

E-service quality, e-word of mouth, customer trust, and repurchase intention

Nadia Fadilla^{1*}, Firman¹

¹Department of Management, Faculty of Economics and Business, Universitas Negeri Padang, Padang, Indonesia

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ABSTRACT

The aim of this research is to analyze the effect of e-service quality and e-word of mouth on repurchase intentions which are mediated by customer trust in the Shopee application. The population in this research that has been determined is Shopee customers who have the Shopee application and have made purchases on the Shopee application. The number of samples in this research was 200 respondents. Data collection uses questionnaires and is managed with SmartPLS software. The results of this research show that: (1) e-service quality has a significant effect on Shopee customers' repurchase intentions;(2) e-word of mouth has a significant effect on Shopee customers' repurchase intentions;(3) e-service quality has a significant effect on Shopee customer trust;(4) e-word of mouth has a significant effect on shopee customer trust;(5) customer trust has a significant effect on Shopee customers repurchase intentions;(6) e-service quality through the mediating variable customer trust has a significant effect on the customer repurchase intention variable;(7) e-word of mouth through the mediating variable customer trust has a significant effect on customer repurchase intentions.

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* Corresponding author: nadia.fadilla99@gmail.com

INTRODUCTION

Changes and developments in technology have greatly influenced business and trade activities carried out electronically (Permana, 2020). E-commerce is the trading of products or services using computer networks, especially internet technology. Modern e-commerce often uses the internet for at least this transaction life cycle, although it may also use other types of activities such as operations management or general billing (Pradana, 2016). Consumers can purchase the goods they need via e-commerce of their choice on digital devices connected to the internet.

Repurchase intention for a product is a measure of the success of a company (Hermanto & Cahyadi, 2015). Repurchase intention arises because of positive feelings and satisfaction with a product and the customer repurchases the product (Murwanti & Pratiwi, 2017). In response to this, entrepreneurs must always innovate so that consumers' interest in repurchasing is maintained and increases from year to year in purchasing products from the company. Therefore, entrepreneurs must think about what strategies or factors can win in the competitive market. One of the factors that influence repurchase intentions is e-service quality and eWOM and consumer trust as mediating variables.

Electronic service quality (e-service quality) is seen as a tool to remain competitive in service marketing (Lassar et al., 2000; Yavas & Yasin, 2001). The quality of electronic services or services is centered on the company's efforts to fulfill customer desires and expectations. Therefore, companies are required to be able to provide services of the best possible quality to their consumers or customers. According to Kotler (1997:49) service quality is the overall characteristics or characteristics of a product or service that influence its willingness to satisfy stated or implied needs. A company can be said to be successful by providing quality service if the company's service meets or exceeds the expectations of its consumers.

The presence of e-word of mouth (eWOM) is one of the most effective marketing sources (Hennig-Thurau et al., 2004). Previous researchers revealed that electronic word of mouth (eWOM) is more effective than personal selling, traditional marketing and conventional media advertising (R. Cheung, 2014). More consumers are now using electronic word of mouth (eWOM) to make purchasing choices. Consumer trust in a brand or product is fundamental in leading to consumers' decisions to buy and even to be loyal to that brand. Trust plays an important role in customers' repeat and long-term purchasing decisions. According to (Nur et al., 2020) trust is a number of specific beliefs regarding integrity (honesty of the trusted party and ability to keep promises), benevolence (trustee's concern and motivation to act in accordance with the interests of those who trust them), competency (the ability of the trusted party to carry out the needs of those who trust them) and predictability (consistency of behavior of the trusted party). Consumer trust in a brand can only be gained if marketers can create and maintain positive emotional relationships with consumers. This positive emotional relationship must be built over a short period of time but must be done consistently and persistently. According to Subagio (2013), stated that popularity and trust in a brand can give a sense of prestige and pride to consumers so that this is the first and foremost thing that consumers consider when they intend to repurchase a product.

LITERATURE REVIEW

Repurchase intention

Intention is a person's inner desire for a particular object. Intentions can also change depending on needs, experience and fashion trends, not what you are born with. It can be concluded that something that was previously intended can change because of certain input or new insights and new thought patterns. According to Kotler & Keller (2016) purchase intention is consumer behavior that appears as an action towards a particular product which forms an attitude about the consumer's desire to buy a product. Every time consumers intend to buy any product; they carry out relevant research and collect information based on experience and the environment regarding the product or service. After collecting sufficient information, consumers compare and evaluate the products and make judgments about the product (Shih et al., 2012).

