



Effect of E-Service Quality and E-Trust on Customer E-Repurchase Intention and Customer E-Satisfaction as Intervening Variable (Case Study: Shopee Users)

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INFO ARTIKEL	ABSTRAK
<p>Diterima, 6 Juni 2022 Disetujui, 24 Juni 2022 Diterbitkan, 27 Juni 2022</p> <hr/> <p>Kata Kunci: <i>E-Service Quality, E-Trust, E-Repurchase Intention, E-Satisfaction.</i></p>	<p>Tujuan penelitian ini adalah untuk menguji: pengaruh E-Service Quality dan E-Trust terhadap Customer E-Repurchase Intention dan Customer E-Satisfaction sebagai variabel intervening pada pengguna Shopee di Kota Padang. Sampel yang digunakan dalam penelitian ini sebanyak 200 sampel dengan kriteria konsumen Shopee di kota Padang yang pernah berbelanja di situs Shopee minimal dua kali dalam setahun, teknik pengambilan sampelnya adalah purposive sampling. Penelitian ini dianalisis menggunakan analisis SEM dengan software SmartPLS versi 3.3.9. Hasil penelitian ini adalah: E-Service Quality berpengaruh positif dan signifikan terhadap E-Repurchase Intention, E-Trust berpengaruh positif dan signifikan terhadap E-Repurchase Intention, E-Service Quality berpengaruh positif dan signifikan terhadap E-Repurchase Intention, E-Service Quality berpengaruh positif dan signifikan terhadap E-Repurchase Intention, E-Satisfaction, E-Trust berpengaruh positif dan signifikan terhadap E-Satisfaction, E-Satisfaction berpengaruh positif dan signifikan terhadap E-Repurchase Intention, E-Service Quality berpengaruh positif dan signifikan terhadap E-Repurchase Intention melalui E-Satisfaction, E-Trust berpengaruh positif dan signifikan terhadap E-Repurchase Intention melalui E-Satisfaction.</p>
<p>DOI:10.24036/jkmb.xxxxxxx</p>	<p>ABSTRACT</p>
<p>Keywords: <i>E-Service Quality, E-Trust, E-Repurchase Intention, E-Satisfaction.</i></p>	<p><i>The purpose of this study is to examine: the effect of E-Service Quality and E-Trust on Customer E-Repurchase Intention and Customer E-Satisfaction as intervening variable on Shopee users in Padang City. The sample used in this study was 200 samples with the criteria of Shopee consumers in the city of Padang who had shopped on the Shopee site at least twice a year, the sampling technique was purposive sampling. This research was analyzed using SEM analysis with SmartPLS software version 3.3.9. The result of this study are: E-Service Quality has a positive and significant effect on E-Repurchase Intention, E-Trust has a positive and significant impact on E-Repurchase Intention, E-Service Quality has a positive and significant impact on E-Satisfaction, E-Trust has a positive and significant effect on E-Satisfaction, E-Satisfaction has a positive and significant influence on E-Repurchase Intention, E-Service Quality has a positive and significant impact on E-Repurchase Intention through E-Satisfaction, E-Trust has a positive and significant effect on E-Repurchase Intention through E-Satisfaction.</i></p>
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INTRODUCTION

Because the internet has been embedded in everyday life, in meeting needs, people can browse through the internet. Therefore, instead of being concerned with how to compete with competing companies, today's companies must be more concerned with the needs of their consumers. In this shift, changes in technology and communication are very important. With e-commerce, consumers can access the application directly at any time, consumers do not need to spend time coming directly to the store so that it saves time. Consumers also have a choice of product variations and get more information about the desired product.

One of the rapidly growing e-commerce sites in Indonesia today is Shopee. With the increasingly fierce competition in the e-commerce business in Indonesia, Shopee is required to carry out the latest innovations to meet consumer needs, not only for appealing web visualization, low prices or good product quality, but also providing excellent service quality at all times.

Even though Shopee has tried to provide the best innovations for its customers, there are still customer complaints that mostly focus on the lack of excellent service quality provided by Shopee such as unfriendly customer service responses, complaints about difficulties accessing Shopee accounts, complaints about application security, and handling slow problem. With these customer complaints, this will have an impact in the future for the company. Quality of service in the world of e-commerce is one of the effective ways to gain and maintain a competitive advantage for the long-term success of the company. In addition, service quality is very important in retaining consumers for a long time (Ojasalo, 2010).

