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# Analysis of the Effect of E-Service on Repurchase Intention with E-Trust and E-Satisfaction as Mediation Variables on Batik Kulon Progo SME Customers

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## Abstract

*This research aims to determine the effect of e-service on repurchase intention with e-trust and e-satisfaction as mediating variables for SME Batik customers in Kulon Progo Yogyakarta. The type of research carried out was survey research with a total of 100 respondents. The criteria used in selecting respondents were that they had made online purchases from Batik UKMs in Kulon Progo, the purchases were made during the pandemic or after the pandemic and were at least 17 years old. This research was carried out with the help of SmartPLS 3.2.8 software. And the results obtained in this research are that E-service has a significant effect on repurchase intention in Batik SMEs in Kulon Progo; E-service has a significant effect on e-trust in Batik SMEs in Kulon Progo; E-service has a significant effect on e-satisfaction in Batik SMEs in Kulon Progo; E-service has a significant effect on repurchase intention through e-trust in Batik SMEs in Kulon Progo; and E-service has a significant effect on repurchase intention through e-satisfaction in Batik SMEs in Kulon Progo.*

**Keywords:** E-Service, Repurchase Intention, E-Trust, E-Satisfaction, UKM Batik Kulon Progo

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## 1. Introduction

The Covid-19 pandemic has changed people's lifestyles. Even in the new normal era, there are still some post-pandemic habits that have not completely returned to pre-pandemic times. One of them is people's lifestyle in shopping online. The Ministry of Communication and Information noted that online shopping activity increased by 400% during the Covid-19 pandemic. In the current pandemic era and entering the new normal, telecommunications has become a source of oxygen for society, especially consumers who want to shop online. Then there is an increase in the use of data in residential areas of society. Even before the pandemic, around 60.3% of people had never made an online purchase. And as many as 7.9% of people rarely shop online in normal times or before the Covid-19 pandemic. Even after the pandemic, online purchases are still popular with the public because they are considered more practical and efficient. With this phenomenon, sellers must continue to improve their performance in selling online by improving their e-service such as responding to customer questions quickly and kindly, processing customer orders as quickly as possible and so on.

This not only needs to be paid attention to by companies that already have high brand awareness in society, but also needs to be paid attention to by micro businesses or what is better known as Small and Medium Enterprises (SMEs). SME products are usually one of the products that are used as souvenirs when tourists visit a city. However, with the Covid-19

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pandemic forcing people to limit themselves in traveling, UKM product sellers have lost their market share. Therefore, with assistance from the government that directs SMEs to sell online, it is hoped that it will be able to improve the economy and help tourists continue to enjoy SME products. One of the SMEs that received online sales assistance was Batik SMEs in Kulon Progo. Data regarding Batik SMEs in Kulon Progo can be seen in Table 1.

