

The Role of E-Satisfaction in Influencing Online Repurchase Intention on Marketplace Sites in Indonesia

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Abstract

This study aims to see whether the e-satisfaction variable can mediate the relationship between e-service quality and perceived ease of use on online repurchase intention on marketplace sites. The consumers on the marketplace website were provided with online questionnaires as part of the research method. A total of 268 respondents were gathered. The data were then analyzed utilizing LISREL 8.70 software. The results revealed that e-satisfaction could partially mediate the relationship between e-service quality and online repurchase intention and fully mediate between perceived ease of use and online repurchase intention. The implication is that marketplace sites need to improve e-satisfaction through e-service quality, which is continuously improved and provides easy-to-understand features for consumers; thus, it can encourage the desire to repurchase products/services on the marketplace site.

Keywords: E-Service Quality, Perceived Ease of Use, E-Satisfaction, Online Repurchase Intention, Marketplace

Peran E-Satisfaction dalam Mempengaruhi Online Repurchase Intention di Situs Marketplace di Indonesia

Abstrak

Penelitian ini bertujuan untuk melihat apakah variabel *e-satisfaction* mampu memberikan pengaruh mediasi pada *e-service quality* dan *perceived ease of use* terhadap *online repurchase intention* di situs *marketplace*. Metode penelitian yang digunakan adalah metode survei dengan menyebarkan kuesioner secara *online* kepada konsumen di situs *marketplace*. Responden yang diperoleh berjumlah 268 orang. Data dianalisis menggunakan perangkat lunak LISREL 8,70. Hasil penelitian menunjukkan bahwa *e-satisfaction* mampu memediasi secara parsial antara *e-service quality* terhadap *online repurchase intention* dan mampu memediasi secara penuh antara *perceived ease of use* terhadap *online repurchase intention*. Implikasinya adalah situs *marketplace* perlu meningkatkan *e-satisfaction* melalui *e-service quality* yang terus diperbaiki serta menyediakan fitur-fitur yang mudah dipahami konsumen sehingga mampu mendorong timbulnya keinginan membeli kembali produk/jasa di situs *marketplace*.

Kata kunci: E-Service Quality, Perceived Ease Of Use, E-Satisfaction, Online Repurchase Intention, Marketplace

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INTRODUCTION

Technological advances reinforced by infrastructure and ease of regulation have encouraged the growth and development of digital-based businesses. The digital era, with the use of the internet and smartphones, has also brought many changes to people's shopping behavior. It

is supported by the presence of various kinds of online sales media sites, which are easily accessible, making buying and selling transactions that could be carried out in a practical, fast, and efficient manner (Kusumatriisna et al., 2020) . The term that then appears in online shopping among people today is Electronic Commerce (e-commerce). According to Turban et al., (2012), e-commerce is an idea that explains transactions for the purchase of goods/services and information about various things via the Internet. Kusumatriisna et al., (2020) stated that e-commerce is an overgrowing online industry in Indonesia; this statement is also supported by the data collected. Kemp (2020), through *We Are Social and Hootsuite* revealed that Indonesia is the country with the highest number of e-commerce users in the world, with a percentage of 88% or around 220 million users of the total population who use the internet. Several factors boost this rapid growth of the e-commerce sector in Indonesia. First, smartphone and internet penetration continues to intensify. Second, Indonesia has a large population and increased purchasing power amidst solid macroeconomic growth. Third, Indonesia has a young and technology-literate population, meaning they quickly adapt to new technologies (Rakhmawati et al., 2021).

Furthermore, Lukman (2014) mentioned five forms of e-commerce business in Indonesia: classified ads, shopping malls, C2C marketplaces, B2C online stores, and social media online stores. In this case, one of the most popular forms of e-commerce in Indonesia today is a marketplace site. A marketplace is a website or place for sellers and buyers to obtain online-based transactions. The system uses an *escow* service or online transaction function in the form of a third-party account to maintain transaction security.

Indonesian people have a quite high interest in using marketplace sites as shown by the data from iprice insight (2020) in the first quarter of 2020, there was competition between local and international online shops. The top three online stores from international stores in great demand by the Indonesian people were marketplace site services : Shopee, Lazada, and JD.ID. The competition also happened among local online shops, the top three groups of online stores most in demand by the Indonesian people came from marketplace site services : Tokopedia, Bukalapak, and blibli.com.

Data originated from *We Are Social and Hootsuite* through Yosepha Pusparisa (2019) the databox of e-commerce consumer activities in Indonesia is listed in Table 1.

Table 1. *E-commerce Consumer Activities in Indonesia*

Activities	Percentage
Searching for products/services they wanted to buy	96%
Visiting retail sites	91%
Paying for products/services online	90%
Make online payments (mobile phone)	79%
Make online payments (PC/laptop)	29%

Consumer shopping activities through e-commerce in searching for products/services they wanted to buy were 96%, whereas paying for products/services online was 90%. Through e-commerce, 6% of people only looked for products but did not make transactions. In addition, the activity of visiting retail sites was 91%, paying for products/services online was 90%, and people who only visited but did not buy products/services were 1%. As a

result, there is a difference of 6% and 1% of consumers who did not make transactions but have searched for products and opened retail e-commerce sites.