Good service quality is very important in creating customer satisfaction (Tawakal & Untarini, 2016). Consumer satisfaction is the level of sensitivity of a person after comparing the perceived results with what is expected. The level of satisfaction will increase if the performance of the product or service provided is in accordance with consumer expectations (Kotler and Keller, 2013: 139). In shopping online as consumers do while shopping online, there is electronic satisfaction (e-satisfaction) which is a form of accumulation of satisfaction obtained by consumers on every purchase and the experience of consuming goods or services from time to time on an online site (Kim et al, 2009) in the journal (Sasono et al, 2021). For this reason, in order for consumers to provide more value to the company, the company must set its main goal, namely customer satisfaction. When buying products from the company, consumers feel satisfied, they can recommend goods or services from the company to the surrounding environment (Zeithaml et al., 2013). Excellent service can shape customer satisfaction, if customer satisfaction has been formed it can lead to repurchase intentions. (Melyawati, 2017; Wen et al., 2011).

Another factor that can influence repurchase intentions is trust, in this case electronic trust (e-trust). According to Carriote et al., (2003) electronic trust (e-trust) is the trust that consumers have in their expectations in online buying risk situations. When shopping using online media, purchases are made without face to face, therefore trust plays the main and most important role (Wijaya and Christina Teguh., 2012).

As one of the major e-commerce platforms, Shopee also received complaints from consumers such as fraud on behalf of Shopee, besides that there were also several cases of customers receiving counterfeit goods that did not match the product description provided. There are also accounts of sellers who ship damaged goods to buyers. Basically, this case can be reported to Shopee. However, usually the sellers who send damaged goods tend to be aggressive. The seller will ask the buyer to confirm immediately after the goods arrive. Some sellers even call by cell phone number. Most novice buyers are actually intimidated by the seller's attitude and are reluctant to report it to Shopee. Fraud mode for damaged goods is more common in electronic goods.

If the marketplace creates high trust in consumers, such as products that are delivered according to what is offered / honest, professional companies in their fields, and companies will fulfill their obligations, then consumers will feel satisfied shopping for the marketplace. The suitability of the products ordered and the products offered will be the key to consumer trust and satisfaction in online stores if they want to repurchase (Lu et al., 2013). In addition, consumer confidence to make online payment transactions is also very necessary so that purchases can be successful. Therefore, e-commerce needs to pay attention to the security of online payment transactions made by consumers. When consumers feel safe in conducting online transactions, it is possible that they will make a repeat purchase (repurchase intention).

LITERATURE REVIEW

E-Repurchase Intention

E-Repurchase Intention may be interpreted as an aim to repurchase two times or extra of a product, each the equal or specific products (Weisberg et al., 2011). Furthermore, Wang et al., (2019) said that E-Repurchase Intention measures whether customers will repurchase goods in the future from the same online store. Repurchase intention is different from purchase intention, this is because in the purchase intention the customer will first consider making an initial purchase. Online repurchase intention indicators according to Zhou et al., (2009), Kim et al., (2012) are: Consumers are interested in making online purchases again, Consumers will revisit online shopping places in the future, Consumers are interested in recommending online shopping places which they use.

E-Satisfaction

Anderson and Srinivasan (2003) in Budiman et al (2020) state that online satisfaction or what is commonly referred to as e-satisfaction is a consideration made by customers during online transactions. E-satisfaction can be considered to meet the customer's needs for the joy collected from the customer during multiple online media transaction experiences in order to create a comprehensive rating. According to Bulut (2015) and Ribbink et al. (2004) e-satisfaction has the following indicators: Consumers feel satisfied with the services provided, Consumers are satisfied with the company's services, Consumers feel satisfied when shopping through the website, Consumers are satisfied with their online purchase decisions, Consumers believe that the decision to buy online is a wise decision.

