

Repurchase Interest in the Tokopedia Application Based on Application Quality through Satisfaction

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ABSTRACT: The Covid-19 pandemic has had an impact on various sectors and aspects of life, including the economy and business. On the one hand, the economy is weakening, but on the other hand, the economy is also experiencing improvement, especially in the electronic commerce sector due to the imposed mobility restrictions. The online shopping platform Tokopedia is the leader of the e-commerce or marketplace market in Indonesia in terms of number of visits. This research aims to empirically test the influence of Application Quality consisting of Ease of Use, Information Quality, and Service Interaction Quality of the Tokopedia application on Repurchase Interest through Satisfaction. This analysis uses independent variables, namely Empowerment, Information Quality, and Interaction Quality. The dependent variable is Repurchase Intention, and the intervention variable is Satisfaction. The research method used is quantitative. The population in this research are Tokopedia application users who have made purchases, with a sample of 200 respondents who filled out the questionnaire via Google Form. The statistical method used is Structural Equation Modeling (SEM) using SmartPLS, which consists of outer model analysis, inner model analysis, and continued with hypothesis testing. The research results show that Tokopedia Application Quality has a direct positive influence on Satisfaction, but does not have a direct influence on Repurchase Intention. However, the Quality of the Tokopedia Application has an indirect influence on Repurchase Intention through Satisfaction.

Keywords: Repurchase Interest, Satisfaction, Application Quality



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INTRODUCTION

The Covid-19 pandemic has had an impact on various sectors and lines of life, including the economy and business. The spread of this virus has caused an economic shock, affecting the economy of individuals, households, micro, small, medium and large companies, and even affecting the economy of countries on a scale ranging from local, national to global. Several economic sectors felt the impact, such as trade, investment, transportation and tourism. Even though on the one hand the economy is weakening, on the other hand, the economy is also experiencing improvement, especially in the electronic commerce sector globally, including in Indonesia. This increase was driven by the implementation of various mobility restrictions.

Indonesian internet users (aged 16 to 64 years) who have mobile phones are 98.3 percent. Thus, mobile phones appear to be internet users' favorite devices for accessing the internet. It is recorded

that 96.4 percent or 195.3 million Indonesians access the internet via their mobile phones (Riyanto, 2021).

According to data from Bank Indonesia (BI), during the pandemic e-commerce sales increased 26% with new consumers amounting to 51%. Digital payments are also increasing with the use of technology. Apart from that, economic activity in e-commerce was recorded to have increased by 40.6%. According to the Big Data Review of the Impact of Covid-19 2020 report compiled by the Central Statistics Agency (BPS), online sales also increased sharply during the pandemic. In 2021, BI predicts that trade transactions via electronic systems (PMSE) or electronic trading will be able to soar by up to 33% this year in line with the synergy carried out by the government.

SimiliarWeb data for the January 2021 period shows that Tokopedia is in first place in the e-commerce and shopping or Marketplace category in Indonesia. In that period, Tokopedia had a traffic share of 32.04% or an increase of 14.18%. it has 129.1 million monthly visitors. Visits to Tokopedia are dominated by mobile phones at 62.7%, while from desktops 37.3%. Meanwhile, the average duration of a visit to Tokopedia is 6 minutes 37 seconds (Maarif, 2021).

To evaluate website quality, there are several methods that can be used, namely EtailQ, Webqual 4.0, Sitequal, and NetQual (Bressolles & Nantel, n.d.). This research uses the Webqual 4.0 method developed (Barnes & Vidgen, n.d.). This is based on the reason that the measurement scale in Webqual 4.0 has been validated to measure the quality of website services so that Webqual 4.0 has become the method most widely accepted and applied by several researchers (Barnes & Vidgen, 2005). Webqual 4.0 is an extension of the previous version of Webqual which consists of usability or ease of use, information quality or quality of information and service interaction quality or quality of interaction. Webqual 4.0 is basically used to measure the quality of commercial websites. However, in its development, Webqual 4.0 has also been used to measure service quality on various types of websites (Chotimah, 2019; Dewi & Naya, 2020; Samuel et al., 2021). Webqual 4.0 can then also be used to measure the quality of applications installed on smartphones (Giyanti & Suparti, 2018; Widodo et al., 2020; Zulkarnain & Putra, 2020).

