

**Repurchase Intention of Z-Generation in the  
Indonesian Marketplace**

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**Abstract**

This study aimed to investigate the influence of e-service quality, customer trust, and word of mouth on repurchase intention mediated by customer satisfaction. The sample in this study was taken by the Z generation who had purchased products online in the marketplace. The number of samples used was 200 respondents. Sampling using purposive sampling technique, namely the determination of the sample by selecting a group of subjects following this study. This study used primary data obtained from distributing questionnaires. The data obtained were analyzed by using SmartPLS 3.2.9 software. The results show that customer trust and e-service quality positively affect customer satisfaction. Meanwhile, word of mouth does not affect customer satisfaction. The study results also show that e-service quality, customer trust, and word of mouth positively affect repurchase intention. Meanwhile, customer satisfaction does not affect repurchase intention. Furthermore, customer satisfaction cannot mediate the relationship between e-service quality, customer trust, and word of mouth to repurchase intention. The novelty of this research is that it involves respondents who are Z-Generation.

**Keywords:** *Repurchase Intention, Customer Satisfaction, Word of Mouth, Gen-Z*

**Introduction**

The rapid growth of the Internet worldwide has had a reflective impact on the business sector. This is evidenced by the Association of Indonesian Internet Service Providers (APJII), which in 2020 (Q2) stated that the number of internet users reached 171.1 million of the total population in Indonesia (Asosiasi Penyelenggara Jasa Internet Indonesia, 2020). This event provides a stimulus for businesspeople to use this opportunity to adopt e-commerce as a medium for interacting with consumers. Likewise, many people today are switching from shopping to market methods to shopping online. With online shopping, consumers become more efficient in buying the goods they want.

By shopping online, consumers can choose products through images on internet sites. Payment can be made by transfer between bank accounts. This allows sellers and buyers to make transactions without meeting in person. Several marketplaces that are developing in Indonesia include Tokopedia, OLX, Lazada, Bukalapak, Shopee, etc. (Prastiwi, 2021).

The service quality of a marketplace is present as an important factor in ensuring consumer satisfaction and enabling these consumers to repurchase on the marketplace site. Many marketplaces in Indonesia are competing to improve their services online or commonly called e-service quality so that consumers are satisfied and intend to go shopping again on the site. The previous study by Huang et al. (2019), Mensah & Mensah (2018), Suherli & Keni (2019) stated that e-service quality could predict customer satisfaction. Therefore, this online service can meet the needs of consumers without having to meet them in person. The online service must also be able to create consumer intentions to buy back goods in the previous marketplace. In a previous study, Wilson et al. (2019) said that service quality has an important role in influencing repurchase intentions in Asia, Europe, and Australia.

There are several factors besides e-service quality in meeting customer satisfaction, namely trust and word of mouth. The study compiled by Moorman et al. (1992) said that trust is a consumer's desire to depend on a product or service that consumers believe is the brand. Therefore, it can be explained that consumers will feel satisfied when they trust the products or services they have consumed. This is evidenced by the research conducted by Setiawan & Sayuti (2017), which states that there is an influence between trust and customer satisfaction.

The study conducted by Leninkumar (2017) also states that customer trust is influenced by customer satisfaction, proving that the satisfaction factor is an antecedent of the trust factor. Furthermore, consumers' trust can increase consumers' desire to repurchase on the marketplace where they previously purchased goods. A finding in a study conducted by Wijayajaya & Astuti (2018) says that trust positively influences repurchase intentions. This means that the higher the trust, the higher the intention to repurchase from customers, and vice versa.

The determinant of word of mouth is also one of the factors that can increase the satisfaction of a consumer. This type of promotion, which has been known for thousands of years, has been widely used because when a consumer purchases an item, and there is good feedback from other consumers on the item, the consumer will feel satisfied. They will tend to share their experiences with others, especially those closest to them (Nabila, 2019).

A study conducted by Maghfiroh (2019) said that word of mouth has a significant positive influence on customer satisfaction. The determinant is dominated by invitations to other consumers to buy these goods by providing positive feedback directly or indirectly obtained from trusted informants. Research shows that word of mouth can affect a consumer's repurchase intention, as evidenced by research conducted by Farida (2018), which explains

that there is a positive and significant influence between the word of mouth and the intention to repurchase a consumer.