E-Service Quality

E-Service Quality or E-ServQual is a development of Service Quality (ServQual). In principle, the e-ServQual model is an adaptation and extension of the traditional SERVQUAL model in the context of online shopping (Tjiptono and Chandra, 2015:176) in the journal (Anam, 2020). Meanwhile, according to Pratiwi (2016), E-service quality is providing services to consumers via the internet as the ability of the site to provide facilities and convenience in the buying and selling process, transactions and also distribution to consumers effectively. Furthermore, Tjiptono (2014) adds that E-service quality as an effort made by the company to meet the needs is also in line with what consumers want, as well as the accuracy of the delivery method in accordance with the expectations of these consumers. According to Lee & Lin (2005) dimensions of e-service quality to understand rational customer perceptions about online shopping, namely: Web Design, Reliability, Responsiveness, Personalization, and Trust.

E-Trust

Those who are reluctant to shop online may be due to uncertainty about how to manage the risk related to payment and security of personal data (Bulut, 2015). Trust in the context of online buying is the consumer's ability to depend on others and be vulnerable to seller actions during the online shopping process, with the expectation that the seller will adopt acceptable practices and be able to deliver the promised products and services (Zendehdel et al., 2011). According to Mayer (1995) in the journal Setyoparwati (2019) there are three indicators of trust formation, namely: Ability, Benevolence, Integrity.

E-Repurchase Intention is basically consumer behavior in which consumers respond positively to the company's E-Service Quality and are willing to revisit and consume the company's products (Cronin, 2000 in Dian and Rusfian, 2013). This is in line with the research conducted by Rahayu and Saodin (2021) in their research which found a positive effect of e-service quality on e-repurchase intention. If the E-Service Quality received by the respondent (customer) is high, the Online Repurchase Intention will also increase. Therefore, the better the E-Service Quality, the higher the Online Repurchase Intention.

H1: E-Service Quality has a positive and significant effect on E-Repurchase intention.

In interacting during online shopping, many studies have shown that e-trust or online trust is very important in online transactions (Cyr et. Al. 2007). Sellers who build consumer trust will reduce consumer fear so that an increased level of trust will increase usage levels (Awad & Ragowsky, 2008). Therefore, trust during online shopping has a direct effect on the desire to repurchase from the same website or online store. Based on research conducted by Rahayu and Saodin (2021) found that e-trust has a significant effect on repurchase intention, especially in trusting information written by the website, trust the reliability and consistency of the website. Consumers will show high repurchase intention in the future when they have high e-trust towards certain sales sites.

H2 : E-Trust has a positive and significant effect on E-Satisfaction.

Li and Suomi (2007) in their study confirmed that service quality has a strong impact on customer satisfaction and business performance. Customer satisfaction can be seen as a positive result of a company's performance based on past experience, including service quality. Furthermore, Tjiptono (2007) affirming e-service quality associated with customer satisfaction, because e-service quality provides an impetus to consumers to establish a strong relationship with the company.

H3: E-Service Quality has a positive and significant effect on E-Satisfaction.

In the context of online purchases, e-trust is the basis for initiating transactions. Online consumers prefer to make transactions with trusted e-retailers. E-trust is a predictor of e-customer satisfaction in e-commerce (Harris & Goode, 2004; Jin & Park, 2006). Same with the results of research conducted by Jayaputra, Ricky and Sesilya Kempa (2022) which found that E-trust has a significant effect on e-customer satisfaction.

H4: E-Trust has a positive and significant effect on E-Satisfaction.

Khalifa and Liu (2007) state that with e-satisfaction, consumers can mediate the relationship between online shopping experiences and habits with online repeat purchases. The desire to repurchase can be formed when customers are satisfied, the higher the customer satisfaction, the greater the repurchase intention. Satisfaction is a form of assessment made by consumers, and service use plays an important role in determining future consumer behavior. If the customer's perceived satisfaction is greater then this allows customers to make more repeat purchases in the future than dissatisfied customers.

H5: E-Satisfaction has a positive and significant effect on E-Repurchase Intention.

Research conducted by Jayaputra, Ricky and Sesilya Kempa (2022) found that e-service quality has a significant effect on repurchase intention through e-customer satisfaction. According to Tjiptono (2014) service quality has a close relationship with customer satisfaction where this allows companies to

understand customer expectations and needs so that customer satisfaction with the company can be increased. Service quality is considered good if it is accompanied by consumer satisfaction which is expected to increase consumer repurchase intentions. If the online store provides quality service as expected by consumers, consumers will feel satisfied and make repeat purchases.