E-service quality

E-service quality is one of the determining factors for the existence of a customer-oriented company or industry, especially in the midst of increasingly strong competition. Customers will more easily turn to similar industries with quality that they feel is better. Service is a form of totality in the form of features and characteristics of products or services that depend on their capabilities as an effort to obtain satisfaction of stated or implied needs (Kotler Keller, 2019). Service quality is a condition related to products, services, processes, people and meeting or exceeding expectations. Good or bad service quality depends on the ability of the service provider or company to consistently meet customer expectations (Nasution, 2019). According to (Andini et al., 2016) e-service quality can be defined as the role of services in cyberspace. The concept of service quality in e-commerce "e-service quality" can be defined as consumers' overall assessment and evaluation of the quality and qualities of e-services offered by virtual marketplaces.

According to (Pradana & Sanaji, 2018) says that service quality is the result of distribution and logistics activities, with services provided to consumers in order to achieve consumer satisfaction.

E-Word of Mouth

E-Word of mouth according to (Cheung et al., 2008) is a continuation or extension of traditional human communication into a new generation in cyberspace. According to (Rifki, 2021) e-word of mouth is a sentence or discussion related to goods, services or companies, whether positive or negative, and can be accessed by everyone online. E-word of mouth is a medium where consumers have the opportunity to exchange ideas and information regarding product experiences. Additionally, it provides the opportunity to leave product and brand reviews and suggestions via social media platforms and consumer review sites (Aisyah & Engriani, 2019).

Customer trust

According to (Watu et al., 2021) defines trust as a company's willingness to rely on business partners. Trust depends on a number of inter-individual and inter-organizational factors such as company competence, integrity, honesty and friendliness. Meanwhile, according to Julie (2017) trust is a confident expectation of reliability in situations that involve risk for the customer. Trust is a very important thing for a company, because if a company is no longer trusted by its customers, it will be difficult for the company to develop. However, on the other hand, if the company is trusted by customers, then the company will grow easily in the market. This trust must always be maintained between the Company and customers in order to maintain good relationships with customers.

METHODS

Based on the problem formulation and research objectives, this type of research is causative descriptive, which is research that aims to determine whether there is a causal relationship between two or more variables. The population taken in this research is the total number of shopee application users in Padang City. The data collected in this research uses a questionnaire method, namely by providing a list of questions using likert scale measurements. This research technique uses data analysis methods using SmartPLS software. PLS (Partial Least Square). The measurement model is used to test validity and reliability, while the structural model is used to test causality (testing hypotheses with prediction models).

RESULTS AND DISCUSSION

Based on the research results, it can be explained about the indicators in the repurchase intention variable. Of the 6 indicators, it can be seen that the average value of the repurchase intention variable is 4.48 with a respondent achievement level of 89.78% (very good). This explains that the level of achievement of respondents on the shopee customer repurchase intention variable is in the very good category. Research results regarding indicators in the e-service quality variable. Of the 11 indicators, it can be seen that the average value of the e-service quality variable is 4.43 with a respondent achievement level of 88.68% (very good). This explains that the level of achievement of respondents of the shopee customer e-service quality variable is in the excellent category. The results of research on indicators in the electronic word of mouth variable. Of the 10 indicators, it can be seen that the average value of the electronic word of mouth variable is 4.41 with a respondent achievement level of 88.24% (very good). This explains that the level of achievement of respondents of the shopee customer electronic word of mouth variable is in the very good category. Meanwhile, the results of research on indicators in the customer trust variable. Of the 5 indicators,

it can be seen that the average value of the customer trust variable is 4.41 with a respondent achievement level of 88.2% (High).

Convergent validity

According to JF Hair (2014:45), validity testing in this research uses two measurement methods, namely convergent validity and discriminant validity. The convergent validity criteria are the average variance extracted (AVE) value > 0.5 and outer loading > 0.6 .

Table 1. AVE value

Variable	AVE value
Repurchase intention	0.500
E-service quality	0.500
E-WOM	0.505
Customer trust	0.512

Source: Processed Smart PLS 4 data (2023)

Based on the table, the results show that the AVE value of repurchase intention is 0.500, the AVE e-service quality value is 0.500, the AVE e-wom value is 0.505, the customer trust value is 0.512. If all variables are above 0.5, then convergent validity is said to be valid.

Discriminant validity

Discriminant validity is related to the principle that measures of different constructs should not be highly correlated. Discriminant validity can be seen from the cross-loading value of the indicators for each variable. The discriminant validity table can be seen in the table 2.