Several studies have measured the influence of website quality on user satisfaction (Pramustia & Suyatno, 2021) (Kurniawati et al., 2018) and there is research between application quality and user satisfaction (Arey & Sanjaya, 2021; Saputri, 2020). However, no one has yet measured the quality of e-commerce applications on customer satisfaction. There are also several studies that measure the quality of websites or applications on repurchase intention (Deliana, 2022) (Priscilla & Priscilla, 2019) (Wijaya et al., 2018), but there are still few studies that discuss the quality of e-commerce applications on Repurchase intention is mediated by customer satisfaction (Fauzan & Ute, 2021). Based on this, this research seeks to determine the influence of application quality which consists of ease of application, quality of information and quality of interaction from the Tokopedia application indirectly on Repurchase Intention through Satisfaction.

METHOD

The research method used in this research is quantitative research which is used to examine the population in the form of all Tokopedia application users who have made purchases. In this study, the sample size was adjusted to the analytical model used, namely Structural Equation Modeling (SEM). In this regard, the sample size for SEM which uses the maximum likelihood estimation (MLE) estimation model is 100-200 samples (Ghozali, 2014). In this study, the number of samples taken was 200 respondents, so this research was considered sufficient. Data collection used a Google Form questionnaire which was measured using a 6-point Likert scale, because a 6-point Likert scale tends to provide higher discrimination and reliability values than a 5-point Likert scale (Chomeya, n.d.). Quantitative data analysis uses the SEM method with a Partial Least Square (PLS) approach consisting of outer model analysis, inner model analysis and hypothesis testing.

Research Model

Visually, the research model of the influence of Tokopedia Application Quality on Repurchase Intention through Satisfaction can be seen in Figure 1.

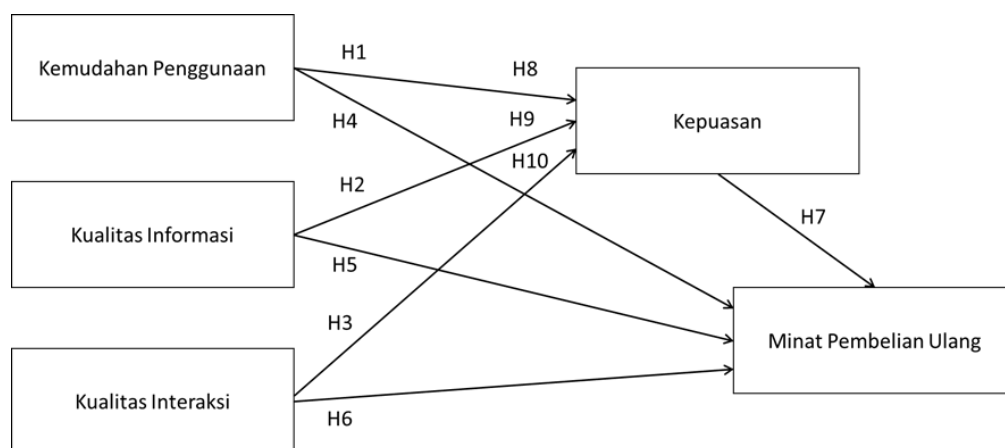


Figure 1. Research Model

Thus, a hypothesis can be formulated as follows:

- H1: Ease of use of the Tokopedia application influences satisfaction.
- H2: The quality of Tokopedia application information influences satisfaction.
- H3: The quality of the Tokopedia application interaction influences satisfaction.
- H4: Ease of use of the Tokopedia application directly influences repeat purchase interest.
- H5: The quality of Tokopedia application information directly influences repeat purchase interest.
- H6: The quality of the Tokopedia application interaction directly influences repeat purchase interest.