H6: E-Service Quality has a positive and significant effect on E-Repurchase Intention through E-Satisfaction.

Research conducted by Jayaputra, Ricky and Sesilya Kempa (2022) found that e-trust has a significant effect on repurchase intention through e-customer satisfaction. This means that consumer satisfaction is supported by consumer confidence in electronic services can increase consumer repurchase interest. When consumers get a good experience while shopping, consumers almost do not need to consider returning to using the service so that the good experience experienced by consumers indicates that the online business has succeeded in creating trust in consumers (Assegaff, 2015). If the online store gives trust as expected by consumers, consumers will be satisfied and will make repeat purchases.

H7: E-Trust has a positive and significant effect on E-Repurchase Intention through E-Satisfaction.

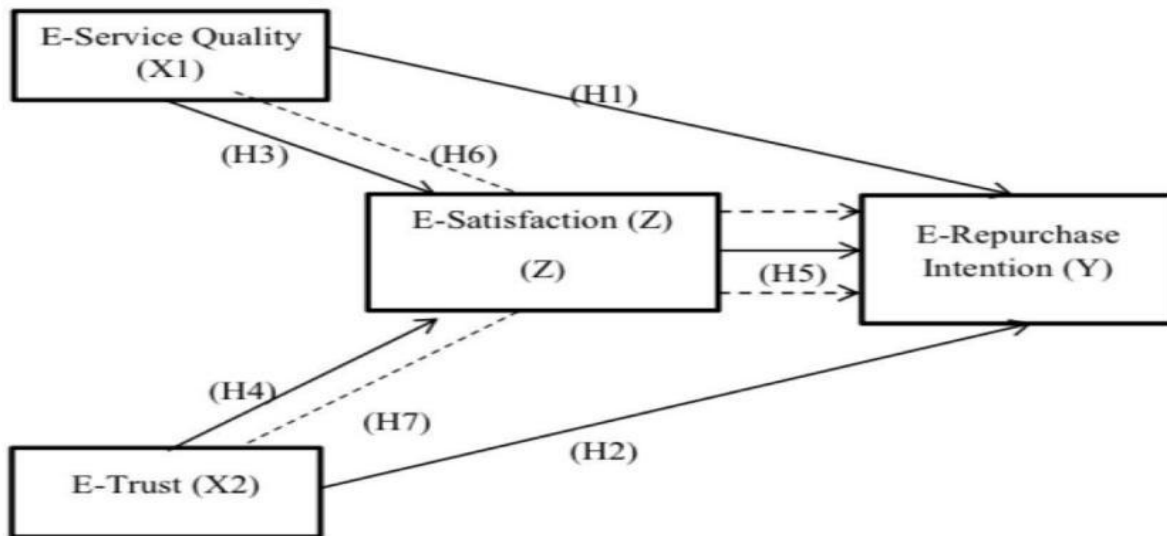


Figure 1. Research Model

METHOD

This type of research uses a quantitative approach which is included in causative research. This study aims to see the effect of the independent variables on the dependent variable and the direction of the relationship, namely the influence of E-Service Quality and E-Trust on E-Repurchase Intention mediated by E-Satisfaction. The population taken in this study are consumers who shop using the Shopee application in the city of Padang. In addition, the sampling method used in this study is based on the Non Probability Sampling method with the Purposive Sampling technique. Therefore, the sample in this study is Shopee consumers in the city of Padang who have shopped on the Shopee site at least twice a year, with a total sample of 200 people.

The data collection technique used in this research is to give questionnaires to the respondents. In this study, an online questionnaire in the form of Google Forms was distributed to Shopee consumers who are in the city of Padang. This research uses data analysis method using SmartPLS software version 3.3.9. Partial Least Square (PLS) is a variant-based structural equation analysis (SEM) process that can test the measurement model and the structural model simultaneously.

RESULT AND DISCUSSION

This research uses data analysis method using SmartPLS software version 3.3.9. Partial Least Square (PLS) is a variant-based structural equation analysis (SEM) process that can test the measurement model and the structural model simultaneously. In testing the Validity and Reliability, the Measurement Model is used, while the Structural Model is used to test the causative (testing hypotheses with predictive models).