Table 2. Construct Reliability

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Repurchase intention	0.782	0.796	0.846
E-service quality	0.878	0.879	0.900
E-WOM	0.877	0.878	0.900
Customer trust	0.762	0.763	0.840

Source: Smart PLS 4 data processing (2023)

Based on the table, it can be seen that the cronbatch alpha value of each variable is greater than 0.7. The cronbatch alpha value of repurchase intention is 0.782, the cronbatch alpha value of e-service quality is 0.878, the cronbatch alpha value of e-wom is 0.877, the cronbatch alpha value of customer trust is 0.762.

Reliability test

Reliability testing is a reliability test that aims to determine the extent to which a measuring instrument can be relied upon or trusted. If the measurement results obtained are relatively constant then the measuring instrument is considered reliable. Reliability testing of all items/questions used in this research will use composite reliability and cronbach's alpha coefficient.

Table 3. Reliability Test

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Repurchase Intention	0.782	0.796	0.846
E-Service Quality	0.878	0.879	0.900
E-WOM	0.877	0.878	0.900
CUstomer trust	0.762	0.763	0.840

Source: Smart PLS 4 data processing (2023)

Based on the results obtained, it can be seen that the composite reliability and cronbach's alpha values for each construct exceed 0.7. Referring to the role of thumb value of composite reliability and cronbach's alpha which is >0.7 , all variables in this study can be declared reliable.

R-Square (R2)

R-square is a number that ranges from 0 to 1 which indicates how much the combination of exogenous variables influences the value of the endogenous variable. The closer to number one, the better the model produced by the regression

Table 4. R Square Value

Variable	R-square	R-square adjusted
Customer trust	0.433	0.427
Repurchase Intention	0.641	0.637

R-square can only be found in endogenous constructs. It can be seen that the r-square value for Repurchase Intention, this result shows that 64.1% means that the e-service quality and eWOM variables contribute to the repurchase intention variable, while the rest is influenced by variables outside this research. Meanwhile, for the customer trust variable, it was obtained at 43.3%. This result shows that the e-service quality and e-word of mouth variables contribute to customer trust and the rest is influenced by variables outside this research.

Hypothesis testing

Hypothesis testing is carried out if the data meets the measurement requirements using the bootstrapping method in SmartPLS 4 software. Bootstrapping is a re-sampling method that allows freely distributed data to be applied so that it does not require the assumption of a normal distribution and a large sample size (Ghozali&Laten, 2012). This research used a re-sample of 200 respondents using the No sign change scheme. Hypothesis testing can be seen from the results of the significance test, where the level of significance in this study is 5%. At a significance level of 5% or 0.05, it is considered "significant" and the hypothesis can be accepted if the T-statistic value is greater than 1.96 (Hair, 2013).

The effect of e-service quality (X1) on repurchases intention (Y)

The results of the distribution analysis of the e-service quality variable show that the total average score of the e-service quality variable is 4.43 with a TCR of 88.68%. This means that e-service quality for Shopee customers in Padang City can be said to be high and must be maintained. Meanwhile, the results of the analysis of the distribution of the repurchase intention variable were an average of 4.48 with a TCR of 89.78%. This means that the repurchase intention of shopee customers in Padang City must be maintained. Based on the results of the analysis, the e-service quality variable has a significant effect on repurchase

intentions among shopee customers in Padang City. Because the calculation results obtained a parameter coefficient value of 0.472 and is significant at 0.000 (P Values 0.000). This can be proven by looking at the t statistic of 5,111 which has a value greater than the t table value (t count 5,111 > t table 1.96). These results mean that there is a significant influence between e-service quality and repurchase intention.

The effect of e-word of mouth (X2) on repurchase intention (Y)

The results of the distribution analysis of the e-word of mouth variable show that the total average score of the e-word of mouth variable is 4.41 with a TCR of 88.24%. This means that e-word of mouth among Shopee customers in Padang City can be said to be high and must be maintained. Meanwhile, the results of the distribution analysis of the repurchase intention variable were an average of 4.48 with a TCR of 89.78%. This means that the repurchase intention of Shopee customers in Padang City must be maintained. Based on the results of the analysis of the e-word of mouth variable, it has a significant effect on repurchase intentions among Shopee customers in Padang City. Because from the calculation results, the parameter coefficient value is 0.369 and is significant at 0.000 (P Values 0.000). This can be proven by looking at the t-statistic of 4,285 which has a value greater than the t table value (t count 4,285 > t table 1.96). These results mean that there is a significant influence between e-word of mouth and repurchase intention.