- H7: Tokopedia application customer satisfaction influences repeat purchase interest.
- H8: Ease of use of the Tokopedia application indirectly influences repurchase interest through satisfaction.
- H9: The quality of Tokopedia application information has an indirect effect on Repurchase Interest through Satisfaction.
- H10: The quality of the Tokopedia application interaction has an indirect effect on Repurchase Intention through Satisfaction.

Website Quality

The World Wide Web or better known as a website is a system with universally accepted protocols for storing, retrieving, formatting and displaying information through a client or server computer architecture. A website is a form of service on an internet network that contains information that can be accessed by anyone, anytime and anywhere (Raharjo, n.d.). A good website is a website that has information that can meet the needs of users. Website quality is an instrument for measuring and assessing the usefulness, function and quality of service interactions of internet websites (Hsu et al., n.d.).

Website quality (WebQual) is a method of measuring website quality based on end user perceptions. WebQual is a development of ServQual which has been widely used to measure service quality. WebQual is formed based on three main dimensions. The following are the dimensions of WebQual 4.0, (Barnes & Vidgen, 2002):

1. Usability or ease of use: Includes the ease of using the website to understand and navigate. Usability in journals can be associated with site design and usability, where site design consists of the appearance and images that will be conveyed to website users to make it more attractive. Then, usability consists of the ease of using a website to understand and navigate.
2. Information quality: Assessment of the quality of the information provided, suitability of information to customer objectives such as accurate information, information that is easy to understand, information according to the topic of discussion, providing information in an appropriate design format.
3. Service interaction quality or quality of interaction: Assessment of the quality of interaction between customers and websites. The quality of interaction can be seen when website users explore the website more deeply. Service interaction quality consists of trust and empathy, where trust includes the website's ability to provide a sense of security for customers in terms of transactions or customer personal data. Also, empathy includes ease of communication with the website. Table 1 below contains categories and questions that explain the WebQual 4.0 model.

Table 1 WebQual 4.0 Categories and Questions

<i>Usability</i>	1. I found the website easy to learn and operate
	2. My interactions with the website were clear and understandable
	3. I found the website easy to navigate
	4. I found the website easy to use
	5. The website has an attractive appearance
	6. The website has an appropriate design
	7. The website contains competency values (has competitiveness)
	8. The website was able to create a positive experience for me
<i>Information quality</i>	9. Provide accurate information
	10. Provide reliable information
	11. Provide timely information
	12. Provide relevant information
	13. Provide information that is easy to understand
	14. Provides detailed information
	15. Present information in an appropriate format
<i>Service interaction quality</i>	16. Have a good reputation
	17. Feels safe in completing various transactions
	18. Personal data is protected
	19. Creates a sense of personalization
	20. Convey a sense of togetherness
	21. Makes it easier to communicate with companies
	22. I feel confident that the goods or services delivered are as promised

Satisfaction

Customer satisfaction is an individual's feelings resulting from feelings of pleasure or disappointment felt or expectations from a product or service (Kotler & Keller, 2016). If the

performance or experience received by consumers is less than expectations, consumers will feel dissatisfied. On the other hand, if it meets consumer expectations, consumers will feel satisfied. If the performance or experience obtained is greater than expectations, consumers will feel very happy.

Satisfaction is an emotional state, something that is felt after purchasing or interacting with a product provider, which can be anger, dissatisfaction, annoyance, joy and pleasure (Lovelock & Wright, n.d.). Satisfaction is: "An impulse of an individual's desire that is directed towards the goal of obtaining satisfaction" in this case we need to know that a desire must be created or encouraged before fulfilling the motive (Swastha, n.d.). The source that drives the creation of a desire can be different from the person himself or his environment.