Referring to the role of thumb the required initial outer loading value is 0.6, then the 32 existing indicators are declared valid, because there are no indicators that do not meet the requirements because all indicators are worth below 0.6. The convergence value measure can also be seen using the AVE value, the AVE value shows the magnitude of the diversity of the manifest variables or indicators contained in the construct. If the AVE value is greater than 0.5, it means that the construct meets convergent validity. The AVE value can be seen based on table 1. The following :

Table 1. Average Variance Extracted (AVE)

Variabel	AVE
E-Service Quality	0.502
E-Trust	0.554
E-Satisfaction	0.664
E-Repurchase Intention	0.673

Source: Primary Data 2022

Table 1. shows the AVE value on all indicators that have fulfilled the required role of thumb, namely $AVE > 0.5$, then all indicators in this study are declared valid because each indicator has met the requirements. Thus, it can be concluded that all indicators have met convergent validity as measured by the outer loading value and the AVE value.

The discriminant validity test was assessed based on the cross loading measurement with the construct, (Hartono, 2008). The result shows that there is good discriminant validity, this is because the correlation value of the indicator to the construct is higher than the correlation value of the indicator with other constructs. Thus, all indicators have met discriminant validity based on the cross loading value.

Reliability test that aims to determine the extent to which a measuring instrument is reliable or trustworthy. If the measurement results obtained are relatively constant then the measuring instrument is considered reliable. Reliability testing of all items/questions used in this study will use Composite Reliability and Cronbach's Alpha values (Cronbach's Alpha coefficient) which can be seen in table 2. below.

Table 2. Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability	Description
E-Service Quality	0.929	0.938	Reliabel
E-Trust	0.899	0.918	Reliabel
E-Satisfaction	0.873	0.908	Reliabel
E-Repurchase Intention	0.757	0.860	Reliabel

Source: Primary Data 2022

Based on the results obtained, it can be explained that the composite reliability and Cronbach's alpha value of each configuration has a value greater than 0.7. With reference to the thumb rule, composite reliability, and Cronbach's alpha value > 0.7 , then all variables in this study can be declared reliable.

Structural Model (Inner Model)

Table 3. R-Square

Variabel	Nilai R - Square
<i>E-Repurchase Intention</i>	0.676
<i>E-Satisfaction</i>	0.815

Source: Primary Data 2022

R-square can only be known using endogenous construction. In Table 3. the R-square value for the e-repurchase intention variable is 0.676, this result shows that 67.6% of the e-service quality and e-trust variables, and e-satisfaction contributes to the e-repurchase intention variable, while others were influenced by variables outside of this study. Meanwhile for the e-satisfaction variable of 0.815, these results indicate that 81.5% of the e-service quality and e-trust variables contribute to the e-satisfaction variable and others get the influence of variables outside this research.

Table 4. Q-Square

	SSO	SSE	Q ² (=1-SSE/SSO)
<i>E-Service Quality</i>	3000	3000	
<i>E-Trust</i>	1800	1800	
<i>E-Repurchase Intention</i>	600	337.737	0.437
<i>E-Satisfaction</i>	1000	468.215	0.532

Source: Primary Data 2022

Based on Table 4. We can see that the relevant predictive values for the E-Repurchase Intention and E-Satisfaction variables have values of 0.437 and 0.532, this means that the observed value of the E-Repurchase Intention and E-Satisfaction variables is good because it is greater than 0 (zero) or positive value.

Hypothesis Test

The output path coefficient value shows that online service quality affects online repurchase intention and has a parameter coefficient of 0.285 and is significant at the 0.014 level (P value is 0.014). This is consistent with the t-statistic of 2.455 which is larger than the table t value (t count 2.455 $>$ t table 1.96). This means that the higher the quality of online services enforced by e-commerce, the higher the consumer's desire for repeat purchases, so the hypothesis 1 (one) of this study can be accept. The results which can be seen in table 5. below.