For this reason, to increase online transactions on marketplace sites and maintain the existence of marketplace sites as e-commerce favored by the Indonesian people, companies need to seek consumer desire to shop on the platforms provided and, as early as possible, reduce consumer disappointment with the marketplace site performance. Companies are also required to pay attention to how satisfied consumers are in shopping activities and what things can lead consumers to make transactions again on the marketplace site. According to Peyrot & Doren (1994), consumers' disappointment with the company's performance is characterized by a tendency not to repeat the transaction. Conversely, when consumers are satisfied with online transactions, the possibility of consumers to re-transaction is high.

Consequently, this study aims to see the relationship between electronic satisfaction directly or as a mediation on the repurchase intention of products/services on the marketplace site. It is based on very high consumer interest in purchases on marketplace sites over the past few years. Concerning this, Lee et al., (2011) have mentioned factors that could increase online repurchase intention: perceived value, perceived ease of use, perceived usefulness, firm reputation, privacy, trust, and reliability. Cha (2011) added that online repurchase intention could be influenced by various factors: perceived benefits, perceived convenience, perceived security, and privacy issues. Meanwhile, according to Wen et al., (2011), online shopping repurchase intention was influenced by perceived convenience, confirmation, trust, perceived benefits, satisfaction, and perceived enjoyment factors. Then, as Lin et al., (2010) stated, perceived benefits, perceived convenience, concentration, enjoyment, and consumer satisfaction could influence online repurchase intention.

However, as reported in the news written by Eka (2018) through dailysocial.id, one of several things that respondents complain about when using e-commerce platforms is the delivery time of goods, which is often long. In this regard, the National Consumer Protection Agency (BPKN) in early 2020 through hukumonline.com written by Rizki (2020) stated that consumer complaints were recorded to increase every year from 2018 to 2020. The complaint was about business actors who failed to give accurate information about the products being sold and the increasing number of personal data security problems being misused by specific parties to the detriment of consumers. Moreover, problems in online shopping, such as long delivery times and customer personal data security problems, are a form of problem with the quality of services provided by marketplace companies.

Other news compiled through ekonomi.bisnis.com, written by Hadyan (2020) revealed that the most complaint problems obtained by marketplace sites were regarding how to use applications in conducting online transactions. In this case, the issue of using the platform is one element that needs to be a concern for marketplace companies in responding to and providing convenience in conducting transactions to consumers. It is because consumer interest in making online transactions is based on usability, which is considered practical and easy to use.

Based on public complaints against e-commerce platforms and marketplaces and the factors influencing online repurchase intention based on the previous study findings, the

researchers are interested in investigating the effects of perceived convenience and the quality of electronic services as dependent variables on repurchase intentions. Previously, research by Huang et al., (2019), Hussain et al., (2015), Mensah & Mensah, (2018) and Saleem et al., (2017) have proven that service quality affects customer satisfaction. In addition, ease of use positively and significantly influenced customer satisfaction (Tandon et al., 2016, Amin et al., 2014). Mensah & Mensah's (2018) research results also uncovered that service quality positively and significantly impacted repurchase intention. Furthermore, a study by Trivedi & Yadav (2018) and Chiu et al., (2009) revealed that ease of use positively and significantly affected repurchase intention, but Lin et al., (2010) discovered that the intention to return was unaffected by perceived ease of use. Moreover, customer satisfaction positively and significantly influences online repurchase intention (Mensah & Mensah, 2018; Saleem et al., 2017; Wen et al., 2011; Lin et al., 2010). Customer satisfaction could also mediate service quality on repurchase intention (Saleem et al., 2017), while Trivedi & Yadav (2018) & Lin et al., (2010) discovered e-satisfaction to mediate ease of use and repurchase intention partially.

This research combined the model framework from the studies conducted by Huang et al., (2019), Saleem et al., (2017), and Trivedi & Yadav (2018) using the e-satisfaction variable as a mediating variable. The indicators from several previous studies were adapted; they are Chiu et al., (2009), Esch et al., (2006), Wen et al., (2011), M.-C. Lee, (2010), Selnes (1993), Kotler & Keller (2012), Parasuraman et al., (2005), Davis (1989), and Bigné-Alcaiz et al., (2008) tailored to the conditions of the Indonesian people such as the common problems in using marketplace sites like difficulties in using applications, problems of goods delivery, consumer dissatisfaction, and the repurchasing trends of the Indonesian people. The novelty of this research is it uses the theory and calculations from Variance Accounted For (VAF) in drawing conclusions from the e-satisfaction variable as a mediating variable which has never been used by previous research on the reference of this study. Additionally, the research objects are Indonesian people's marketplaces. These marketplace sites have been used on all local and international marketplaces; they are not restricted to a single marketplace. This aims to assess the overall satisfaction of the community on the performance and ease of application and how it can trigger the desire to shop again on the marketplace site.