Customer satisfaction or dissatisfaction is the customer's response to the evaluation of dissatisfaction (disconfirmation) that is felt between previous expectations or other performance expectations and the actual performance of the product that is felt after using it, (Tjiptono, n.d.). The indicators of customer satisfaction are, (Irawan, n.d.):

1. Feelings of satisfaction (in the sense of satisfaction with the product and service), namely an expression of feelings of satisfaction or dissatisfaction from customers when receiving good service and quality products from the company.
2. Always buy a product, that is, customers will continue to use and continue to buy a product if their expectations are achieved.
3. Will recommend to other people, namely customers who feel satisfied after using a product or service will tell other people about it and be able to create new customers for a company.
4. The fulfillment of customer expectations after purchasing a product, namely whether or not the quality of a product or service after purchasing a product matches the customer's desired expectations.

Repeat Purchase Interest

Repurchase interest is purchase interest that is based on purchase experiences that have been made in the past (Anoraga, n.d.). Apart from that, there is another opinion that repurchase interest is the purchase of the same product which the consumer has done before, and continues to buy again for the second and third time (Swastha, 2012). Repurchase intention is the consumer's tendency to take action before the actual purchase decision, (Kotler & Keller, 2016).

Repeat purchase intention is defined as whether we will buy the same product more than once, (Chang et al., 2015). Repurchase intention refers to the possibility of consumers to use services or products from the same manufacturer in the future (Upamannyu et al., 2015). Repurchase interest occurs when consumers have an effort to buy the same brand, product or service. Usually this is based on consumers having a pleasant experience or expectations being met. If they have a pleasant experience, consumers will usually recommend the product to other people (word-of-mouth) (Goh et al., 2016).

Consumer repurchase intention (repurchase intention) is a consumer commitment that is formed after the consumer purchases a product or service (Ferdinand, n.d.). This commitment arises because of consumers' positive impression of a brand, and consumers are satisfied with the purchase. The decision to buy a product arises after the consumer tries the product and then

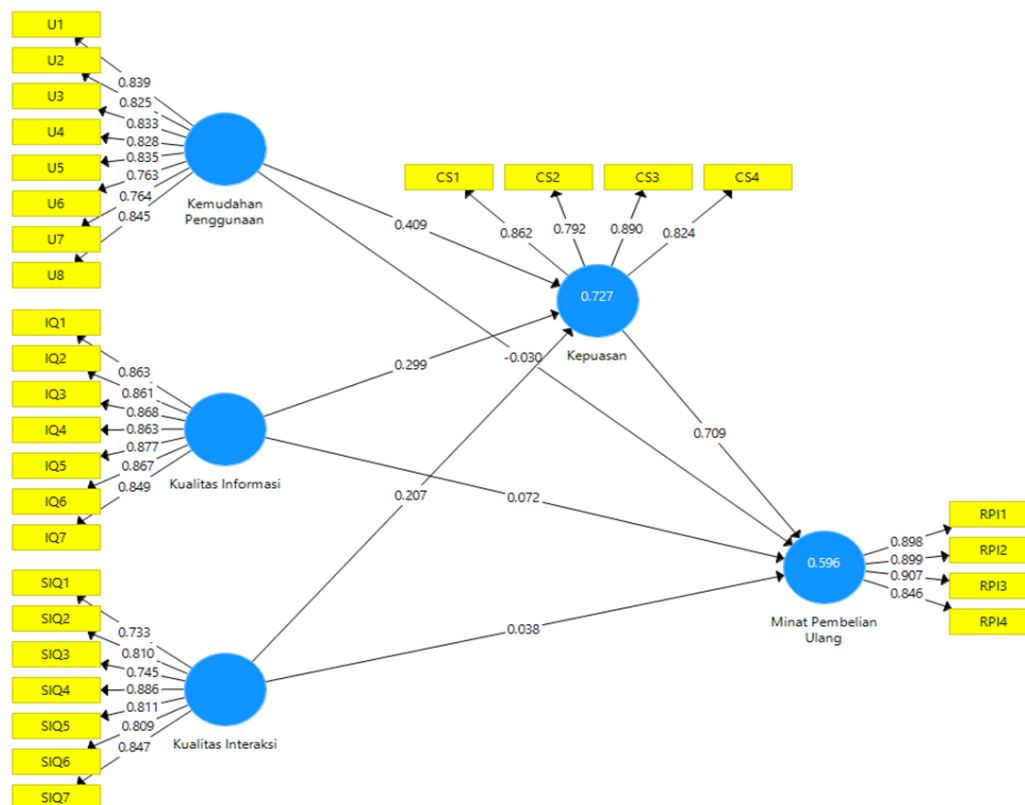
develops a feeling of liking or disliking the product. The following are indicators of repurchase interest, (Ferdinand, 2002), namely:

