

The Influence of E-Service Quality and E-Trust on Repurchase Intention in Lazada E-Commerce (Case Study of Lazada Users in Bekasi City in 2024)

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Received : September 12, 2025

Accepted : October 24, 2025

Published : May 29, 2026

Citation: Nurhayatun, N., & Agoestyowati, R. (2026). The Influence of E-Service Quality and E-Trust on Repurchase Intention in Lazada E-Commerce (Case Study of Lazada Users in Bekasi City in 2024). *Mercatura : Journal of Marketing*, 2(1), 1-11

ABSTRACT: This study aims to determine how much influence E-Service Quality and E-Trust have on Repurchase Intention at Lazada E-Commerce (Case Study of Lazada Users in Bekasi City in 2024). This research uses a quantitative approach. Respondents in this study were consumers who had shopped online at Lazada e-commerce in Bekasi City. The number of respondents used in this study amounted to 150 people. The sampling technique used was purposive sampling technique with data collection techniques using a questionnaire distributed via google form. Data analysis using multiple linear regression analysis techniques. The results of this study indicate that E-Service Quality (X1) partially has a positive and significant effect on Repurchase Intention (Y) in Lazada e-commerce by 45.4%. Partially E-Trust (X2) has a positive and significant effect on Repurchase Intention (Y) in Lazada e-commerce by 31.4%. Together E-Service Quality (X1) and E-Trust (X2) have a positive and significant effect on Repurchase Intention (Y) in Lazada e-commerce by 50.9% and the remaining 49.1% is influenced by other variables not examined in this study.

Keywords: E-Service Quality, E-Trust, Repurchase Intention.



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INTRODUCTION

The rapid development of technology can be seen from technological advances in many aspects of life, such as science, transportation, information and communication. This development has changed people's lifestyles from traditional ones to ones that use technology. In the modern era, people are very dependent on technology and the digital world, which has caused a paradigm shift in lifestyle, such as sales patterns that do not require face-to-face interaction. One of the significant technological developments is the internet, which facilitates individuals to communicate with others in various parts of the world via their computers and mobile devices. The internet has undergone evolution since 1969 and has become one of the innovations that plays a role in improving the quality of human life. With intense competition in the e-commerce market, Lazada experienced a decline from January to September 2023, the five largest e-commerce sites in Indonesia received the following number of visits (Ahdiat, 2023):

Table 1 Number of Visits to the 5 Largest E-Commerce Sites in Indonesia (January-September)

No.	Moon/ year	Shopee/ Visit	Tokopedia/ Visit	Lacing/ Visit	Blibli/ Visit	Bukalapak/ visit
1.	01-2023	171.300.000	128.100.000	91.200.000	28.600.000	20.000.000
2.	02-2023	143.600.000	108.100.000	74.200.000	23.200.000	17.100.000
3.	03-2023	159.000.000	114.900.000	84.300.000	24.500.000	17.100.000
4.	04-2023	165.800.000	109.200.000	82.500.000	33.000.000	15.400.000
5.	05-2023	161.200.000	106.400.000	70.700.000	24.400.000	17.300.000
6.	06-2023	173.900.000	106.000.000	70.400.000	23.900.000	14.000.000
7.	07-2023	199.900.000	102.600.000	63.400.000	28.000.000	13.000.000
8.	08-2023	213.400.000	99.700.000	45.600.000	28.300.000	12.900.000
9.	09-2023	237.000.000	88.900.000	47.700.000	28.900.000	11.200.000

The information recorded in table I.1 shows that in September 2023, the Shopee website managed to attract 237 million visits, reflecting an increase of 38% compared to data at the beginning of the year (Year-to-date/ytd). Shopee has succeeded in surpassing its main competitors, such as Tokopedia, Lazada, Blibli, and Bukalapak, in terms of growth in the number of visitors. Tokopedia experienced a 31% decrease in visits in September 2023, reaching a total of 88.9 million visits.