The relationship between e-service quality and e-satisfaction

The quality of service as a driver has many dimensions, one of the most popular today is *servequal* (Irawan, 2003). Electronic service quality is a form of service provided to internet-based consumers to facilitate effective and efficient product transactions and delivery (Parasuraman et al., 2005). In online transactions, fulfilled consumer needs for effective and efficient purchase and delivery will give consumers a sense of pleasure and satisfaction, marked by the emergence of e-satisfaction. For this reason, e-commerce must be able to provide good electronic services to consumers to generate positive satisfaction for online purchases on marketplace sites. Service quality influences customer satisfaction, as evidenced by research conducted by Huang et al. (2019), which found that service quality

positively and significantly affected customer satisfaction in SGS Taiwan consumers. Hussain et al. (2015) also found that service quality positively and significantly impacted customer satisfaction at Dubai-based Airlines. It indicates that the better the company's quality of services provided to consumers, the better it will satisfy consumers. Thus, the hypothesis that could be formulated is as follows:

H1: E-service quality has a positive and significant effect on e-satisfaction.

The relationship between perceived ease of use and e-satisfaction

The ease of using technology makes it easier for consumers to make online transactions using the marketplace applications. According to Trivedi & Yadav (2018), ease of use strongly influenced technology acceptance. When consumers respond that the technology is easy to use, there is satisfaction felt by them. Amin et al. (2014) argued that learning to use and operate a system could positively increase consumers' perceived satisfaction. Research conducted by Tandon et al. (2016) uncovered that perceived ease of use positively influenced customer satisfaction. It signifies that the greater the ease felt when making a purchase, the greater the satisfaction felt by consumers in online shopping. Hence, the hypothesis formulated is as follows:

H2: Perceived ease of use has a positive and significant effect on e-satisfaction.

The relationship between e-service quality and online repurchase intention

Online repurchase intention is a condition in which consumers desire to make repurchases based on their past experiences when shopping online. One of the past experiences that consumers have received in online shopping is e-service quality. According to Huang et al. (2019), service quality is an element that can determine a company's success, which is the ability to provide good service to consumers. It will become a company strategy to defend itself and face competition. When the company is able to satisfy customer needs through good and adequate service quality, consumers desire to come back, marked by the intention to buy the company's products in the future. Service quality improvement is intended to provide more significant influence and encouragement on customer repurchase intentions. Mensah & Mensah (2018) and Saleem et al. (2017) revealed that service quality positively and significantly influenced repurchase intention. Therefore, the following hypothesis was formulated:

H3: E-service quality has a positive and significant effect on online repurchase intention.

The relationship between perceived ease of use and online repurchase intention

Perceived ease of use is an individual response regarding the ease of using technology to make online purchases. Trivedi & Yadav (2018) revealed that ease of use has a strong influence on technology acceptance. If technology is easy to use, it will be the preferred choice. Ease of use is a consideration for consumers when making online transactions. Consumers who can use technology to make online transactions do not need to seek help

from experts to ease activities. Perceived ease of use is believed to be able to increase consumers' online repurchase intention. Chiu et al. (2009) found that perceived ease of use positively and significantly impacted repurchase intention. Trivedi & Yadav (2018) also uncovered the same research results. It means that the better the perceived ease of use or the easier the technology is used by consumers, the higher the desire to make purchases online. Thus, the hypothesis was formulated as follows:

H4: E-service quality has a positive and significant effect on online repurchase intention.

The relationship between e-satisfaction and online repurchase intention

The development of technology marked by the emergence of e-commerce as an online transaction has changed the concept from consumer satisfaction to electronic satisfaction. E-satisfaction is a positive satisfaction felt by consumers on purchases at retail-oriented websites. E-satisfaction arises through a combination of the satisfaction felt by consumers through the goods/services consumed from transactions on online sites. Satisfaction from a consumer can encourage them to make transactions again in the future and share positive experiences with others. Electronic satisfaction is considered to be one of the factors that can affect online repurchase intention; this is evidenced by studies carried out by Wen et al. (2011) and Saleem et al. (2017). They claimed that repurchase intention was positively and considerably influenced by customer satisfaction. The higher the satisfaction obtained by the consumer, the higher the consumer's desire to do the transaction again. Therefore, the following hypothesis was formulated:

H5: E-satisfaction has a positive and significant effect on online repurchase intention.

The relationship between e-service quality and online repurchase intention through e-satisfaction

The needs of consumers for products sold by a company require a series of aspects that can make them return to make transactions at the company. According to Varga et al. (2014), the desire to repurchase products is obtained through the relationships built between the consumer and the company and by always providing value and increasing customer satisfaction. When a consumer is satisfied with the quality of service provided by the company, it can increase the consumer's desire to repurchase products at the company. Mensah & Mensah (2018) stated that the view of service quality, which is intentionally directed at changing customer satisfaction, will lead to repurchase intentions. Satisfaction felt electronically over online transactions made can indirectly influence service quality towards repurchase intentions. Based on Saleem et al.'s (2017) research, customer satisfaction could mediate the effect of service quality on the repurchase intention of airline users in Pakistan. Hence, the hypothesis was formulated as follows:

H6: E-satisfaction can positively and significantly mediate the effect of e-service quality on online repurchase intention.