Table 1. List of names of Batik SMEs in Kulon Progo

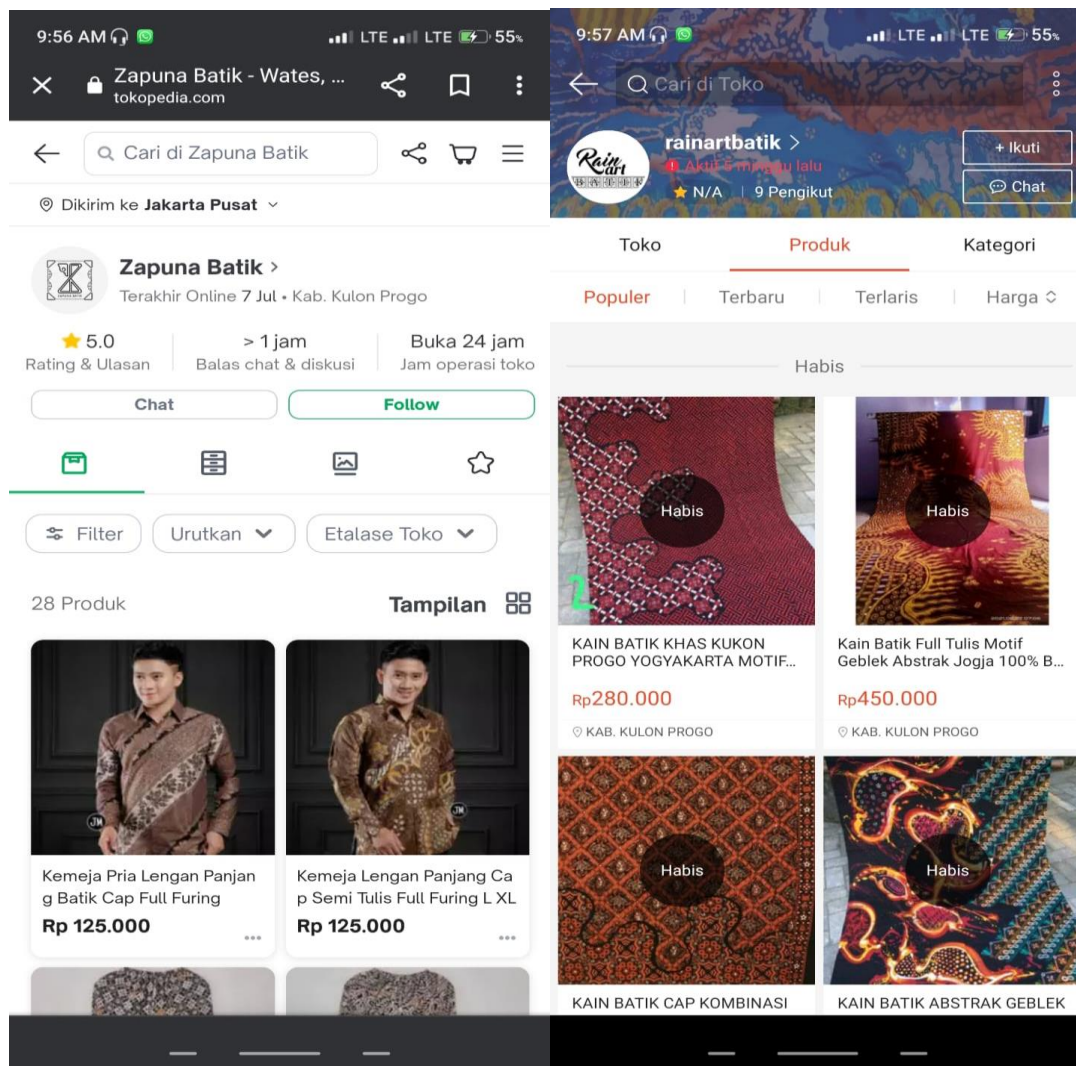
No	Name	Long Time in Business
1.	Darminto Batik	4 Year
2.	Sambayung Batik	3 Year
3.	Karina Batik	2 Year
4.	Sinar Abadi Batik	13 Year
5.	Griya Batik Senok	10 Year
6.	Yoga Batik	15 Year
7.	Banyu Sambrang Batik	3 Year
8.	Sambung Batik	12 Year
9.	Sekar Langit Sugito	10 Year
10.	Sambung Roso Batik	4 Year
11.	Aricha Batik	3 Year
12.	Manggala Batik	9 Year
13.	Estin 2 Batik	3,5 Year
14.	Haryanti Batik	4 Year
15.	Setian Batik	2 Year
16.	Kartini Batik	6 Year
17.	Rina Batik	4 Year
18.	Sekar Arum Batik	2 Year
19.	Sugito Batik	7 Year
20.	Raharjo Batik	3 Year
21.	Thok Thil Batik	10 Year
22.	Tumirah Batik	8 Year
23.	Sutini Batik	2 Year
24.	Kencono Progo Batik	4 Year
25.	Ting Ting Batik	6 Year
26.	Sekartini Batik	8 Year
27.	Batik Rahayu	6 Year
28.	Anissa Batik	8 Year
29.	Sugeng Batik	7 Year
30.	Patini Batik	4 Year
31.	Batik Kembang	6 Year
32.	Menoreh Kyai Demang	9 Year
33.	Canting Manis	6 Year
34.	Dwi Batik	7 Year
35.	Batik Lily	4 Year
36.	Juragan Batik	11 Year
37.	Farras Batik	13 Year
38.	Batik Kulur	8 Year
39.	Barman Batik	7 Year
40.	Kismi Batik	3 Year

*Source: Indrianto, Sugandini, & Kusmantini (2021)*

It is hoped that SMEs who receive assistance selling online through e-commerce can maximize their existing potential so that they can make a good impression on customers and make customers make repeat purchases in the future.