Based on the explanation above, the researcher is interested in analyzing the factors that influence repurchase intention in the consumers of the Generation Z marketplace in Indonesia. This study aimed to determine the relationship between e-service quality, customer trust, and word of mouth on repurchase intention with satisfaction as a mediating variable. The novelty of this research is that it involves Generation Z respondents.

The urgency of this research is to provide input for companies and parties who are actors in the marketplace business in making decisions. The results of this study are expected to provide information and input for parties who are marketplace business actors to make decisions and policies in terms of marketing strategies that will be carried out so that consumer interest in repurchasing increases.

## **Review of Literature**

### ***E-Service Quality***

*E-service quality* is the overall evaluation and assessment of the excellence and quality of offerings in delivering services provided in the market. The quality of e-service is the company's ability to simplify services virtually so that consumer needs can be met (Wilis & Nurwulandari, 2020). Singh (2019) stated that E-Service quality in the business-to-consumer e-commerce environment has an important role in attracting and retaining customers.

In research conducted by Li et al. (2009), the criteria used to measure e-service quality consist of 9 criteria: ease of use, website design, reliability, system availability, privacy, responsiveness, empathy, experience, and trust.

### ***Customer Trust***

According to Ganesan (2019), trust is defined as a belief. *Customer trust* is effectively defined as a service provider providing services that can be trusted and relied on in fulfilling their promises to customers. Mahardika et al. (2018) state that trust is a belief that consumers have in the company's ability, integrity, and attitude when the company provides services to consumers. Consumer attitudes show that they are willing to rely on the company. Customer trust in buying and selling plays an important role for sellers and buyers as the basis for an established partnership. Stated that a marketplace can succeed if customers trust sellers and products that they cannot see. Thus, a marketplace must pay attention to customer trust by how sellers build trust for their customers.

### ***Word of Mouth***

Ruhamak & Rahayu (2017) states that Word of Mouth is a message conveyed to others based on the experience felt when using the services or products of a company. A similar definition stated by Julianti & Junaidi (2020) is word of mouth as a marketing technique through real and effective consumer talks to reduce promotional financing carried out by companies.

Word of mouth is important for companies because consumers who spread positive impressions and experiences about company services will impact reusing the product or service (Leonnard et al., 2017). The e-Word of Mouth system plays an important role in e-commerce. Without interacting with the product, e-WOM makes it easier for consumers to find out product information offered and make purchasing decisions (Wang et al., 2015).

One way to create word of mouth is to meet customer satisfaction. Customer satisfaction for the company will allow the creation of a good word of mouth in the long term so that more

people buy and use the product or service. Customer satisfaction is seen as one of the best factors for future profits. Word of Mouth (WOM) gives customers a reason to talk about products and services and makes it easier for those conversations to happen (Santoso et al., 2021).

### ***Customer Satisfaction***

According to Ataburo et al. (2017), *customer satisfaction* is defined as a measure of how well consumer needs are met. According to Minarti & Segoro (2014), customer satisfaction is an attitude, assessment, and emotional response after the consumer makes a purchase. This indicates that consumers are happy with the products and services they buy. According to Zhang et al. (2020), Customer satisfaction is a measure or value of how the products and services provided by the company can meet customer needs. Cengiz (2010), in his research, said that customer satisfaction is the experience that consumers get after consuming a product or service and comparing the expected quality with the perceived quality.

This can be said as a comparative behavior before and after consuming the product or service. Hanif et al. (2010) stated that customer satisfaction would be high if a brand in its activities can meet consumer needs more than other brands.

### ***Repurchase Intention***

Keni (2020) defines *repurchase intention* as an assessment or consideration from consumers of whether they will repurchase products and services from the same company in the future. According to Hellier et al. (2003), repurchase intention results from the assessment of each consumer regarding the repurchase of services from the same company with consideration of the ongoing situation and circumstances. *Repurchase intention* is an action taken after purchasing based on consumer satisfaction regarding the product or service that has been purchased (Ain & Ratnasari, 2015).