The relationship between perceived ease of use and online repurchase intention through e-satisfaction

Chen (2012) stated that companies need to pay attention to the services provided to consumers in the form of the system's ease of use. One factor that can increase customer satisfaction is the ease of use; it can encourage consumers to make transactions again. The ease of studying, using, and operating a system can positively increase customer satisfaction. When consumers are satisfied with an application considered easy, they will desire to make a transaction again. A study by Lin et al. (2010) specified that perceived ease of use indirectly affected repurchase intention through customer satisfaction. In their research, Trivedi & Yadav (2018) exposed that e-satisfaction partially mediated the ease-of-use

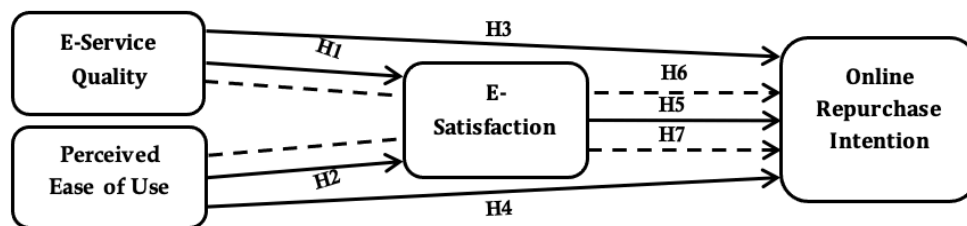


Figure 1. Research Model

Huang et al., (2019), Saleem et al., (2017), dan Trivedi & Yadav (2018)

relationship with repurchase intention. The hypothesis that could be formulated based on previous empirical statements and results are as follows:

H7: E-satisfaction can positively and significantly mediate the effect of perceived ease of use on online repurchase intention.

METHOD

This explanatory research employed a quantitative approach, while the method used in carrying out the research was a survey. The survey method is used to investigate a person's opinions, thoughts, and feelings (Shaughnessy et al., 2012). The data collection process utilized online questionnaires distributed through social media, including Instagram, WhatsApp, Messenger, and Twitter. Besides, this study's population was all Indonesian people who had made transactions on the marketplace site. The purposive sampling method was then used as a sampling technique. The characteristics of the sample collection encompassed respondents who stayed in Indonesia, respondents who had made transactions on the marketplace site at least three times in the last six months, and respondents who had a minimum education of senior high school/equivalent. Samples were then obtained from as many as 268 people.

In this study, the dependent variable was online repurchase intention. It is a condition where consumers desire to make transactions again based on their past experiences when shopping online on marketplace sites. Indicators regarding online repurchase intention included the opportunity, the possibility, the intention to shop online on the marketplace

site (Chiu et al., 2009), the intention to shop online on the same marketplace site, a high willingness to shop online on the marketplace site (Esch et al., 2006), and the desire to shop online as much as possible (Wen et al., 2011).

Table 2. *Questionnaire Distribution*

Description	Total
Collected Questionnaire	361
Unqualified Questionnaire	93
Eligible Questionnaire	268

Meanwhile, the e-satisfaction variable was the mediating variable. E-satisfaction is the positive satisfaction felt by consumers towards online purchases on marketplace sites. E-satisfaction was measured by indicators: performance, right choice (M.-C. Lee, 2010), pleasant experience, overall satisfaction (Selnes, 1993), product diversity, and delivery time (Kotler & Keller, 2012).

Furthermore, the independent variables in this study were e-service quality and perceived ease of use. First, e-service quality is an internet-based service to consumers that facilitates shopping, purchasing, and product delivery effectively and efficiently in online shopping on marketplace sites. The dimensions used to measure e-service quality refer to the measurements proposed by Parasuraman et al., namely basic e-service quality. The dimension comprised efficiency, compliance, system availability, and privacy. Then, the second dependent variable, perceived ease of use, is the individual's response to the ease of using technology to make online purchases on marketplace sites. The perceived ease of use was measured using several indicators; easy-to-use, easy-to-be skilled, clear and easy-to-understand (Davis, 1989), easy-to-learn, easy-to-find products, and simple online transactions (Bigné-Alcaiz et al., 2008).

The data obtained were then pre-tested on 40 respondents to see the research instrument's validity and reliability using SPSS version 24 software. The test results showed that the 31 statement items in the questionnaire had met the validity and reliability criteria. Furthermore, all data were tested for the entire model, and the hypothesis testing results were viewed utilizing LISREL software version 8.70.

FINDING AND DISCUSSION

Based on the pre-test results conducted on 40 respondents utilizing SPSS software, it was discovered that each statement item in the questionnaire had a valid and reliable value. Based on the test results of the entire research model using LISREL software, it was uncovered that the validity and reliability values obtained the required values; thus, all statement items could be declared valid, and all variables were declared reliable.