Table 5. Direct Effect Hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>E-Service Quality -> E-Repurchase Intention</i>	0.285	0.292	0.116	2.455	0.014
<i>E-Trust -> E-Repurchase Intention</i>	0.251	0.249	0.122	2.067	0.039
<i>E-Service Quality -> E-Satisfaction</i>	0.499	0.504	0.086	5.783	0.000
<i>E-Trust -> E-Satisfaction</i>	0.428	0.423	0.087	4.908	0.000
<i>E-Satisfaction -> E-Repurchase Intention</i>	0.320	0.318	0.114	2.810	0.005

Source: Primary Data 2022

Furthermore, the result of the relationship between the structure of e-trust and e-repurchase intention has a parameter coefficient of 0.251 and a significance coefficient of 0.039 (P-value is 0.039). This is consistent with considering that the t-statistic of 2.067 has a larger value than the t-table value (t-count 2.067 > t-table 1.96). This means that the higher the customer's trust in e-commerce, the higher the consumer's desire for repeat purchases, so hypothesis 2 (two) of this study can be accept.

Then, the value and result between the construct of e-service quality and e-satisfaction has a parameter coefficient of 0.499 and is significant at 0.000 (P-value 0.000). This is consistent with the t-statistic of 5.783 having a value greater than that of the table t (count t 5.783 > t table 1.96). This means that if the quality of e-services provided by e-commerce to consumers is high, the satisfaction perceived by consumers will increase, so the hypothesis 3 (three) of this study can be accept.

The value obtained from the relationship between the construct of e-trust on e-satisfaction with the parameter coefficient of 0.428 and significant at 0.000 (P Values 0.000).. This can be explained by looking at the t-statistic of 4,908 which has a greater value than the value of t table (t count 4,908 > t table 1.96). This means that the higher the trust felt by consumers towards e-commerce, the higher the level of satisfaction felt by consumers, so the hypothesis 4 (four) of this study can be accept.

Furthermore, the relationship between the constructs of e-satisfaction on e-repurchase intention with a parameter coefficient of 0.320 and significant at 0.005 (P Values 0.005). This can be proven by looking at the t-statistic of 2.810 which has a greater value than the t-table value (t count 2.810 > t table 1.96). This means that the higher the level of satisfaction felt by consumers towards e-commerce, the higher the level of purchases made by consumers towards e-commerce, so the hypothesis 5 (five) of this study can be accept.

Table 6. Indirect Effect Hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>E-Service Quality -> E-Satisfaction -> E-Repurchase Intention</i>	0.159	0.159	0.062	2.565	0.011
<i>E-Trust -> E-Satisfaction -> E-Repurchase Intention</i>	0.137	0.135	0.058	2.368	0.018

Source: Primary Data 2022

The value between the constructs of E-Service Quality and E-Repurchase Intention through E-Satisfaction which has a parameter coefficient of 0.159 and a significant value of 0.011 (P Values 0.011). This can be seen through the t-statistic value of 2,565 which has a value greater than the value of t table (t count 2,565 > t table 1.96). That is, the higher the e-service quality applied by e-commerce and accompanied by an increase in the satisfaction felt by consumers, the higher the level of consumer desire to make repeat purchases, so the hypothesis 6 (six) of this study can be accept.

Furthermore, the value between the constructs of E-Trust to E-Repurchase Intention through E-Satisfaction with a parameter coefficient of 0.137 and significant at 0.018 (P Values 0.018). This can be seen through the t-statistical value of 2.368 which has a value greater than the value of t table (t count 2.368 > t table 1.96). That is, the higher the customer's e-trust towards e-commerce and accompanied by an increase in consumer satisfaction, the higher the level of consumer desire to make repeat purchases, so the hypothesis 7 (seven) of this study can be accept.

Discussion

Based on the results of the data processing performed, it can be stated that E-Service Quality has a positive and significant influence on E-Repurchase Intention. In making repeat purchases, one of the main factors that can affect it is the quality of service. This means that if the E-Service Quality applied by e-commerce is high, the higher the level of consumer desire for repeat purchases in e-commerce.

Based on the results of data processing that has been carried out, it can be seen that E-Trust has a positive and significant influence on E-Repurchase Intention. E-Trust is also one of the main factors influencing repeat purchases in e-commerce. This means that the higher the E-Trust that customers feel towards e-commerce, the higher the level of consumer desire to make repeat purchases.