## **Research Method**

This type of research is descriptive research. *Descriptive research* is a study that describes the characteristics of people, objects, groups, organizations, or the environment. Descriptive research tries to “paint a picture” of a certain situation (Zikmund et al., 2013). This research design is cross-sectional, which involves collecting information from a certain population sample only once.

Data collection is done through online media. Online data collection was carried out through social media and social network links to collect initial responses and improve the accuracy of research results. Relevant questionnaires and criteria of eligible respondents were considered for further study.

The population of this study is consumers aged 11 - 26 years (Generation Z) who have purchased products online in e-marketplaces and are willing to fill out online questionnaires. The sample of this study amounted to 200 respondents with criteria aged 11-26 years who had already purchased products online at e-marketplaces in Indonesia.

The research focuses on identifying the relationship between the variables of E-Service Quality, Customer Trust, and Word of Mouth on Repurchase Intention, with Customer Satisfaction as an intervening variable. The measurement scale used in this study is an interval scale, and the type of scale used is a Likert scale with a scale of 5. The statistical test of this study used Structural Equation Modeling (SEM). Before testing with Structural Equation Modeling (SEM), the research instrument was tested with validity and reliability tests to ensure all statement items in the questionnaire were valid and reliable. Furthermore, hypothesis testing is carried out using a Structural Equation Modeling (SEM) approach based on Partial Least Square (PLS) using SmartPLS 3.2.9 software.

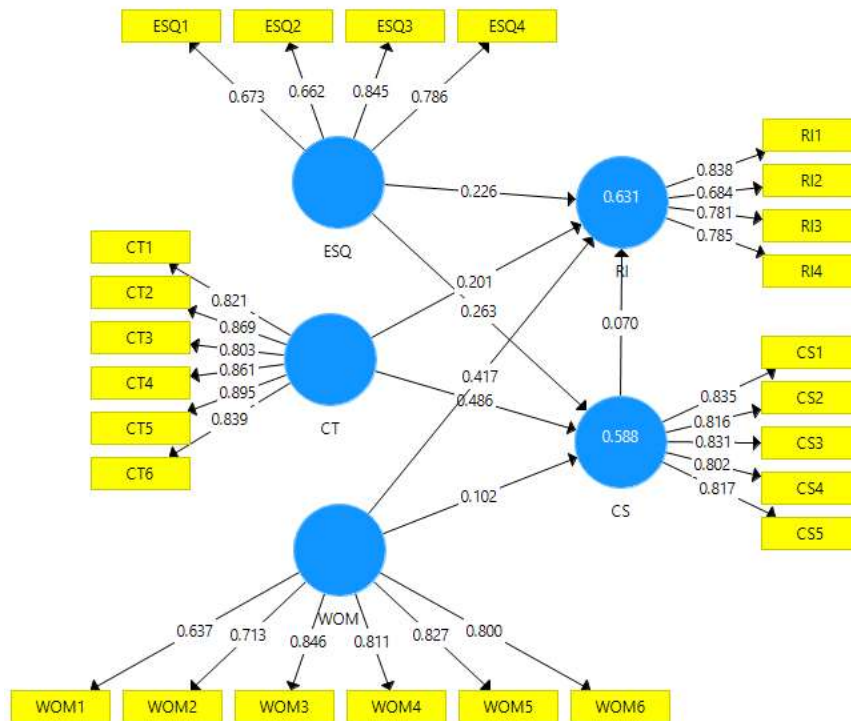
## Results

### Measurement Model Testing

The outer model aims to determine the validity and reliability of each indicator on its latent variables. The convergent, discriminant, and reliability tests were carried out to test the measurement model.