In the same period, Lazada experienced a 48% decline in visitors, with a total of 47.7 million. On the other hand, Blibli experienced an increase of 1%, reaching 28.9 million visits. Meanwhile, Bukalapak experienced a significant decline of 44%, with only 11.2 million visits. Of the top five e-commerce sites in the marketplace category in Indonesia, only Shopee and Blibli experienced a surge in the number of visitors. However, Blibli's increase was very small. Meanwhile, from January to September 2023, the number of visitors to Tokopedia, Lazada and Bukalapak appears to have decreased drastically. Next, the researchers conducted a pre-survey by distributing mini questionnaires to 20 Lazada users in Bekasi City. Based on the results of distributing the mini questionnaire, data was obtained in the following table:

Table 2 Results of Mini Pre-Survey Questionnaire for Lazada Users in Bekasi City

Question	Respondent's Answer		Total
	of	No	
Do you often shop online at Lazada?	45%	55%	100%
Is Lazada your choice when shopping online?	25%	75%	100%
Does Lazada deliver goods on time according to the promised delivery estimates?	85%	15%	100%
Does Lazada send the goods that match your order?	45%	55%	100%

Based on table 2 above, information is obtained that 55% of respondents do not often shop online at Lazada, while 45% often shop online at Lazada. According to data, most people use the Lazada application only to see available products without having to make online purchases. Then 75% stated that Lazada was not their main choice for online shopping, and 25% chose Lazada as their choice for online shopping. This shows that most respondents prefer to make online purchases through other ecommerce platforms rather than Lazada. As many as 85% of respondents indicated that Lazada delivered merchandise within the specified time period, while 15% stated that Lazada did not send products according to the promised time. This shows that the majority of respondents have had a good experience with fast delivery from Lazada. 55% of respondents stated that Lazada sent products that did not match their orders, while 45% stated that Lazada sent goods that matched their orders. This shows that most of the people who answered thought the product they received did not meet their expectations.

1. E-service quality or electronic service quality is a service offered or provided by online business actors to online consumers. This reflects the ability of the application site or website to expedite the transaction process and delivery of goods in an efficient and effective manner (Abid & Dinawisata, 2019).
2. E-trust or electronic trust is confidence in online services. This reflects confidence that vulnerabilities in online risk situations will not be exploited. When there is mutual trust between the parties involved, business transactions can occur, involving two or more parties (Nawangasari & Putri, 2020).
3. Repurchase intention is an evaluation of consumers to reacquire goods or services that they have previously purchased by considering current conditions and future prospects (Simanjuntak et al., 2020).

METHOD

The research method used in this research is quantitative. According to Sugiyono (2017), this research is called quantitative because the research data is in the form of numbers (numerical) and analyzed using statistical methods (Sugiyono, 2017). Meanwhile, the type of research carried out

in this research is descriptive research. Respondents in this research were consumers who had shopped online at Lazada e-commerce in Bekasi City. The number of respondents used in this research was 150 people. The sampling technique used was a purposive sampling technique with data collection techniques using a questionnaire distributed via Google Form. This research uses SPSS 26 software as a test tool.

RESULT AND DISCUSSION

In this research, multiple linear regression analysis is used to determine the influence of the independent variable on the dependent variable.

Table 3 Multiple Linear Regression Test Results

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
1	Model	B	Std. Error	Beta	t	Sig
	(Constant)	8.989	2.131		4.218	.000
	E- Service Quality	.281	.037	.524	7.648	.000
	E-Trust	.249	.061	.279	4.066	.000
a. Dependent Variable : Repurchase Intention						

Based on table 1. above, you can see the relationship that exists between the E-Service Quality and E- Trust variables which function as independent variables with the Repurchase Intention variable which functions as the dependent variable (Akbar et al., 2023; Pourabedin, 2021). An illustration of this relationship can be seen in the following mathematical representation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 8,989 + 0,281X_1 + 0,249X_2$$

From this equation it can be explained as follows:

- The α value of 8.989 is a constant value or condition when the repurchase intention variable has not been influenced by other variables, namely the eservice quality variable (X_1) and the e-trust variable (X_2) (Qatawneh et al., 2023; Ulinnuha & Hariawang, 2024). If the independent variable does not exist then the dependent variable of purchasing decisions does not change.
- β_1 (regression coefficient value And conversely, if there is a 1% decrease in e-service quality, repurchase intention will decrease by 28.1% (Liao et al., 2024; Lin et al., 2024).
- β_2 (regression coefficient value And vice versa, if there is a 1% decrease in e-trust, repurchase intention will decrease by 24.9% (Tworek et al., 2023).

