis's criterion for acceptance or rejection is that when the t-statistic is > 1.97, then Ha is accepted, and H0 is rejected. The level of significance is shown if the P-value is less than 0.05. The results of hypothesis testing between variables in this study are shown in the Table below:

**Table 7. Hypothesis Test Between Variables**

Relation	T Statistic	P Value	Information
E-Consumer Satisfaction → Repurchase Intention	6.859	0.000	H3 Accepted
E-Service Quality → E-Consumer Satisfaction	44.056	0.000	H1 Accepted
E-Service Quality → Repurchase Intention	3.217	0.001	H2 Accepted

Source: Processed data, 2021

Based on the table above, it can be seen that every relationship in each variable, H1 to H3, is accepted in accordance with the requirements above. To determine the effect of mediation between variables, the intervening variable hypothesis test was carried out, which is shown in the Table below:

Based on table above, it can be seen that e-consumer satisfaction mediates the relationship between e-service quality and repurchase intention.

**Table 8. Intervening Variable Hypothesis Test**

Relation	T Statistic	P Value	Description
E-Service Quality → E-Consumer Satisfaction → Repurchase Intention	6.485	0.000	H4 Accepted

Source: Processed data, 2021



## DISCUSSION

### The E-Service Quality and E-Consumer Satisfaction on Bukalapak Platform

E-service quality is the ability of a service to provide functional performance when shopping, purchasing, and delivering to consumers through electronic media (Lasyakka, 2015; Demirkan et al., 2011; Parasuraman et al., 2005). In implementing e-service quality (Tjiptono, 2016), several aspects of the assessment can be seen from efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact. In the descriptive analysis, the percentage of the highest total score is about the platform's feature that consumers can access properly. Consumers also can find information about the products easily. The feature accessible and all technical functions can provide the basic needs of the consumer for a platform.

In the *Contact* dimension related to respondents, they find it easier to find company contacts (call centers) as a liaison between consumers and companies. Respondents felt that they could find the contact call center on the Bukalapak community website through the call center, namely 021-50813333, and could be contacted during 24-hour operating hours. Still, even though it was in a good category to find out about this call center, it was not directly found on the Bukalapak shopping website itself but on a separate site at <https://komunitas.bukalapak.com> through the choice of the FAQ category. However, current complaints or questions by customers can go through all Bukalapak social media platforms. It would be supportive if the Bukalapak shopping website provided tags or information about customer care, hotline care, or customer service that can be immediately contacted. Then this will make it easier for consumers to find and access directly when experiencing possible obstacles in online activities at Bukalapak. That later can also encourage the *Responsiveness* dimension, namely, in this case, it is related to effective handling related to services for problems that consumers raise. That needs to be considered again, such as handling problems or user complaints when carrying out online activities on Bukalapak with customer service. The explanation in the previous back-

ground regarding complaints that have not responded to solving problems experienced by customers.

Furthermore, the *Privacy* dimension guarantees that data and all information related to user data are protected safely. Even though Bukalapak has guaranteed the privacy of its users' data for data security during online activities or transacting on Bukalapak, it can be seen previously that there was bad news about the leak of Bukalapak's e-commerce user privacy data on the hacker forum in May 2020. Customer doubts about Bukalapak's privacy itself.

According to descriptive analysis, in other dimensions, such as efficiency, it is in the good enough category. Respondents felt that the smoothness that users could accept in accessing a Bukalapak site/application to get the desired information about the product or service could run well. However, respondents also felt that for some big moments such as flash deals, or big holidays where e-commerce is often used, it sometimes went down, especially on the Bukalapak website itself, and some respondents complained that the use of the Bukalapak application on IOS often crashed.

The good category is also found in the *Compensation* dimension. According to descriptive analysis, respondents feel quite good about returning a product, shipping or product handling costs, rewards or commissions if they experience a problem in the product ordered by consumers has gone quite well. This can also be seen in the refund provisions on Bukalapak, which are clearly written through the website [www.komunitasbukalapak.com](http://www.komunitasbukalapak.com).