Empowering SMEs is one of the government's strategies to recover from slowing global economic growth due to the Covid-19 pandemic. Based on a release from the Central Statistics Agency, Indonesia's economic growth experienced minus 5.32% in the second quarter of 2020. This is certainly a concern for the nation to look for alternative solutions so that economic growth can continue to be maintained amidst these difficult conditions. One alternative solution is to empower SMEs as a strong foundation for the national economy, this is because SMEs are one of the sectors that contribute quite a lot to gross domestic product.

However, even though there has been training and assistance in selling online, based on preliminary research conducted by researchers, there are still many Batik SMEs in Kulon Progo who pay little attention to their online stores. This can be seen from the inactivity as seen in Figure 1. From Figure 1 we can see two examples of Kulon Progo Batik UKM whose shops are less active. The first belongs to Zapuna Batik on Tokopedia which was last online on July 7 2022. Then the second belongs to Rain Art Batik on Shopee which was last online 5 weeks ago with the product stock completely out of stock. The inactivity of SMEs will certainly



Source: Primary Data obtained July 25, 2022

Figure 1. Example of an SME Batik Online Store in Kulon Progo

have an impact on consumer confidence when making purchases, especially if there is no response when asking about product availability, it will also have an impact on weakening consumer confidence when shopping at the store and will reduce customer trust. Therefore, there needs to be awareness from each owner and more intensive assistance from various parties so that SMEs are able to sell their products optimally, customers are able to make repeat purchases, and SMEs can restore their function as one of the largest domestic contributors in Indonesia.

Given this phenomenon and the existence of several research gaps, researchers are interested in conducting research entitled "Analysis of the Effect of E-Service on Repurchase Intention with E-Trust and E-Satisfaction as Mediating Variables for UKM Batik Kulon Progo Customers".

## **2. Literature Review**

### ***2.1. Repurchase Intention***

Online repurchase intention is a situation when a customer is willing and intends to engage in future transactions. According to Megantara & Suryani (2016), Repurchase intention is a customer's intention to buy a product that has been purchased in the past. According to Kotler & Keller (2016) repurchase intention is a form of consumer behavior that desires to repurchase or choose a product based on their experience, use and desire for a product. Repeat purchases according to Peter & Olson (2002) are purchasing activities carried out more than once or several times. Meanwhile, according to Chang & Tsai (2016) repeat purchasing is a consumer's motivational level to repeat purchasing behavior for a product. One of them is shown by using a brand for a sustainable product.

### ***2.2. E-Service Quality***

E-service quality according to Yen & Lu (2008: 129), is an overall customer evaluation and assessment regarding the superiority and quality of electronic delivery services in the virtual world market. Parasuraman, Valarie, & Berry (2005: 217), in the journal *A Multiple-Item Scale for Assessing E-Service Quality Efficiency*, is defined as the degree to which a website effectively and efficiently facilitates shopping, purchasing and delivery processes. of products and services. Website quality assessment is not only based on the experience during interaction with the website but also the interaction after receiving the service. According to Santos in Yuananda & Djojo (2013: 2) e-service quality can be interpreted as an overall evaluation from customers regarding the very good quality of electronic services provided to customers in the online market. According to Zeithaml in Yuananda & Djojo (2013: 2), e-service quality is the extent to which a website can facilitate customers effectively and efficiently in purchasing products or services, purchases, and even delivery of products or services.