The Influence of E-Service Quality and E-Trust on Repurchase Intention in Lazada E-Commerce (Case Study of Lazada Users in Bekasi City in 2024)

Nurhayatun & Agoestyowati

In this research, partial hypothesis testing was carried out by comparing the calculated t value with the t table value. These conditions are known using the formula below.

$$t \text{ tabel} = (a/2:n-k-1)$$

$$= (0,05/2:150-2-1)$$

$$= (0,025:147)$$

$$= 1,976$$

The results of the t test (partial) carried out using SPSS 26 can be presented as follows:

Table 4. E-Service Quality T Test Results (X1) on Repurchase Intention (Y)

Coefficients ^a						
Unstandardized Coefficients				Standardized Coefficients		
1	Model	B	Std. Error	Beta	t	Say
	(Constant)	12.546	2.042		6.143	.000
	E- Service Quality	.362	.033	.674	11.097	.000

b. Dependent Variable : Repurchase Intention

Sumber: Output IBM SPSS Statistics 26, 2024

Based on the results of table 4. above, the results of the t test (partial) show that the significance value of e-service quality (X1) on repurchase intention (Y) is 0.000 which is smaller than the probability value set, namely 0.05 or $0.000 < 0.05$. Meanwhile, the calculated t has a value of

11.097 which is greater than the t table of 1.976 or $11.097 > 1.976$, so H_a is accepted. This means that there is a positive and significant influence between E-Service Quality and Repurchase Intention (Daud & Mohd Amin, 2023; T. D. Nguyen et al., 2023).

Table 5. E-Trust T Test Results (X2) on Repurchase Intention (Y)

Coefficients ^a						
Unstandardized Coefficients				Standardized Coefficients		
1	Model	B	Std. Error	Beta	t	Say
	(Constant)	17.876	2.104		8.495	.000
	E- Service Quality	.500	.061	.560	8.233	.000

a. Dependent Variable : Repurchase Intention

Sumber: Output IBM SPSS Statistics 26, 2024

Based on the results of table 5. above, the results of the t test (partial) show that the significance value of e-trust (X2) on repurchase intention (Y) is 0.000 which is smaller than the probability

value set, namely 0.05 or $0.000 < 0,05$. Meanwhile, the calculated t has a value of 8.233 which is greater than the t table of 1.976 or $8.233 > 1.976$, so H_a is accepted. This means that there is a positive and significant influence between E-Service Quality on Repurchase Intention (Alkraiiji & Ameen, 2022; Shaikh et al., 2023). The results of the f test (simultaneous) carried out using SPSS 26 can be presented as follows:

Table 6. F Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Returnedon	575.202	2	287.601	76.295	.000 ^b
	Residual	554.131	147	3.770		
	Total	1129.333	149			
a. Dependent Variable: Repurchase Intention						
b. Predictors: (Constant), E-Trust, E-Service Quality						

Based on the results of table 6. above, the results show a significance value of 0.000 which is smaller than the probability value of 0.05 or $0.000 < 0.05$ and the F_{count} value of 76.295 is greater than the F_{table} value of 3.06 or $76.295 > 3.06$ so it can be concluded that H_a is accepted, which means there is a simultaneous or joint influence between E-Service Quality (X_1) and E-Trust (X_2) on Repurchase Intention (Y). Calculation of the F test with F_{table} with the formula $df = k/(n-k-1)$ which means $df = (2/(150-2-1) = (2/147) = 3.06$.

Table 7. E-Service Quality Determination Coefficient Test Results (X_1)

Model Summary ^b				
Capital	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.674 ^a	.454	.450	2.041
a. Predictors: (Constant), E-Service Quality				
b. Dependent Variable: Repurchase Intention				

Sumber: Output IBM SPSS Statistics 26, 2024

From the results above, it can be interpreted that e-service quality has an influence on the repurchase intention variable of 45.4% , while the remaining 54.6% is influenced by other variables not examined in this research (Kaur et al., 2023; Shankar & Datta, 2020).

Table 8. E-Trust Determination Coefficient Test Results (X_2)

Model Summary ^b				
Capital	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560 ^a	.314	.309	2.288
a. Predictors: (Constant), E-Trust				
b. Dependent Variable: Repurchase Intention				

Sumber: Output IBM SPSS Statistics 26, 2024

From the results above, it can be interpreted that e-trust has an influence on the repurchase intention variable of 31.4%, while the remaining 68.6% is influenced by other variables not examined in this research.

Table 9 Results of the Determination Coefficient Test for E-Service Quality (X1) and E-Trust (X2) on Repurchase Intention (Y)

Model Summary ^b				
Capital	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714 ^a	.509	.503	1942
a. Predictors: (Constant), E-Trust, E-Service Quality				
b. Dependent Variable: Repurchase Intention				

From the results above, it can be interpreted that the e-service quality and etrust variables have an influence on the repurchase intention variable of 50.9%, while the remaining 49.1% is influenced by other variables not examined in this research.