The Goodness of Fit (GOF) measure was used to assess whether the research model is fit or not. Of the 13 measurement items, a good match was obtained for RMR, NNFI, NFI, IFI, CFI, PNFI, PGFI, and RFI. Meanwhile, the RMSEA, SRMR, GFI, and AGFI values had a poor fit, or the values obtained from these measures had not reached the required value. Therefore, the researcher performed a model respecification. The model respecification in this study was carried out twice to obtain a value that met the GOF

requirements. Respecification was done by adding paths or error covariances. The error covariances were changed based on LISREL's suggestion on the resulting output. The results obtained from the first respecification results did not show a fit GOF value on the GFI and AGFI measures, but the value obtained had approached the required value so that it was classified at the level of almost good fit (marginal fit). The value obtained from the first respecification results showed that four indicators had a standardized loadings factor value below 0.5 so these indicators needed to be eliminated. These indicators were ESQ1, ESQ2, ESQ13, and ES3.

Table 3. Overall Model Fit Test Results After Second Respecification

Number	Size GOF	Acceptable Match Rate	Indeks Model	Information
1	C.Squarea		356.17	
2	RMSEA	< 0.08	0.034	Good fit
3	RMR	< 0.05	0.023	Good fit
4	SRMR	< 0.05	0.047	Good fit
5	GFI	> 0.9	0.90	Good fit
6	AGFI	> 0.90	0.86	Marginal fit
7	NNFI	> 0.90	0.99	Good fit
8	NFI	> 0.90	0.97	Good fit
9	IFI	> 0.90	0.99	Good fit
10	CFI	> 0.90	0.99	Good fit
11	PNFI	0.6-0.9	0.78	Good fit
12	PGFI	0.6-0.9	0.67	Good fit
13	RFI	> 0.9	0.96	Good fit

The second respecification result showed a good GOF value for all GOF measurement indicators except for the AGFI measure, which showed a marginal fit. According to Hair J. et al. (2006), the marginal fit is a condition in the measurement process that shows a value below the required number but is still close to the standard in measuring fit. Therefore, there is still room to continue the research analysis.

According to Wijanto (2008), if the t-value is ≥ 1.96 or the probability value (P) ≤ 0.05 , then there is a significant influence between the variables; thus, it can be concluded that the research hypothesis is accepted. Also, if the t-value is ≤ 1.96 or the probability value (P) ≥ 0.05 , then there is no significant influence between the variables, so it can be concluded that the research hypothesis is rejected. The positive and negative effects of the research results can be seen from the standardized total effects value. When standardized total effects have a value of > 0.0 , there is a positive effect; however, when the standardized total effects value is < 0.0 , there is a negative effect. Table 4 presents the significant results of the direct effect of the research hypothesis.

Table 4 shows that of the five direct effects studied, there were four direct effects with a t-value \geq of 1.96 with significant results, and there was one direct effect with a t-value \leq of 1.96. It was on the effect of perceived ease of use on online repurchase intention, which had a t-value of -0.01, smaller than 1.96, indicating insignificant results.

Table 4. *Direct Effect Significant Results*

Path	Standardized	T-value	Result
E-service quality → e-satisfaction	0.57	7.30	Significant
Perceived ease of use → e-satisfaction	0.41	5.48	Significant
e-service quality → online repurchase intention	0.24	2.10	Significant
Perceived ease of use → online repurchase intention	-0.00	-0.01	Insignificant
e-satisfaction → online repurchase intention	0.62	3.86	Significant

Table 5 displays the significant results of the research hypothesis’s indirect effect. The indirect effect of e-service quality on online repurchase intention through e-satisfaction had a t-value of 3.64, meaning that the value obtained was higher than 1.96, so it had a significant result. On the indirect effect of perceived ease of use on online repurchase intention through e-satisfaction, the t-value of 3.12 was higher than 1.96, showing significant results.

Table 5. *Indirect Effect Significant Results*

Path	Standardized	T-value	Result
E-service quality → online repurchase intention through e-satisfaction	0.35	3.64	Significant
Perceived ease of use → online repurchase intention through e-satisfaction	0.25	3.12	Significant

According to Hair et al. (2013), determining the type of mediating variable that resulted in an indirect effect was done by calculating the VAF (Variance Accounted For) value. VAF is a measure to determine the percentage of the mediating variable absorbing direct influence, which initially significantly affects a model without the mediating variable. The formula used in calculating the VAF value is:

$$VAF = \frac{\text{Indirect effect}}{\text{Total effect}}$$

The decision-making provisions of the mediation role are as follows:

- a. If the resulting VAF value is higher than 80%, then the mediation role is categorized as full mediating.
- b. If the resulting VAF value is between 20%-80%, then the role of mediation is categorized as partial mediation.
- c. If the resulting VAF value is less than 20%, it can be said that it has almost no mediating effect.

Table 6. *VAF Value Calculation Results*

Hypothesis	Direct Effect	Indirect Effect	Total Effect	Variance Accounted For (VAF)
H6	0.24	0.35	0.59	59%
H7	0	0.25	0.25	100%

The VAF calculation results revealed that the sixth hypothesis, stating that there is an indirect relationship between e-satisfaction in influencing e-service quality on online repurchase intention, had a VAF value of 59% categorized as partial mediation. Hypothesis seven, stating that there is an indirect relationship between e-satisfaction influencing perceived ease of use on online repurchase intention, had a VAF value of 100% and was categorized as full mediation.