### ***2.3. E-Trust***

Al-Debei et al (2015) in Soleman (2019) stated that understanding consumer desires in online shopping is very crucial, because E-Trust is a product of the opportunity to use the quality of a system that determines consumer behavior in online shopping. According to Crosby et al. (in Martínez & Del Bosque, 2013) Consumer E-Trust is defined as the belief that a product or service provider can be relied upon to behave in such a way that the consumer's long-term interests can be met. E-Trust is defined as the basic beginning of the establishment and

maintenance relationship between customers and online sellers (Kim et al., in Giovanis & Athanasopoulou, 2014). E-trust can be interpreted as the basis of a relationship between customers and online sellers. Kim et al., 2003 (in Analita & Wijaksana, 2020). E-trust is the confidence that consumers have in a company as a basis for carrying out online-based transactions (Hanifati & Samiono, 2018).

## **2.4. E-Satisfaction**

Satisfaction is the degree to which a need can be met at the end of the purchase. Satisfaction is an evaluation of how a retailer can meet or even exceed consumer expectations. Satisfaction is a customer's overall attitude towards a service provider or an emotional reaction to the difference between their anticipation and what they receive regarding the fulfillment of some needs, goals and desires (Hansemark & Albinsson, 2004). With the recent growth of the e-commerce industry, many people are buying and selling on e-commerce. With all the conveniences that e-commerce provides in the buying and selling process, many consumers feel satisfied. Satisfaction after making a purchase from e-commerce is also known as e-satisfaction. E-satisfaction refers to customer satisfaction with respect to previous purchasing experiences with a particular e-commerce company (Anderson & Srinivasan, 2003).

## **2.5. Hypothesis**

**H1.** E-service has a significant effect on repurchase intention

**H2.** E-service has a significant effect on e-trust

**H3.** E-service has a significant effect on e-satisfaction

**H4.** E-service has a significant effect on repurchase intention through e-trust

**H5.** E-service has a significant effect on repurchase intention through e-satisfaction

## **3. Methods**

Research is an activity to search, record, formulate, and analyze to compile a report (Sekaran & Bougie, 2017). This research uses a type of research with a quantitative approach with survey methods. The population in this study were all customers who had made online purchases from UKM Batik in Kulon Progo, while the number of samples taken was 100 respondents. The sampling technique in this research uses the Non-Probability Sampling method, namely a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2016), with the following criteria:

- Have made online purchases from UKM Batik in Kulon Progo online
- Purchases made during the pandemic or after the pandemic
- More than 17 years old

Researchers obtained data regarding the influence of e-service on repurchase intention with e-trust and e-satisfaction as mediating variables for UKM Batik Kulon Progo customers, namely by using the questionnaire method. A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Sekaran & Bougie, 2017).

## 4. Result

### 4.1. Outer Model Test Results

In the outer model evaluation section, convergent validity, discriminant validity, average variance extracted (AVE), composite reliability and Cronbach alpha tests will be carried out.

#### 4.1.1 Convergent Validity

The convergent validity value is the outer loading value of the latent variable with its indicators. Expected value > 0.7. According to Ghozali & Latan (2015), for research in the early stages of developing a measurement scale, a loading value of 0.5–0.6 is considered sufficient. This research uses a loading factor limit of 0.7. The results of outer loading in this research are displayed in the following table: The results of the study are not an event to display many tables or figures but limit them to only important tables and images. Each table/figure should be captioned concisely, straightforwardly and clearly in the form of a narrative. All data and other processing results that are not too substantive are simply attached as supplement files.