### Convergent Validity Test

The convergent validity test aims to test the magnitude of the correlation between indicators and latent variables. The convergent validity test in the reflective PLS was assessed based on the loading factor. The loading factor value is presented in Figure 2 as follows:



Sumber: data diolah (2021)

Figure 1. Loading Factor Test Results



The AVE value is presented in Table 1 as follows:

**Table 1** AVE Value

Variabel	Average Variance Extracted (AVE)
CS	0.673
CT	0.720
ESQ	0.556
RI	0.599
WOM	0.602

Source: processed data (2021)

The roles of thumbs used in convergent validity are outer loading  $> 0.6$  and Average Variance Extracted (AVE)  $> 0.5$  (Imam Ghozali & Latan, 2015). Based on Figure 1 and Table 1, it is found that convergent validity shows that all indicators are able to explain each latent variable. This is stated by the outer loading value  $> 0.6$  and the AVE value  $> 0.5$ . Thus it can be said that all indicators are valid.

#### *Discriminant Validity Test*

The discriminant validity test determines the principle that different constructs should not be highly correlated. The discriminant validity measurement test was assessed by looking at the cross-loading of the measurement with its construct. Each indicator will be said to be able to explain its variables compared to other variables if the value of cross loading between indicators and their latent variables is  $>$  the value of cross loading between indicators and other latent (Fornell & Larcker, 1981). The cross-loading values are presented in the table below.

**Table 2** Value of Cross Loading Indicator

	CS	CT	ESQ	RI	WOM
<b>CS1</b>	0.835	0.653	0.582	0.538	0.551
<b>CS2</b>	0.816	0.595	0.571	0.529	0.516
<b>CS3</b>	0.831	0.636	0.547	0.463	0.475
<b>CS4</b>	0.802	0.513	0.512	0.487	0.453
<b>CS5</b>	0.817	0.606	0.437	0.482	0.411

<b>CT1</b>	0.626	0.821	0.608	0.586	0.541
<b>CT2</b>	0.685	0.869	0.602	0.584	0.625
<b>CT3</b>	0.540	0.803	0.491	0.514	0.590
<b>CT4</b>	0.573	0.861	0.556	0.594	0.609
<b>CT5</b>	0.671	0.895	0.594	0.626	0.634
<b>CT6</b>	0.628	0.839	0.559	0.618	0.530
<b>ESQ1</b>	0.384	0.381	0.673	0.378	0.355
<b>ESQ2</b>	0.462	0.508	0.662	0.443	0.398
<b>ESQ3</b>	0.566	0.596	0.845	0.578	0.439
<b>ESQ4</b>	0.500	0.493	0.786	0.496	0.502
<b>RI1</b>	0.413	0.555	0.514	0.838	0.583
<b>RI2</b>	0.359	0.456	0.406	0.684	0.542
<b>RI3</b>	0.555	0.596	0.565	0.781	0.574
<b>RI4</b>	0.547	0.529	0.499	0.785	0.551
<b>WOM1</b>	0.331	0.508	0.300	0.439	0.637
<b>WOM2</b>	0.482	0.510	0.419	0.537	0.713
<b>WOM3</b>	0.576	0.581	0.529	0.655	0.846
<b>WOM4</b>	0.372	0.555	0.438	0.563	0.811
<b>WOM5</b>	0.437	0.529	0.384	0.589	0.827
<b>WOM6</b>	0.501	0.545	0.546	0.569	0.800

Source: processed data (2021)

In Table 2, it is found that each indicator has a greater cross-loading value with its latent variable compared to other variables. Thus, it can be concluded that the indicators used in this study can explain the latent variables studied. So, the conclusion is that it has met the requirements of discriminant validity.

### ***Reliability Test***

The reliability test was conducted to measure the internal consistency of the measuring instrument. In the SEM-PLS reliability test, two methods can be used: Cronbach's alpha and composite reliability.

Cronbach's alpha is a measurement of the lower limit of the reliability value. Composite reliability will measure the real value of

the reliability of a construct. The rule of thumb from Cronbach's alpha is greater than 0.6, and composite reliability is greater than 0.7 (I. Ghazali & Latan, 2012).

The reliability test results were carried out by looking at the value of Cronbach's alpha and composite reliability, which are presented in Table 3.

**Table 3** Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability
CS	0.878	0.911
CT	0.922	0.939
ESQ	0.730	0.832
RI	0.775	0.856
WOM	0.866	0.900

Source: processed data (2021)

Based on the results of the test data presented in Table 3, it is known that the composite reliability and Cronbach's alpha values of each of the latent variables were analyzed to meet the reliability test criteria. Thus, it can be said that the instrument used to measure the latent variables in this study is reliable.