1. Transactional interest is a person's tendency to always repurchase products that they have consumed.
2. Referential interest is a person's tendency to refer products they have purchased, so that other people will also purchase them, with reference to their consumption experience.
3. Preferential interest is interest that describes the behavior of someone who always has a primary preference for the product they have consumed. This preference can only be changed if something happens to the preferred product.
4. Exploratory interest, this interest describes the behavior of someone who is always looking for information about the product they are interested in and looking for information to support the positive properties of the product they subscribe to.

RESULT AND DISCUSSION

Outer Model Analysis

Outer model analysis is an evaluation of the relationship between variables and their indicators. Figure 2 is a display of the results of the outer model of this research.



Sumber: output SmartPLS

Figure 2. Outer Research Model

Data processing through outer model analysis produces Loading Factor, Average Variance Extracted (AVE), Composite Reliability and Cronbach's Alpha values as shown in table 2.

Table 2. Outer Model Analysis

Construct	Indicator	<i>Loading Factor</i>	<i>Average Variance Extracted (AVE)</i>	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>
Ease of Use	U1	0,839	0,668	0,941	0,929
	U2	0,825			
	U3	0,833			
	U4	0,828			
	U5	0,835			
	U6	0,763			
	U7	0,764			
	U8	0,845			
Information Quality	IQ1	0,863	0,747	0,954	0,943
	Q2	0,861			
	IQ3	0,868			
	IQ4	0,863			
	IQ5	0,877			
	IQ6	0,867			
	IQ7	0,849			
Quality of Interaction	AS 1	0,733	0,652	0,929	0,910
	SIQ2	0,810			
	SIQ3	0,745			
	SIQ4	0,886			
	SIQ5	0,811			
	SIQ6	0,809			
	SIQ7	0,847			
Satisfaction	CS1	0,862	0,710	0,907	0,863

Repurchase Interest in the Tokopedia Application Based on Application Quality through Satisfaction

Yurindera

	CS2	0,792			
	CS3	0,890			
	CS4	0,824			
Repeat Purchase Interest	RPI1	0,898	0,788	0,937	0,910
	RPI2	0,899			
	RPI3	0,907			
	RPI4	0,846			

Source: data processed by the author

Convergent Validity

Based on the data presented in table 2 above, it is known that all research variable indicators have a loading factor value of > 0.7 so that all research variable indicators are suitable and valid for use in research and for further analysis.

Discriminant Validity

Based on the data presented in table 2 above, it is known that the AVE value for all variables is > 0.5 . Thus, it can be stated that each variable has good discriminant validity.

Composite Reliability

Based on the data presented in table 2 above, it can be seen that the composite reliability value for all variables is > 0.7 . These results indicate that each variable has met composite reliability so it can be concluded that all variables have a high level of reliability.

Cronbach's Alpha

Based on the data presented above in table 2, it can be seen that the Cronbach's alpha value for each variable is > 0.7 . Thus, these results can show that each research variable has met the Cronbach's alpha value requirements, so it can be concluded that all variables have a high level of reliability.