Table 2. Outer Loading Values

Variable	Item	Outer Loading	Criteria	Description
E-Service	X1	0.934	> 0.7	Valid
	X2	0.915	> 0.7	Valid
	X3	0.931	> 0.7	Valid
	X4	0.892	> 0.7	Valid
	X5	0.910	> 0.7	Valid
	X6	0.915	> 0.7	Valid
	X7	0.860	> 0.7	Valid
	X8	0.936	> 0.7	Valid
	X9	0.924	> 0.7	Valid
	X10	0.899	> 0.7	Valid
	X11	0.904	> 0.7	Valid
	X12	0.891	> 0.7	Valid
E-Trust	Z1.1	0.900	> 0.7	Valid
	Z1.2	0.906	> 0.7	Valid
	Z1.3	0.904	> 0.7	Valid
	Z1.4	0.897	> 0.7	Valid
	Z1.5	0.898	> 0.7	Valid
E-Satisfaction	Z2.1	0.830	> 0.7	Valid
	Z2.2	0.881	> 0.7	Valid
	Z2.3	0.848	> 0.7	Valid
	Z2.4	0.873	> 0.7	Valid
	Z2.5	0.861	> 0.7	Valid
Repurchase Intention	Y1	0.898	> 0.7	Valid
	Y2	0.925	> 0.7	Valid
	Y3	0.898	> 0.7	Valid
	Y4	0.926	> 0.7	Valid
	Y5	0.862	> 0.7	Valid
	Y6	0.899	> 0.7	Valid

Source: Primary data processed, 2022

Based on Table 2, it can be seen that the outer loading value is  $> 0.7$ , so it can be concluded that the indicators that measure each variable do not need to be deleted and this research has met the convergent validity requirements.

#### 4.1.2. Discriminant Validity

This value is a cross loading factor value which is useful for finding out whether a variable has adequate discriminant, namely by comparing the loading value on the target variable which must be greater than the loading value with other variables. The results of the cross loading factors can be seen in Table 3.

Based on Table 3, it can be seen that the cross loading factor value for each indicator on the variable is greater than the cross loading factor value with other variables. This shows that this research test has good discriminant validity so that it can be used for further research and analysis.

#### 4.1.3. Average Variance Extracted (AVE)

Apart from observing the cross loading value, the validity test can also be determined through other methods, namely by looking at the average variance extracted (AVE) value. The AVE value is said to meet the criteria if it is  $> 0.5$  (Hussein, 2015). Table 4 shows the AVE values in this research.

Table 3. Cross Loading Factor Values

	<b>E-Service</b>	<b>E-Trust</b>	<b>E-Satisfaction</b>	<b>Repurchase Intention</b>
X1	<b>0.934</b>	0.752	0.777	0.809
X2	<b>0.915</b>	0.699	0.701	0.821
X3	<b>0.931</b>	0.725	0.759	0.803
X4	<b>0.892</b>	0.715	0.754	0.791
X5	<b>0.910</b>	0.758	0.789	0.834
X6	<b>0.915</b>	0.738	0.704	0.857
X7	<b>0.860</b>	0.778	0.747	0.811
X8	<b>0.936</b>	0.733	0.767	0.849
X9	<b>0.924</b>	0.770	0.781	0.803
X10	<b>0.899</b>	0.744	0.763	0.836
X11	<b>0.904</b>	0.751	0.691	0.861
X12	<b>0.891</b>	0.755	0.742	0.809
Z1.1	0.708	<b>0.900</b>	0.859	0.791
Z1.2	0.778	<b>0.906</b>	0.771	0.807
Z1.3	0.721	<b>0.904</b>	0.806	0.823
Z1.4	0.793	<b>0.897</b>	0.830	0.810
Z1.5	0.675	<b>0.898</b>	0.762	0.727
Z2.1	0.640	0.709	<b>0.830</b>	0.696
Z2.2	0.753	0.819	<b>0.881</b>	0.809
Z2.3	0.668	0.706	<b>0.848</b>	0.728
Z2.4	0.680	0.796	<b>0.873</b>	0.736
Z2.5	0.778	0.800	<b>0.861</b>	0.772
Y1	0.813	0.786	0.851	<b>0.898</b>
Y2	0.846	0.771	0.745	<b>0.925</b>
Y3	0.857	0.865	0.807	<b>0.898</b>
Y4	0.833	0.777	0.749	<b>0.926</b>
Y5	0.732	0.757	0.753	<b>0.862</b>
Y6	0.811	0.800	0.817	<b>0.899</b>