In addition, there are responses from respondents who feel that the accuracy of service delivery promises and services for products/services offered to consumers is still low, as in the non-conformance of confirmation on tracking goods, delays in confirming the promise of delivery of goods to cashback services and others. Complaints about delays in product or service delivery have also been written by customers several times through the @BukaBantuan twitter service in December 2020 and January 2021. From the explanation of the e-service quality conditions above regarding the as-

assessment of e-service quality on e-commerce Bukalapak, it can be said that it is still in the good enough category, and based on descriptive analysis in this study, it can be stated that the respondents' answers regarding the assessment of the e-service quality variable with a total percentage of 61.91%. There is a significant effect between e-service quality and e-consumer satisfaction. This is in line with research according to Bressolles and Durrieu (2011) in research (Tambusai et al., 2019), namely "The Influence of E-service Quality and Recovery Service Quality on Perceived Value, E-customer Satisfaction and E-customer Loyalty (Study on Online Shopping Customers on Websites)" identify a positive relationship between the assessment of e-service quality and e-customer satisfaction, so that it can contribute to satisfying internet users when visiting a site or application. According to Hise and Szymanski (2000) in (Tambusai et al., 2019), "E-satisfaction provides online shopping convenience, merchandising (product information and product offering), site design, financial security."

Bukalapak provides conformity with product/service offerings due to product offerings and product information available online, which consists of supportive information and quality of information that the company could use to consumers. In this case, the respondents were quite satisfied with the description of the quality of the information provided by the products/services offered by Bukalapak. That will also affect the site design assessment, which is equipped with instructions/navigation on the Bukalapak application/website design. In this case, the respondents are quite satisfied with the website, which consumers can see on a screen display of the search path and not too many displays of messy advertisements, which are then easy for users to follow to get the desired information. In the *Financial Security* dimension, consumers are quite satisfied with the protection of Bukalapak's privacy data during transactions, including the *Privacy* dimension in e-service quality.

The *Convenience* dimension shows that respondents still find it difficult to make transactions with Bukalapak. That could also be due to several complaints about unresolved transaction numbers

or disturbances in transactions made when using Bukalapak. Such as goods that have been sent but have not updated their transaction status by users or sellers, to the difficulty of using transactions on the open wallet feature or other payment features. With the explanation of the condition of E-Consumer Satisfaction and based on the descriptive analysis, the respondents' answers regarding the statement on the e-consumer satisfaction variable are included in the good enough category with a percentage of 54.21%. Therefore, it can be concluded that there is a significant influence between e-service quality on repurchase intention. This is in line with Keiningham et al. (2007). The quality of service electronically will affect the interest in repurchasing the product if the company can provide electronic services effectively and efficiently.

### Repurchase Intention on Bukalapak Platform

Repurchase Intention, according to Ferdinand is quoted again by (Ramadhan and Santosa, 2017), is an actual consumer behavior that results in the purchase of a product or service that can be done more than once because of the satisfaction received from a product. Furthermore, according to Ferdinand (2006) in (Ramadhan and Santosa, 2017), four dimensions can measure the repurchase interest of a product, namely: Transactional Interest, Explorative Interest, Preferential Interest, and Referential Interest.

Based on the descriptive analysis, the respondents' answers regarding the statement on the repurchase intention variable are included in the unwell category. The tendency for individuals to retell their experiences either in recommending or referencing the product to others is quite high. Respondents feel interested in reviewing the shopping experience at Bukalapak, which then recommends it to others through a review of the shopping experience on the Bukalapak application. However, the respondent's decision to make Bukalapak the main choice in purchasing the desired product/service is still low. In the *Transactional Interest* dimension, consumers are less interested in repurchasing at Bukalapak in the future, including the *Explorative Interest* dimension related to the desire to find de-

tailed information on products/services at Bukalapak only 47.7%. Through exposure to the condition of repurchase intention at Bukalapak, it is still relatively low. That can also be caused because consumers are not fully satisfied. That can happen because e-service quality services that really need to be improved again can also be influenced by the lack of vouchers, points, cashback or promos such as Free Shipping, which consumers feel are really needed. It can be concluded that there is a significant effect between e-consumer satisfaction towards repurchase intention. This is in line with research in the journal "Factors determine e-satisfaction and consumer spending in e-commerce retailing" by (Nisar and Prabhakar, 2017), which states that sustainable growth of Repurchase Intention through E-Consumer Satisfaction by maintaining competitive advantage.