The Effect of E-Service Quality on E-Satisfaction

The t-value of e-service quality on e-satisfaction was 7.30, and the standardized loading factor value was 0.57. The results of the significance of the first hypothesis were stated to be accepted, with the results of e-service quality having a positive effect on e-satisfaction in online shopping on the marketplace site. The results of respondents' answers to e-service quality gave it a very good rating. It indicates that the marketplace website has made efficient and effective purchasing, shipping, and shopping feasible. Consumers' good ratings on the quality of electronic services provide a sense of satisfaction with the online shopping experience on the marketplace site. Therefore, marketplace sites must ensure that superior e-service quality must consider four dimensions: efficiency, system availability, compliance, and privacy, which were identified in this study to increase consumer satisfaction in online shopping on marketplace sites.

Bitner & Hubbert (1994) suggest that the emerging consensus is that satisfaction results from individual service transactions and service encounter as a whole. In contrast, service quality is the customer's overall impression of the relative inferiority or superiority of the organization and its services. Alignment between service quality and satisfaction is ultimately formed by presenting the overall service and resulting in overall satisfaction when the consumer has completed the transaction regarding the quality of service provided. Huang et al. (2019) argue that when consumers receive good quality service, they will perceive it as good value and pay a high price happily because high quality leads to perceived value. Providing superior service quality is a strategic means of customer satisfaction. This study's results support the previous studies' empirical results by Huang et al. (2019) and Hussain et al. (2015). The better the e-service quality the marketplace site provides, the higher the e-satisfaction consumers feel for online transactions.

The Effect of Perceived Ease of Use on E-Satisfaction

Based on the direct effect calculation, the t-value was 5.48, and the standardized loading factor was 0.41. The significance of the second hypothesis was declared to be accepted, with the results of perceived ease of use positively affecting e-satisfaction in online shopping on marketplace sites. The respondents' responses regarding perceived ease of use in making

transactions on marketplace sites revealed a very easy assessment. Consumers found it easy to use the marketplace site, and easy to find products that they wanted to buy, marketplace sites displayed simple transactions, consumers found it easy to learn how to use the system or application, consumers were easy to skillfully use the available features, and the marketplace site's transactions were easily comprehensible and transparent for customers. Perceived ease of use provides an indication that the technology system used by the community in online shopping on marketplace sites is free from great efforts.

Launching an article written by harmony.co.id (2020), it is stated that the marketplace site provides useful features to support the ease of making transactions. Besides, the payment methods provided are also various, so consumers can easily determine the payment method and delivery service they want. Consumers can also use the live chat feature to communicate with sellers. People who make online transactions on marketplace sites easily will need less time to operate the website or marketplace application, and consumers do not need to bother or only need a little effort in making transactions. The perceived convenience will save time and effort so consumers can carry out other activities. It has a good relationship with consumers' satisfaction because they can use their time as efficiently as possible to transact on the marketplace site. The easier it is for consumers to make purchases on marketplace sites, the higher their satisfaction in purchasing on marketplace sites. This study's results reinforce the research results by Amin et al. (2014) and Tandon et al. (2016), which found that ease of use significantly affected customer satisfaction.

The researcher tried to compare the research results on perceived ease of use on e-satisfaction in online shopping on marketplace sites used by Indonesians with the research results done by Tandon et al. (2016). In this study, it was concluded that the easier consumers' perception of using the marketplace site, the more satisfied consumers are in making online transactions. Based on the results of respondents' answers, Indonesian users of marketplace websites claimed that they found the apps and sites to be incredibly user-friendly. . However, Tandon et al.'s (2016) research, which investigated online consumer shopping in North India, showed that consumers found it easy to order products/services online but had difficulty tracking, changing, and canceling orders.

The Effect of E-Service Quality on Online Repurchase Intention

The t-value of e-service quality on online repurchase intention was 2.10, and the standardized loading factor was 0.24. The results of the significance of the third hypothesis were said to be accepted, with the results of perceived ease of use having a positive effect on e-satisfaction in online shopping on marketplace sites.

The desire to make future purchases on the same marketplace sites can be effectively and efficiently influenced by the level of service offered by those marketplace sites. It is consistent with the meaning of the repurchase intention itself, which arises from a previous purchase experience. When past transactions make a positive impression on the company's performance, it is good news for the marketplace site. This good impression shows that consumers desire to establish a relationship with the company, namely with the intention

to buy back products on the marketplace site. According to Mensah & Mensah (2018), improvement in service quality is an effort intended to provide greater influence and impetus to consumers' repurchase intentions. Besides, to attract diverse consumers, marketplace companies need to improve the service quality of marketplace sites. This study's results confirm the previous research results by Mensah & Mensah (2018), which revealed that e-service quality positively and significantly impacted online repurchase intention. The results of this study indicate that the better the e-service quality provided by marketplace sites to consumers, the higher the online repurchase intention will be.

The Effect of Perceived Ease of Use on Online Repurchase Intention

Based on the direct effect calculation results, the t-value was -0.01, and the standardized loading factor value was -0.00. The significance of the fourth hypothesis was declared rejected, with the results of perceived ease of use not affecting e-satisfaction in online shopping on marketplace sites. This study's results do not support Trivedi & Yadav (2018) and Chiu et al. (2009) study results, but they are in line with Lin et al.'s (2010) study results, which produced that perceived ease of use did not have a significant effect on intent to return.