### ***Structural Model Testing***

R-square is used to evaluate the model's fit in the structural model test between latent variables. According to Chin & Todd (1995), the rule of thumb of the fit of the model if the R2 value of 0.67 means that the model is categorized as "good"; an R2 value of 0.3 means that the model made is classified as "moderate"; and the R2 value of 0.19 means that the model made is classified as "weak."

**Table 4** R-Square

Variabel	R Square	R Square Adjusted
CS	0.588	0.582
RI	0.631	0.624

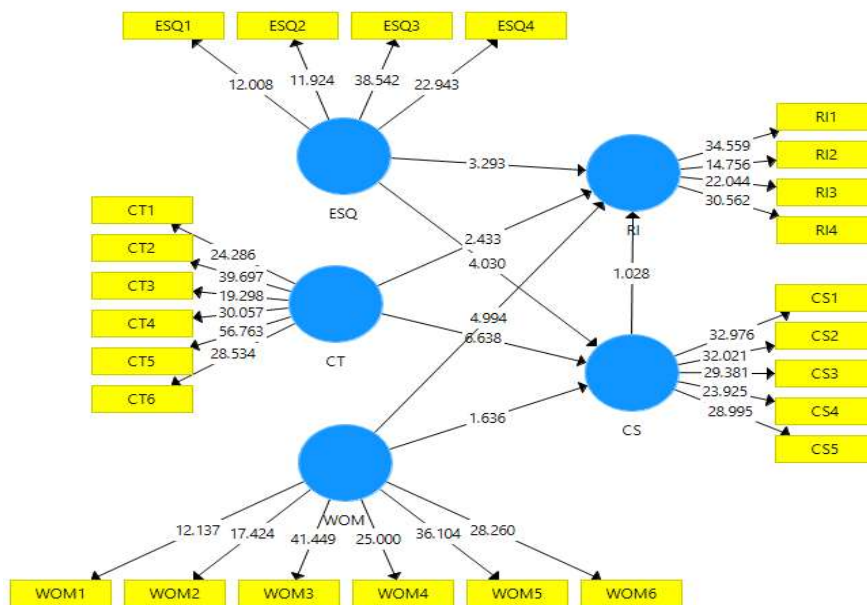
Source: processed data (2021)

Based on the analysis results obtained, the R2 value is 0.588 for the Customer Satisfaction variable and 0.631 for the Repurchase Intention variable. This means that the model made indicates a good model.

**Hypothesis test**

The bootstrap resampling procedure was used in testing the research hypothesis using the t-statistical test. If the value of t-statistics (t-count) is compared with > t-table, it can be concluded that H1 is accepted and H0 is rejected. The t-table value used in this study was 1.96 (two-tailed test, with an alpha value of 0.05).

Bootstrapping results in this study are presented in Figure 2. The path coefficient and t-statistical values (t-count) of the effect of E-Service Quality, Customer Trust, and Word of Mouth variables on Repurchase Intention with Customer Satisfaction as an intervening variable can be seen in Table 5.



Source: processed data (2021)

Figure 2. Output Bootstrapping

**Table 5** Path Coefficient and T-Statistic

	Original Sample (O)	T Statistics ( O/STDEV )	P Value s	Kesimpulan
ESQ -> CS	0.263	4.030	0.000	Proven
CT -> CS	0.486	6.638	0.000	Proven
WOM -> CS	0.102	1.636	0.102	Not proven
CS -> RI	0.070	1.028	0.305	Not proven
ESQ -> RI	0.226	3.293	0.001	Proven
CT -> RI	0.201	2.433	0.015	Proven
WOM -> RI	0.417	4.994	0.000	Proven
CT -> CS -> RI	0.034	1.016	0.310	Not proven
ESQ -> CS - > RI	0.018	0.936	0.350	Not proven
WOM -> CS -> RI	0.007	0.815	0.416	Not proven

Source: processed data (2021)

## Discussion

### *Effect of E-Service Quality on Customer Satisfaction*

Based on the data processing results, the t statistic value for E-Service Quality towards Customer Satisfaction is 4.030 > t table (1.96), so H4 is accepted. Thus, it can be concluded that there is a significant effect of E-Service Quality on Customer Satisfaction. A positive path coefficient indicates that the better the E-Service Quality, the better the Customer Satisfaction. These results are supported by research conducted by Huang et al. (2019), Mensah & Mensah (2018), and Suherli & Keni (2019), which shows that service quality has a positive and significant effect on customer satisfaction.