The effect of e-service quality (X1) on customer trust (Z)

The results of the distribution analysis of the e-service quality variable show that the total average score of the e-service quality variable is 4.43 with a TCR of 88.68%. This means that e-service quality for Shopee customers in Padang City can be said to be high and must be maintained. Meanwhile, the results of the analysis of the distribution of customer trust variables with an average score of 4.41 with a TCR of 88.2%. This means that customer trust in Shopee customers in Padang City must be maintained. Based on the results of the analysis of the e-service quality variable, it has a significant effect on customer trust in Shopee customers in Padang City. Because from the calculation results, the parameter coefficient value is 0.320 with a p value = 0.015, meaning it is below 0.05 or significant. This can be proven by looking at the t-statistic of 2,441 which has a value greater than the t table value (t count 2,441 > t table 1.96). These results mean that there is a significant influence between e-service quality and customer trust.

The effect of e-word of mouth (X2) on customer trust (Z)

The results of the distribution analysis of the e-word of mouth variable show that the total average score of the e-word of mouth variable is 4.41 with a TCR of 88.24%. This means that e-word of mouth among Shopee customers in Padang City can be said to be high and must be maintained. Meanwhile, the results of the analysis of the distribution of customer trust variables with an average score of 4.41 with a TCR of 88.2%. This means that customer trust in Shopee customers in Padang City must be maintained. Based on the results of the analysis of the e-word of mouth variable, it has a significant effect on customer trust in Shopee customers in Padang City. Because from the calculation results, the parameter coefficient value is 0.371 with a t-statistic of 2.441, which has a value greater than the t table value (t count 2,441 > t table 1.96). These results mean that there is a significant influence between e-word of mouth and customer trust.

Influence of customer trust (Z) on repurchase intention (Y)

The results of the analysis of the distribution of customer trust variables show that the total average score of the customer trust variables is 4.41 with a TCR of 88.2%. This means that trust in Shopee customers in Padang City can be said to be high and must be maintained. Meanwhile, the results of the analysis of the distribution of the repurchase intention variable were with an average score of 4.48 with a TCR of 89.78%. This means that the repurchase intention of Shopee customers in Padang City must be maintained. Based on the results of the analysis of the customer trust variable, it has a significant effect on repurchase intentions among Shopee customers in Padang City. Because from the calculation results, the parameter

coefficient value is 0.369 with a t-statistic of 4.285, which has a value greater than the t table value (t count $4.285 > t$ table 1.96). These results mean that there is a significant influence between customer trust and repurchase intention.

The effect of e-service quality (X1) on repurchases intention (Y) with customer trust (Z) as a mediating variable

E-service quality has a significant effect on repurchase intention through customer trust. This result is supported by the test results for the t value of 4,110 which is greater than 1.96 with a parameter coefficient of 0.456, which means that the parameter is significant. So, there is a model of the indirect influence of the e-service quality variable on repurchase intention through customer trust. The coefficient of direct influence of e-service quality on customer trust is 0.320. Meanwhile, the influence of customer trust on repurchase intention is directly 0.369. Meanwhile, the total indirect influence that can be given is 0.456. This shows that the customer trust variable is able to increase the influence of e-service quality on repurchase intentions and provides a significant mediating influence.

The effect of e-word of mouth (X2) on repurchase intention (Y) with customer trust (Z) as a mediating variable

E-word of mouth has a significant effect on repurchase intention through customer trust. This result is supported by the test results of the t value of 3,185 which is greater than 1.96 with a parameter coefficient of 0.567, which means that the parameter is significant. So, the indirect influence model of the e-word of mouth variable on repurchase intention is through customer trust. The coefficient of influence of e-word of mouth on customer trust directly is 0.371. Meanwhile, the influence of customer trust on repurchase intention is directly 0.369. Meanwhile, the total indirect influence that can be given is 0.567. This shows that the customer trust variable is able to increase the influence of e-word of mouth on repurchase intentions and provide a significant mediating influence.

CONCLUSION

The results of the research above can be concluded that, the e-service quality variable has a significant effect on the repurchase intention variable. The better the service provided by shopee, the better the impact on shopee customers repurchase intentions. Furthermore, the e-word of mouth variable has a significant effect on the repurchase intention variable. This means that the higher the word-of-mouth communication electronically provided by shopee, it will increase customer repurchase intentions. The e-service quality variable has a significant effect on customer trust. This means that the better the service quality, the more it will have an impact on repurchase intentions. e-word of mouth variables have a significant effect on customer trust variables. The results of the trust variable research have a significant influence on the repurchase intention variable. Meanwhile, the e-service quality variable has a significant influence on the repurchase intention variable through customer trust. Furthermore, based on the research results above, the e-word of mouth variable has a significant influence on repurchase intentions through customer trust. This means that when consumers get positive recommendations or good reviews about a product or service through eWOM, customers tend to have higher trust in the product or service on shopee. This trust can then affect customer repurchase intentions, namely the customer's willingness to repurchase products or reuse services on shopee in the future.

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