The ease of using marketplace sites for online transactions did not contribute to online repurchase intention. It is because perceived ease of use is not a performance provided by marketplace sites but an attempt by consumers to use features designed by the company. Meanwhile, online repurchase intention arises from the experience consumers feel in online shopping. For experienced consumers, shopping online on marketplace sites is nothing new. Experienced consumers are familiar with the marketplace app/site features and are already skilled at using them. It was supported by the respondent's perception of the statement item, namely "It is easy to be skilled in using the features on the marketplace site," which provided very easy answer categories. Montazemi & Saremi (2013) revealed that perceived ease of use and perceived usefulness affected consumers' initial intention to use technology. It signifies that for experienced consumers, perceived ease of use is not a factor that can influence decisions in making online transactions again but can be a factor that can influence the decision to make initial transactions on the marketplace site. Different results can be seen when there is an indirect relationship, namely the role of e-satisfaction as a mediating variable. The results of testing the seventh hypothesis showed that e-satisfaction could mediate perceived ease of use for online repurchase intention in online shopping on marketplace sites.

Comparing this study's results with research conducted by Trivedi & Yadav (2018) uncovered different results. Trivedi & Yadav (2018) obtained results, namely that perceived ease of use positively and significantly affected online repurchase intention of online shopping on marketplace sites in Generation Y in India. Trivedi & Yadav (2018) conducted the research results in India are different from the study results carried out in Indonesia. The results of this study denote that the relationship between perceived ease of use and repurchase intention was not too strong but had a significant and positive relationship. Perceived ease of use could be used as a predictor of repurchase intention in Generation Y

in India, while in this study, the results showed that the Indonesian people viewed the use of marketplace sites as very easy to use and not a factor that could increase online repurchase intention.

The Effect of E-Satisfaction on Online Repurchase Intention

The t-value of e-satisfaction on online repurchase intention was 3.86, and the standardized loading factor value was 0.62. The significance of the fifth hypothesis was accepted, with the results of e-satisfaction having a positive effect on online repurchase intention in online shopping on marketplace sites. The results of this study indicate that the more satisfied consumers are with online transactions on the marketplace site, the higher the consumer's desire to shop again on the marketplace site.

The satisfaction felt by consumers is a manifestation of the marketplace site's performance that can meet the need for online transactions. When consumers are satisfied with the marketplace site experience, they have had good past transactions with purchases on the marketplace site. This perceived satisfaction will lead consumers to come back looking for satisfaction again, marked by an online repurchase intention. According to Lin et al. (2010) and Limayem et al. (2007), satisfaction plays a key role in explaining ongoing intentions on online shopping sites. Zeithaml & Bitner (2000) exposed that customer satisfaction has become a top priority in the service business to create repeat purchases and achieve sustainable competitive advantage. This study's results reinforce the previous studies' results conducted by Mensah & Mensah (2018), Saleem et al. (2017), Wen et al. (2011), and Lin et al. (2010), showing that customer satisfaction positively and significantly impacted online repurchase intention.

The Effect of E-Service Quality on Online Repurchase Intention through E-satisfaction

The value of standardized loading factors (direct effect) was 0.24, and the t-value obtained was 3.64, while the value of the indirect effect was 0.59. According to Wijanto (2008), if the value of direct effect < indirect effect, then the mediating variable can significantly mediate the independent variable on the independent variable. The results of the sixth hypothesis's significance were accepted and support the previous research's results by Saleem et al. (2017), with e-satisfaction results that could influence e-service quality on online repurchase intention in online shopping on marketplace sites.

Based on the Variance Accounted For (VAF) calculation, the value of e-service quality on online repurchase intention through e-satisfaction was 59%, classified as a type of partial mediation. It indicates that e-satisfaction had a strong enough influence in bridging the relationship between e-service quality and online repurchase intention. The e-service quality variable could influence online repurchase intention through or without the e-satisfaction variable. It was also supported by the direct relationship between e-service quality and online repurchase intention, showing a significant effect. The study's results, which revealed that e-satisfaction could partially affect e-service quality on online repurchase intention, are also supported by the theory put forward by Baron & A. Kenny (1986). Baron & A. Kenny (1986) stated that if the effect of the mediating variable on the dependent variable is

significant and the effect of the independent variable on the mediating variable is also significant, it can be said that the results of the research findings indicate the effect of partial mediation.

The satisfaction consumers feel is a manifestation of the marketplace site's performance that can meet the need for online transactions. When consumers are satisfied with the marketplace site experience, the consumer has had good past transactions with purchases on the site. This perceived satisfaction will lead consumers to come back looking for satisfaction again, marked by an online repurchase intention.

The Effect of Perceived Ease of Use on Online Repurchase Intention through E-satisfaction

The value of standardized loading factors (direct effect) was -0.00, and the t-value obtained was 3.12, while the value of the indirect effect was 0.25. According to Wijanto (2008), if the value of direct effect < indirect effect, then the mediating variable can significantly mediate the independent variable on the independent variable. The results of the significance of the seventh hypothesis were declared to be accepted and reinforced the previous research results carried out by Lin et al. (2010) and Trivedi & Yadav (2018), with the results of e-satisfaction being able to affect perceived ease of use on online repurchase intention in online shopping on marketplace sites.