The Influence of E-Service Quality (X1) on Repurchase Intention (Y) in Lazada E-Commerce

The results of this study show that e-service quality has a positive and significant influence on repurchase intention (Prihandoko & Siwabessy, 2022; Yau et al., 2021). This can be proven from the results of the t test (partial) by obtaining a significance value of 0.000 which is smaller than the probability value set, namely 0.05 or $0.000 < 0.05$. Meanwhile, the calculated t has a value of 11.097 which is greater than the t table of 1.976 or $11.097 > 1.976$, so H_a is accepted. Then the magnitude of the influence of the independent variable (eservice quality) on the dependent variable (repurchase intention) is proven from the results of the coefficient of determination by obtaining an R Square value of 0.454. So it can be interpreted that the magnitude of the influence of the independent variable (e-service quality) on the dependent variable (repurchase intention) is 45.4%.

The Influence of E-Trust (X2) on Repurchase Intention (Y) in Lazada ECommerce

The results of this study show that e-trust has a positive and significant influence on repurchase intention. This can be proven from the results of the t test (partial) by obtaining a significance value of 0.000 which is smaller than the probability value set, namely 0.05 or $0.000 < 0.05$. Meanwhile, the calculated t has a value of 8.233 which is greater than the t table of 1.976 or $8.233 > 1.976$, so H_a is accepted. Then the magnitude of the influence of the independent variable (e-trust) on the dependent variable (repurchase intention) is proven from the results of the coefficient of determination by obtaining an R Square value of 0.314. So it can be interpreted that the magnitude of the influence of the independent variable (etrust) on the dependent variable (repurchase intention) is 31.4%.

The Influence of E-Service Quality (X1) and E-Trust (X2) on Repurchase Intention (Y) in Lazada E-Commerce

The results of this research show that together eservice quality and e-trust have a positive and significant influence on repurchase intention. This can be proven from the results of the f test (simultaneous) by obtaining a significance value of 0.000 which is smaller than the probability value of 0.05 or $0.000 < 0.05$ and the Fcount value of 76.295 is greater than the Ftable value of 3.06 or $76.295 > 3.06$ so it can be concluded that H_a is accepted. Then the magnitude of the influence of the independent variables (e-service quality and e-trust) on the dependent variable (repurchase intention) is proven from the results of the coefficient of determination by obtaining an R Square value of 0.509 (Jing et al., 2023). So it can be interpreted that the magnitude of the influence of the independent variables (eservice quality and e-trust) on the dependent variable (repurchase intention) is 50.9%, while the remaining 49.1% is influenced by other variables not examined in this research.

CONCLUSION

1. There is a positive and significant influence between E-Service Quality on Repurchase Intention in Lazada e-commerce with t test results of $T_{count} 11.097 > T_{table} 1.976$ and a significance value of $0.000 < 0.05$. Judging from the coefficient of determination value, the EService Quality variable has an influence of 45.4% on Repurchase Intention while the remaining is 54.6%.
2. There is a positive and significant influence between E-Trust on Repurchase Intention in Lazada e-commerce with t test results of $T_{count} 8.233 > T_{table} 1.976$ and a significance value of $0.0 < 0.05$. Judging from the coefficient of determination value, the E-Trust variable has an influence of 31.4% on Repurchase Intention while the remaining is 68.6%.
3. There is a positive and significant influence between E-Service Quality and E-Trust on Repurchase Intention together on Lazada e-commerce through the results of the F test with a calculated F value of $76.295 > F_{table} 3.06$ and a significance value of $0.000 < 0.05$. Judging from the coefficient of determination, the variables E-Service Quality and E-Trust have an influence of 50.9% on Repurchase Intention, while the remaining 49.1% is influenced by other variables not examined in this research.

The suggestions in this research are:

1. Lazada should further improve the quality of its service. For example, by providing customer service 24 hours a day, increasing the number of customer service staff, especially during peak hours to reduce consumer waiting time so that consumers can easily convey complaints that occur so that they are resolved quickly.
2. Lazada should offer additional features that increase user comfort, offer discounts, coupons or other promotions to consumers to increase consumer satisfaction, thereby encouraging them to shop at Lazada again (Ruanguptamanun & Peemancee, 2022).
3. Lazada should improve the quality of service even better and implement various marketing strategies, one of which is by integrating the platform by offering attractive features so that

Lazada consumers feel satisfied with the service they receive so that they will come back again to make repeat purchases at Lazada (Wardhana et al., 2020).

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