Source: Primary data processed, 2022

Table 4. AVE value

Variable	Criteria	AVE Value
E-Service	> 0.5	0.827
E-Trust	> 0.5	0.812
E-Satisfaction	> 0.5	0.737
Repurchase Intention	> 0.5	0.813

Source: Primary data processed, 2022

Table 5. Composite Reliability

Variable	Criteria	Composite Reliability Value
E-Service	>0.7	0.983
E-Trust	>0.7	0.956
E-Satisfaction	>0.7	0.933
Repurchase Intention	>0.7	0.963

Source: Primary data processed, 2022

Table 6. Cronbach's Alpha

Variable	Criteria	Cronbach's Alpha Value
E-Service	>0.7	0.981
E-Trust	>0.7	0.942
E-Satisfaction	>0.7	0.911
Repurchase Intention	>0.7	0.954

Source: Primary data processed, 2022

Based on the test results showed in Table 4, it can be seen that the AVE value for each variable has a value > 0.5. This shows that each variable can be declared valid, so that it can be used for further research.

#### 4.1.4. Composite Reliability

Composite reliability is a measure of internal consistency in scale items. A construct is declared reliable if the composite reliability and Cronbach alpha values are above 0.7 (Ghozali & Latan, 2015). Table 5 showed the composite reliability values of this research.

From Table 5, it can be seen that the composite reliability value of each variable has a value > 0.7. This shows that each variable is declared reliable and can be used for further research and analysis.

#### 4.1.5. Cronbach's Alpha

To strengthen the reliability test results, the Cronbach alpha value was also used. Where a variable can be declared reliable if it has a Cronbach alpha value  $\geq 0.7$  for confirmatory research and Cronbach alpha  $\geq 0.6 - 0.7$  is still acceptable for exploratory research (Ghozali, 2018). Table 6 showed the Cronbach's alpha values of this study.

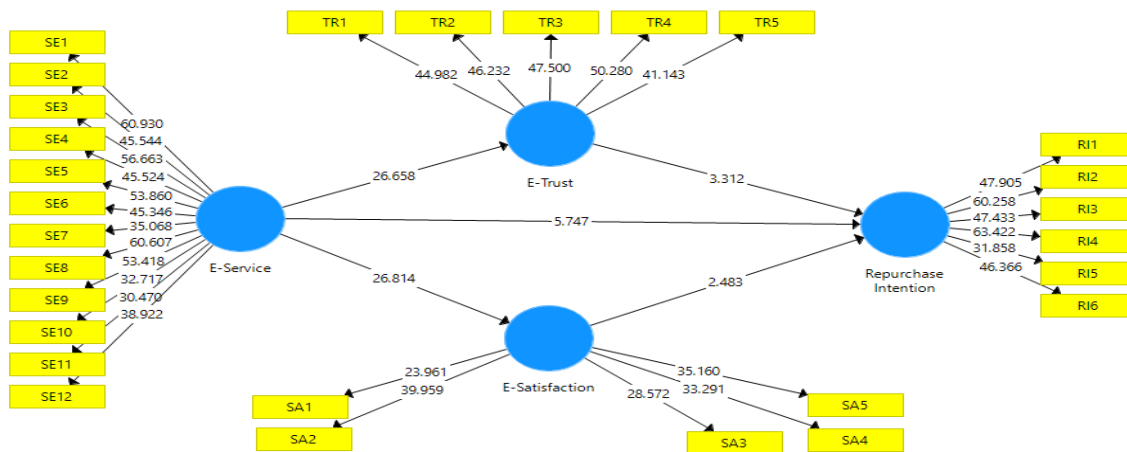
Based on Table 6, it can be seen that the Cronbach's alpha value for each variable has a value > 0.7. This shows that each variable can be declared reliable, so that it can be used for further research and analysis.



Table 7. Coefficient of Determination

	R Square	R Square Adjusted
E-Satisfaction	0.624	0.620
E-Trust	0.670	0.667
Repurchase Intention	0.786	0.782

Source: Primary data processed, 2022



Source: Primary data processed, 2022

Figure 2. Path Coefficient Results

## 4.2. Inner Model Test Results

In testing or evaluating the inner model in this research, the results of the goodness-of-fit test and the path coefficient test will be explained.