Regarding the indirect relationship of e-service quality can be concluded that e-consumer satisfaction mediates the relationship between e-service quality and repurchase intention, which significantly affects each other. Based on the Path Test that e-service quality to e-consumer satisfaction has the greatest relationship, around 0.892, e-consumer satisfaction has a positive or unidirectional relationship with a repurchase intention of 0.632. Then the relationship between and subsequently, the relationship between e-service quality on repurchase intention with the lowest value is 0.303 but still has a significant effect. That shows that e-service quality is very influential in driving e-consumer satisfaction, as evidenced by the largest value in the path analysis test. This e-consumer satisfaction will affect repurchase intention in the future. This research indicates that e-consumer satisfaction is driven by the e-service quality variable of about 79.6%. The Repurchase Intention variable can be driven by the e-consumer satisfaction and e-service quality variables about 83.4%.

## CONCLUSIONS

Based on the results of data analysis, the researchers concluded that:

1. Based on the descriptive analysis, based on respondents' feedback on questionnaires, the

e-service quality and e-consumer satisfaction of the Bukalapak platform is quite good in terms of platform performance than toward satisfaction. Regarding the repurchase intention variable, respondents' feedback is quite low, driven by the shopping experience on e-commerce.

2. Based on the results of hypothesis testing through t statistics and p-value, e-service quality has a significant impact on e-consumer satisfaction in using an e-commerce platform.
3. Based on the results of hypothesis testing through t statistics and p-value, e-service quality significantly impacts repurchase intention in using an e-commerce platform.
4. Based on the results of hypothesis testing through t statistics and p-value, e-consumer satisfaction impacts repurchase intention in using e-commerce platforms.
5. Based on the results of hypothesis testing through t statistics and p-value, e-service quality impacts repurchase intention through e-consumer satisfaction as a mediating variable in using e-commerce platforms.

## IMPLICATIONS

The results of this study are expected to enrich and complement the scientific treasures in marketing, especially those related to e-service quality towards e-consumer satisfaction e-Service and impact the repurchase intention. In addition, some of the findings discussed in this study are expected as references and sources for future researchers. This research is expected to be used as an input for companies to develop better e-service quality strategies in the future so that they can form trust in consumers to attract consumer buying interest

## LIMITATIONS

The limitation of his study focused on the Bukalapak e-commerce platform, while in Indonesia, several platforms provide commerce to consumers. Further research could study several platforms to compare which e-service quality, e-consumer satisfaction, and repurchase intention the most based on consumers' perspectives. This research used limited respondents, and further research could increase

the number of participants whether several platforms. It is recommended that further research use a measurement scale developed by the latest journals and has been adjusted to current online services such as Collier and Bienstock (2006).

## RECOMMENDATIONS

Based on the results of the analysis in this study, there are several things that the author wants to convey as suggestions for the company, as follows:

1. To solve the problem of product delivery in the lowest category of e-service quality, Bukalapak management can provide a relationship engagement with shipping companies and shipping services. *Commitment* can be built by providing integrated communication media in the form of a specific platform not only through social media or hotline care but, for example, is Telegram.
2. Satisfaction with transactions can also be done by adding a purchase cancellation assistance feature such as Tokopedia or Shopee. That can help when consumers mistakenly choose the product they want to change their shopping desire so that later the given voucher code can be used again if it has been canceled and doesn't have to wait until the payment limit runs out.
3. By increasing the satisfaction of shopping at Bukalapak, such as providing additional discounts or adding points to consumers who have made a minimum purchase once, you can add a promo for free shipping if you use the open wallet feature Bukalapak. That is also one of the things conducted by Shopee in using Shopeepay to facilitate purchase transactions to increase consumer repurchase interest.

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