This means the better service quality in online shopping in the marketplace, the more customer satisfaction or customer satisfaction felt after shopping through the marketplace site.

The results of the summary of respondents' assessments presented in the description of the research variables indicate that the respondents' assessment of the quality of service on the marketplace site is in a good category. The quality of service perceived by consumers when using the marketplace site is following consumer expectations to increase consumer satisfaction in using the site for online shopping.

### ***The Influence of Customer Trust on Customer Satisfaction***

Based on the data processing results, the value of t statistic for Customer Trust on Customer Satisfaction is  $6.638 > t \text{ table } (1.96)$ , so H2 is accepted. Thus, it can be concluded that there is a significant influence of Customer Trust on Customer Satisfaction. A positive path coefficient indicates that the better the Customer Trust, the better the Customer Satisfaction. This supports the studies conducted by Leninkumar (2017) and Setiawan & Sayuti (2017), which say that there is a relationship between Customer Trust and Customer Satisfaction.

### ***Effect of Word of Mouth on Customer Satisfaction***

Based on the data processing results, the value of the t statistic for Word of Mouth on Customer Satisfaction is  $1.636 < t \text{ table } (1.96)$ , so H6 is rejected. Thus, it can be concluded that there is no significant effect of Word of Mouth on Customer Satisfaction. Although many people talk about positive things about the marketplace, the reality is that when customers shop for services or even products that do not match their expectations, this cannot satisfy customers. The results of this study are not in line with the

study conducted by Maghfiroh (2019), which said that word of mouth had a significant positive effect on customer satisfaction.

### ***The Influence of Customer Satisfaction on Repurchase Intention***

Based on the data processing results, the t statistic value for Customer Satisfaction on Repurchase Intention is 1.028. When compared with the value of the t table, then  $t \text{ count } (1.028) < t \text{ table } (1.96)$ , so H1 is rejected. Thus, it can be concluded that there is no significant effect of Customer Satisfaction on Repurchase Intention. This is because the satisfaction felt by customers can be due to good service, quality products, affordable prices, and all that. Suppose the consumer is satisfied because of the good service and product, but in terms of price, it is quite expensive. In that case, the customer will look for another seller who offers a more affordable price with the same product quality.

### ***Effect of E-Service Quality on Repurchase Intention***

Based on the data processing results, the t statistic value for E-Service Quality on Repurchase Intention is  $3.293 > t \text{ table } (1.96)$ , so H5 is accepted. Thus, it can be concluded that there is a significant effect of E-Service Quality on Repurchase Intention. A positive path coefficient indicates that the better the E-Service Quality, the better the Repurchase Intention will be.

Because the quality of service provided by sellers in the marketplace influences customer decisions to make repeat purchases in the future. If the customer feels that the service provided by the seller is good, the customer will make a repeat purchase in the marketplace. Vice versa, if the customer feels that the marketplace service is bad, the customer is reluctant to make repeat purchases and looks for another marketplace that can provide better service.

These results are supported by Wilson et al. (2019) research, which states that service quality has an important role in influencing repurchase intentions in Asian, European, and Australian continental countries. In addition, the results of research conducted by Chang et al. (2020) dan Saleem et al. (2017) also show that service quality has a positive and significant effect on repurchase intention. This means that the better the service quality or service in online shopping in the marketplace, the more repurchase intention will be.

### ***The Influence of Customer Trust on Repurchase Intention***

Based on the data processing results, the value of the t statistic for Customer Trust on Repurchase Intention is  $2.433 > t$  table (1.96), so H3 is accepted. Thus, it can be concluded that there is a significant effect of Customer Trust on Repurchase Intention. A positive path coefficient indicates that the better the Customer Trust, the better the repurchase intention.