Based on the Variance Accounted For (VAF) calculation results, the value of perceived ease of use for online repurchase intention through e-satisfaction was 100%, which was classified as a type of partial mediation. It signifies that e-satisfaction had a powerful influence in bridging the relationship between perceived ease of use and online repurchase intention. The perceived ease of use variable could not influence online repurchase intention through the e-satisfaction variable. It was evidenced by the direct relationship between perceived ease of use on online repurchase intention, revealing an insignificant effect. The perceived satisfaction with the convenience obtained, it would have a positive influence on online repurchase intention, which was getting higher. It was because consumers were familiar with the marketplace site's features and appearance to feel happy. After all, it was not difficult to operate the application and could save time doing other activities. This convenience would bring the desire to buy back products/services based on satisfaction with the difficulty in operating the marketplace site.

Previous research by Trivedi & Yadav (2018) showed that e-satisfaction could partially mediate ease of use on online repurchase intentions on online shopping on marketplace sites in Generation Y in India. Meanwhile, in this study, the results exposed that e-satisfaction could fully mediate perceived ease of use on online repurchase intentions on online shopping on marketplace sites in Indonesian society. Several factors caused the difference in these study results. First, the shopping platform/marketplace site used was different. In Trivedi & Yadav's research (2018), the platforms used by respondents in online shopping were Amazon, Flipkart, Jabong, Myntra, and Paytm, while in this study, the marketplace sites utilized were Shopee, Tokopedia, Lazada, Blibli.com, JD.ID, and

Bukalapak. Respondents in India and Indonesia used no common marketplace site, and each marketplace site had different platform design features and layouts.

The second factor is the dominant gender in filling out the questionnaire. In the study in India, the dominant gender was male at 55%, while in the study in Indonesia, the dominant gender in filling out the questionnaire was female at 79.5%. According to Lynawati & Gunawan (2017), the male gender has a higher significance level in accepting smart city technology than women. Venkatesh et al.'s (2003) research also found that compared to women, the decision to use technology in men was strongly influenced by perceived usefulness, while the ease of use influenced women. Based on that study's results, it was revealed that women were more concerned than men with the ease-of-use aspect when using technology. Therefore, this study disclosed that perceived ease of use could not influence online repurchase intention without going through e-satisfaction, where women dominated this study in filling out questionnaires.

The third factor is education. The difference in the respondents' last education affects the level of technology use. In Trivedi & Yadav's research (2018), respondents focused on students aged 20-35 with a diploma, undergraduate, and postgraduate education. Meanwhile, the current research did not emphasize students but generally could be filled by Indonesian people, where the respondents' last education consisted of senior/vocational high school, Diploma 1, Diploma 4, undergraduate, and postgraduate.

CONCLUSION

The conclusions obtained are that e-service quality positively and significantly affected e-satisfaction and online repurchase intention in online shopping on marketplace sites. Perceived ease of use positively and significantly affected e-satisfaction. However, there was no significant effect of perceived ease of use on online repurchase intention in online shopping on marketplace sites. It indicated that the higher the perceived ease of use felt by consumers or relatively uncomplicated use of a marketplace site did not influence online repurchase intention in online shopping on the marketplace site. In this case, for experienced consumers, online shopping on marketplace sites is nothing new. Experienced consumers are accustomed to the capabilities of the marketplace/application and are proficient in utilizing them. On the other hand, e-satisfaction positively and significantly impacted online repurchase intention in online shopping on marketplace sites. E-satisfaction could partially affect e-service quality on online repurchase intention in online shopping on marketplace sites. It shows that e-satisfaction had a strong enough influence in bridging e-service quality to online repurchase intention in online shopping on marketplace sites. E-satisfaction could fully influence perceived ease of use for online repurchase intention in online shopping on marketplace sites. It indicates that e-satisfaction had a powerful influence in bridging perceived ease of use towards online repurchase intention in online shopping on marketplace sites.

Recommendations that can be provided to marketplace sites are the need to increase consumer e-satisfaction in online shopping by reviewing and evaluating e-service quality. It can be done by increasing accuracy in carrying out buyer requests and minimizing system

errors, improving the delivery process for products/services ordered by consumers to be processed and shipped as soon as possible, and increasing the security of shopping activities, personal information and consumer payment information. Furthermore, the marketplace site also needs to make an attractive appearance and utilize easy-to-understand features to make it easier for consumers to find products and make their first and subsequent purchases. Besides, marketplace sites need to pay attention to and review the delivery period for products purchased by consumers. The limitation of this study is that the respondents obtained as the research sample did not represent every province in Indonesia. For further research, it is hoped that the researchers can distribute questionnaires as a whole in each province to get respondents who represent 34 of each province in Indonesia. Besides, further research may consider adding other variables that are part of the Technology Acceptance Model (TAM) theory, namely perceived usefulness, to complement the TAM theory.

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