### 4.2.1. Goodness-of-Fit Test

Testing of the structural model is carried out by looking at the coefficient of determination ( $R^2$ ) which is a model goodness-fit test. The coefficient of determination ( $R^2$ ) value in the PLS Algorithm report can be seen by selecting R Square (Ghozali & Latan, 2015). The  $R^2$  value is used to measure how much an endogenous variable is influenced by other variables. The  $R^2$  values are 0.67 (strong), 0.33 (moderate) and 0.19 (weak) (Chin, 1998). The following are the  $R^2$  values in this research:

Based on the research results, it can be seen that the coefficient of determination of E-Satisfaction is 0.624, meaning that the regression model of factors influencing e-satisfaction is 62.4%. Meanwhile, the coefficient of determination of e-trust is 0.670, meaning that the regression model of factors influencing e-trust is 67.0%. Meanwhile, the coefficient of determination of repurchase intention is 0.786, meaning that the regression model of factors influencing repurchase intention is 78.6%.

### 4.2.2. Path Coefficient Test

The second test is to see the significance of the influence of exogenous variables on endogenous variables by looking at the parameter coefficient values and the statistical significance value of t. Path coefficient evaluation is used to show how strong the effect or influence of exogenous variables is on endogenous variables.  $P\text{-value} \leq \alpha$ , then it is said to be significant (Yamin &

Table 8. Bootstrapping Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t Statistics (O/STDEV)	P Values	Note.
X → Y	0.506	0.507	0.088	5.747	0.000	Significant
X → Z1	0.818	0.817	0.031	26.658	0.000	Significant
X → Z2	0.823	0.824	0.031	26.814	0.000	Significant
Z1 → Y	0.288	0.289	0.087	3.312	0.001	Significant
Z2 → Y	0.200	0.197	0.080	2.483	0.013	Significant
X → Z1 → Y	0.235	0.236	0.071	3.309	0.001	Significant
X → Z2 → Y	0.164	0.162	0.066	2.495	0.013	Significant

Source: Primary data processed, 2022

Kurniawan, 2009). The path coefficient value in the Bootstrapping Report Algorithm can be seen by selecting the path coefficient.

Based on Figure 2, it can be explained that the largest path coefficient value is shown by the influence of e-service on e-trust with a value of 26,658. Meanwhile, the smallest path coefficient value is shown by the influence of e-satisfaction on repurchase intention with a value of 2,483.

### 4.3. Hypothesis Testing

The results of bootstrapping hypothesis testing can be seen in Table 8.

## 5. Discussion

### 5.1. The impact of e-service on repurchase intention

Based on the results of hypothesis testing, the results show that e-service quality has a significant effect on repurchase intention. This happens because as consumers of course they want good service from the company, service in the form of ease of transactions, confidentiality of consumer data, and information about products. For this reason, companies need to package e-service quality well so that consumers feel a desire or interest in buying products from the company. The relationship between e-service quality and consumer buying interest is as an attraction and added value in terms of services or facilities that can be felt directly by consumers. The e-service quality factor can influence consumer purchasing decisions in the future, because it is very important for fulfilling consumer needs and desires as well as the accuracy of delivery to match consumer expectations. So that the company gains trust and comfort from consumers.

### 5.2. The impact of e-service on e-trust

Based on the results of hypothesis testing, the results show that e-service has a significant effect on e-trust. E-trust can be said to be related to consumer trust in a site for making online purchases (Hendarta & Susanto, 2019). To increase customer trust, online sellers must provide clear, complete and accurate information so that customers feel that the online shop prioritizes quality online services, so that customer trust in the site increases. This is what is always emphasized by the managers of several e-commerce companies from UKM Batik Kulon Progo, where information about products must be read clearly to meet the needs and goals of customers, moreover, customer personal information such as telephone numbers and complete addresses should be confidential and must be protected.