Based on the results of data analysis that has been carried out, it can be seen that E-Service Quality has a positive and significant influence on E-Satisfaction. E-Service Quality is also one of the main factors that affect the satisfaction felt by consumers when using e-commerce. This means that if the E-Service Quality applied by e-commerce is high, the higher the level of satisfaction felt by consumers.

Based on the results of the data processing performed, it can be seen that E-Trust has a positive and significant effect on E-Satisfaction. E-Trust is also one of the main factors that affect the satisfaction felt by consumers when using e-commerce. This means that the higher the E-Trust felt by consumers towards e-commerce, the higher the level of satisfaction felt by consumers.

Based on the results of the data processing performed, it can be seen that E-Satisfaction has a positive and significant influence on E-Repurchase Intention. E-Satisfaction is also one of the main factors that affect repeat purchases in e-commerce. This means that the higher the E-Satisfaction felt by consumers towards e-commerce, the higher the level of repurchase towards e-commerce will also be.

Based on the results of the data processing performed, it can be seen that E-Service Quality has a positive and significant influence on E-Repurchase Intention through E-Satisfaction. This means that the higher the quality of the E-Service Quality provided, the higher the level of satisfaction felt by consumers and the higher the satisfaction felt by consumers, so this can also increase the customer's desire to make repeat purchases.

Based on the results of the data processing performed, it can be seen that E-Trust has a positive and significant influence on E-Repurchase Intention through E-Satisfaction. This means that the higher the trust felt by consumers, it will increase the level of perceived satisfaction and the higher the satisfaction felt by consumers, this can also increase the customer's desire to make repeat purchases.

CONCLUSSION

This study aims to determine the effect of E-Service Quality and E-Trust on Customer E-Repurchase Intention and Customer E-Satisfaction as Intervening Variables (Case Study: Shopee Users in Padang City). The analytical method used is SEM-PLS (Partial Least Square-Structural Equation Model) version 3.3.9. Based on the results of hypothesis testing in this study, it can be concluded that:

E-Service Quality has a positive and significant effect on Shopee's E-Repurchase Intention in Padang City. That is, the better the quality of service provided by Shopee to its consumers, this will increase the intensity of repeat purchases. On the other hand, the worse the quality of service provided by Shopee to its consumers, the lower the intensity of repeat purchases at Shopee. Then E-Trust has a positive and significant impact on Shopee's E-Repurchase Intention in Padang City. This means that the higher the level of trust that consumers have in Shopee, the higher the intensity of repeat purchases. On the other hand, if the level of trust that consumers have in Shopee is low, it will reduce the intensity of Shopee purchases as well.

E-Service Quality has a positive and significant impact on E-Satisfaction of Shopee users in Padang City. That is, the higher the quality of service provided by Shopee, the greater the satisfaction felt by consumers. Conversely, if Shopee provides poor service quality to its consumers, this will reduce the level of satisfaction felt by Shopee consumers. E-Trust has a positive and significant effect on E-Satisfaction of Shopee users in Padang City. That is, the higher the level of trust that consumers have in Shopee, the higher the satisfaction felt by consumers. Conversely, if the level of trust that consumers have in Shopee is low, this will reduce the level of satisfaction felt by Shopee consumers.

E-Satisfaction has a positive and significant impact on Shopee's E-Repurchase Intention in Padang City. This means that the higher the level of satisfaction felt by consumers while using Shopee, it can increase the intensity of repeat purchases of Shopee products themselves by customers. On the other hand, the lower the level of satisfaction felt by consumers while using Shopee, it can reduce the intensity of repurchasing Shopee products. Then E-Service Quality has a positive and significant impact on E-Repurchase Intention through E-Satisfaction. This means that the higher the quality of service provided by Shopee, it will increase the level of satisfaction felt by consumers and the higher the satisfaction felt by consumers, this can also increase the customer's desire to make repeat purchases. The last E-Trust has a positive and significant impact on E-Repurchase Intention through E-Satisfaction. This means that the higher the trust felt by consumers when using Shopee, it will increase the level of satisfaction felt by consumers and the higher the satisfaction felt by consumers, this can also increase the customer's desire to make repeat purchases.

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