In buying and selling transactions in the marketplace, the seller cannot meet directly with the buyer. This makes the customer's trust in the seller very important. When it is felt that the seller in the marketplace can be trusted, it will increase the likelihood that the customer will make another purchase in the future. If the customer gets bad service, goods that do not match the description, or other things that can destroy the customer's trust, then he will be reluctant to buy again at that place.

These results are in line with research conducted by Wijayajaya & Astuti (2018), which states that trust positively influences repurchase intentions.

### ***Effect of Word of Mouth on Repurchase Intention***

Based on the data processing results, the value of t statistic for Word of Mouth to Repurchase Intention is  $4.994 > t$  table (1.96), so H7 is accepted. Thus, it can be concluded that there is a significant



effect of Word of Mouth on Repurchase Intention. The magnitude of the influence of Word of Mouth on Repurchase Intention is 0.417. A positive path coefficient indicates that the better the Word of Mouth, the better the repurchase intention.

Before purchasing the marketplace, customers will read the reviews written in the comment's column for each product. The more positive reviews about the product and the seller, the more likely the customer will make repeat purchases at that seller.

The results of this study are supported by research conducted by Farida (2018), which explains a positive and significant influence between the word of mouth and the intention to repurchase a consumer. Likewise, research conducted by Mehyar et al. (2020) states that the impression of online WOM positively affects consumers' intentions to buy clothes.

#### ***The Influence of Customer Trust on Repurchase Intention mediated by Customer Satisfaction***

The influence of the mediating variable Customer Satisfaction on Customer Trust and Repurchase Intention shows that the significance value is  $0.310 > 0.05$ . This shows that the Customer Satisfaction variable cannot mediate the relationship between Customer Trust and Repurchase Intention. There is no influence of customer trust on repurchase intention through customer satisfaction.

#### ***Effect of E-Service Quality on Repurchase Intention mediated by Customer Satisfaction***

The effect of the mediating variable Customer Satisfaction on E-Service Quality and Repurchase Intention shows that the significance value is  $0.350 > 0.05$ . This shows that the Customer Satisfaction variable cannot mediate the relationship between E-Service Quality and Repurchase Intention. There is no effect of

service quality on repurchase intentions through consumer satisfaction. Service quality will impact changes in a consumer's repurchase intention. Moreover, good service quality for consumers is obtained not instantaneously but through many searching processes for information first.

This is contrary to Saleem et al. (2017) research, which states that consumer satisfaction can mediate the effect of e-service quality on repurchase intention.

#### ***Effect of Word of Mouth on Repurchase Intention mediated by Customer Satisfaction***

The effect of the mediating variable Customer Satisfaction on Word of Mouth and Repurchase Intention shows that the significance value is  $0.416 > 0.05$ . This shows that the Customer Satisfaction variable cannot mediate the relationship between Word of Mouth and Repurchase Intention.

Contrary to research conducted by Rizqulloh & Elida (2015), which argues that electronic word-of-mouth (e-WOM) is seen as being able to play a role in repurchase intentions because this indicates satisfaction from previous consumers. The existence of satisfaction in consumers who have made purchases of similar items before can bring up positive thoughts, judgments, and attitudes on the previous buying process.

#### **Conclusion**

Surprisingly, in this study, the results show that customer trust and e-service quality positively affect customer satisfaction. At the same time, word of mouth does not affect customer satisfaction. The study results also show that e-service quality, customer trust, and word of mouth positively affect repurchase intention. Meanwhile, customer satisfaction does not affect repurchase intention because even if the customer is satisfied, they can look for other sellers who can provide higher quality services, prices, and products.

Furthermore, customer satisfaction cannot mediate the relationship between e-service quality, customer trust, and word of mouth to repurchase intention.

Regarding the weaknesses of this study, several suggestions can be put forward for further researchers, namely, consider increasing the number of samples in several areas in the categories of gender, age, education level, and area of residence to be more varied and can reduce the area or scope of research. For example, it only focused on research on specific marketplaces such as Shopee, Lazada, Tokopedia, and others with specific characteristics.

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