### ***5.3. The impact of e-service on e-satisfaction***

Based on the results of hypothesis testing, the results show that e-service has a significant effect on e-satisfaction. For online businesses, the e-service quality component is something that must be created to create online customer satisfaction (e-satisfaction) (Widiaputri, Suharyono, & Bafadhal, 2018). Based on research conducted by Tobagus (2018) on the Tokopedia site, e-service quality influences e-satisfaction. This relationship was found to have a positive and significant effect, the presence of good e-service quality will have a significant influence on e-satisfaction. Consumer satisfaction is a comparison of expectations about the product or service that will be received compared to the existing reality. Consumers will feel satisfied if what they expect matches the reality they receive. Online shopping satisfaction is associated with the expectations and reality received in carrying out online transactions.

### ***5.4. Mediation effect of e-trust on the impact of e-service on repurchase intention***

Based on the results of hypothesis testing, the results show that e-service has a significant effect on repurchase intention through e-trust. According to Parastanti, Kumadji, & Hidayat (2014), online repurchase intention is a situation where consumers want and intend to make online transactions again. The online transaction in question is an activity where the process of searching for information, transferring information, and purchasing products occurs online (Pavlou, 2003). Due to the lack of face-to-face interaction with sellers and the unreliability of information online, online shopping faces more challenges than offline shopping, including distrust, low switching costs, uncertainty, and widespread word-of-mouth. quickly (Zhang, Cheung, & Lee, 2012). Therefore, UKM Batik Kulon Progo always tries as much as possible to improve service, speed of responding to messages from consumers, maintain consumer privacy, provide quality information and make it easier for consumers to purchase.

### ***5.5. Mediation effect of e-satisfaction on the impact of e-service on repurchase intention***

Based on the results of hypothesis testing, the results show that e-service has a significant effect on repurchase intention through e-satisfaction. E-satisfaction has a relationship with online repurchase intention as stated by Ha, Janda, & Muthaly (2010) that when consumers are increasingly satisfied with the service or product from an online shop then it increases the possibility of consumers to buy again at that shop, apart from being satisfied by This shop also wants to avoid the risk of not being satisfied if you try another shop. No different from e-satisfaction, e-trust also has a relationship with online repurchase intention. According to Weisberg, Te'eni, & Arman (2011) who said that customers show a higher intention to shop online in the future when consumers have a high level of trust in the website.

## **5. Conclusion and Suggestion**

### ***5.1. Conclusion***

E-service has a significant effect on repurchase intention among Batik SMEs in Kulon Progo. E-service has a significant effect on e-trust in Batik SMEs in Kulon Progo. E-service has a significant effect on e-satisfaction in Batik SMEs in Kulon Progo. E-service has a significant

effect on repurchase intention through e-trust in Batik SMEs in Kulon Progo. E-service has a significant effect on repurchase intention through e-satisfaction in Batik SMEs in Kulon Progo.

## **5.2. Suggestion**

In the path coefficient test, the smallest influence is shown by the influence of e-satisfaction on repurchase intention with a value of 2,483. Based on this, researchers suggest that Kulon Progo Batik SMEs should further increase their consumer satisfaction. This can be done by providing promotions such as: providing discount prices for consumers who have made previous purchases, or providing discount prices for purchasing more than 1 product. This is done in addition to increasing consumer satisfaction, it is also hoped that consumers will make more purchases.

Meanwhile, for the mediation effect, the influence of e-service on repurchase intention through e-satisfaction is smaller than the influence of e-service on repurchase intention through e-trust. Therefore, researchers also suggest that Kulon Progo Batik SMEs pay more attention to their e-services in order to increase customer satisfaction which has an impact on increasing interest in repeat purchases. Improving e-service can be done by increasing the admin's responsibility when a customer experiences difficulties or complaints, and handling these problems by providing the best solution in the shortest possible time. This research also still has many limitations both in terms of the number of variables, number of respondents, and scope of respondents. Therefore, the researcher suggests that future researchers expand the scope of their research so that they can produce better research results.

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