Inner Model Analysis

The inner model analysis uses R-square for the dependent variable, Stone-Geisser Q-square test for the predictive relevance of the structural path parameter coefficients. Based on the data processing that has been carried out, the R-Square value is obtained as shown in table 3.

Table 3. R-Square

Variable	R Square
Satisfaction	0,723
Repeat Purchase Interest	0,588

Source: data processed by the author

Based on the data presented in table 3 above, it can be seen that the R-Square value for the Satisfaction variable is 0.723. Obtaining this value explains that the percentage of satisfaction can

be explained by ease of use, quality of information and quality of interaction, which is 72.3%. Then the R-Square value obtained for the Repurchase Interest variable is 0.588. This value explains that Repurchase Intention can be explained by Ease of Use, Quality of Information, Quality of Interaction and Satisfaction of 58.8%.

The goodness of fit assessment can also be known from the Q-Square value. The Q-Square value has the same meaning as coefficient determination (R-Square) in regression analysis, where the higher the Q-Square, the better or more fit the model can be to the data. The results of calculating the Q-Square value are as follows:

$$\begin{aligned} Q\text{-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\ &= 1 - [(1 - 0,723) \times (1 - 0,588)] \\ &= 1 - (0,277 \times 0,412) \\ &= 1 - 0,114 \\ &= 0,886 \end{aligned}$$

Based on the calculation results above, the Q-Square value is 0.886. This shows that the large diversity of research data that can be explained by the research model is 88.6%. Meanwhile, the remaining 11.4% is explained by other factors outside this research model.

Hypothesis test

Based on the analysis of the data that has been processed, the results can be used to answer the hypothesis in this research. Hypothesis testing in this research was carried out by looking at the t-statistic values and probability values. The research hypothesis can be declared accepted if the t-statistic is >1.96 and the probability value is <0.05. Table 4 presents the results of hypothesis testing based on the output from SmartPLS.

Table 4. Hypothesis Testing

	Original Sample	T-Statistics	P-Values	Is.
Ease of Use -> Satisfaction	0,409	4,477	0,000	Accepted
Information Quality -> Satisfaction	0,299	3,473	0,001	Accepted
Quality of Interaction -> Satisfaction	0,207	2,488	0,013	Accepted
Ease of Use -> Repeat Purchase Interest	-0,030	0,228	0,820	Rejected
Information Quality -> Repurchase Intention	0,072	0,788	0,431	Rejected
Quality of Interaction -> Repurchase Intention	0,038	0,484	0,629	Rejected
Satisfaction -> Repurchase Interest	0,709	8,719	0,000	Accepted
Ease of Use -> Satisfaction -> Repurchase Interest	0,290	3,488	0,001	Accepted
Information Quality -> Satisfaction -> Repurchase Intention	0,212	3,618	0,000	Accepted
Interaction Quality -> Satisfaction -> Repurchase Intention	0,146	2,315	0,021	Accepted

Source: data processed by the author

CONCLUSION

Research shows the results that Application Quality directly has a positive effect on Satisfaction, this means that the easier it is to use the application, the more quality the information presented in the application and the more quality the user's interaction with the application increases, the more satisfaction they obtain. This will encourage application developers to be able to add features that can make it easier for users to use the application while also improving the quality of the information presented and the quality of user interactions. This is in line with other research (Widodo, Dahlia, & Ardiansyah, 2020) (Arey & Sanjaya, 2021) (Saputri, 2020).

Research also shows the results that application quality does not directly influence repurchase interest, this means that good or bad application quality is not a factor that shapes users' interest in repurchasing the application. However, application quality indirectly influences repurchase interest through satisfaction. This means that when customers feel satisfied with a good quality application, they will have an interest in repurchasing. This is in line with research (Fauzan & Ute, 2021).

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