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TITLE:

IMPACT OF E-CUSTOMER SATISFACTION, E-TRUST, ATTITUDE ON
REPURCHASE INTENTION TOKOPEDIA.

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CHAPTER 1

1.1 INTRODUCTION

Since the onset of Covid-19, many things have changed, one of which is very influential is the purchase of daily necessities. Previously, most people had to go out to buy all these necessities but due to the occurrence of covid-19, all activities were limited so that they had to be done online in order to reduce the spread of covid-19 quickly. Because of this, marketplaces such as Tokopedia have started collaborating with shops that sell daily necessities such as vegetables, fruit, rice and others to make it easier for consumers to get the goods they need or want and provide benefits for shops. local people who find it difficult to market their products due to their lack of understanding of technology.

In the implementation process, there are definitely a number of things that must be considered by sellers and marketplaces, namely how to keep consumers satisfied with the product even though they cannot see directly how the quality of the product is. In addition, communication between buyers and sellers must also be well established so that consumers can know in detail the products to be purchased, because after the outbreak of Covid-19 consumers became very mistaken in choosing products in the marketplace. These things can increase consumer confidence in marketplaces and sellers so that the desire to buy again at the same place arises. If consumers are not satisfied, they will easily look for a better marketplace or other sellers or can even write comments on marketplaces or sellers that can give a bad image to related parties. Comments from consumers are crucial for a marketplace, because when there are many negative comments on the marketplace platform, consumer trust and interest in the marketplace will be greatly reduced. It will also be difficult for companies to restore their good name, it takes great effort and the right strategy to restore the good name of the company. One example of a case related to the image of the Tokopedia marketplace company is the leak of consumer data to the public in 2020 which had caused a decline in public trust in the marketplace but Tokopedia began to rise by increasing its layered data security in terms of providing



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education that OTP codes cannot be given to customers. anyone and ensure that the payment method does not leak too. Therefore, this research was conducted to find out E - Customer Satisfaction, Lifestyle Similarity, E-Trust, Attitudes towards Tokopedia's Repurchase Intention.

1.2 PROBLEM STATEMENT

The first problem that occurs is when consumers are dissatisfied with the services, products, and quality provided by Tokopedia. Dissatisfaction felt by consumers will have an impact on Tokopedia, because each consumer has different responses and opinions. In the digital age, customers who are dissatisfied with a product or service will upload complaints and share bad experiences on the social media platform digitally, so that the complaint becomes a digital track record that can be seen and known by hundreds or even thousands of people in a short time. At the same time, complaints stored and stacked digitally on social media will also be its own data about the company's performance in handling customer complaints, and many people trust the digital track record data more than official advertising or promotion (Afriansyah, 2019). Through social networking interstitials, complaints and dissatisfaction experiences can be shared rapidly and practically thanks to the adoption and proliferation of new web technologies through these platforms and mobile devices. Social media complaints negatively affect the business since they give consumers and other stakeholders many opportunities to voice their grievances about the company in public, which could harm the organisation's brand. One of example of dissatisfaction of customer that Tokopedia get the comments from Mastang's account, "Tokopedia is not responsible for its customers, the customer service phone number has never been a response if it is on the phone". Another account, Febrina Gita, also complained with a comment, " I ordered a tension tool in tokopedia, why after the money has been transferred why there is even a cancellation of the delivery of goods." What about the money I have transferred. I asked for a refund of my money". (Meylida Girsang, 2022).



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In 2020, Tokopedia experienced an issue related to its users' data privacy. About 91 million user data was leaked and sold freely on the internet for USD 5,000 or around IDR 70 million. This decreased the average monthly purchase transaction in the third quarter of the year by 1.3% to 85 million transactions (www.katadata.co.id). Referring to the opinion of Jeon (2009), one of the dimensions of electronic services is the security of user data privacy. To safeguard their identities, businesses may have millions of consumers' personal information. Tokopedia would suffer a big loss as a result of the user data leaks because recruiting new customers can be five times more expensive than keeping the ones it already has. This decrease in transactions shows the loyalty problems experienced by Tokopedia customers. In addition to the loyalty problem, this will also cause consumer trust in the company to decrease because they feel that the security provided by the company is lacking so that the possibility to make a repurchase intention at Tokopedia is getting smaller. (Iqbal Rea Pratama, 2022)

1.3 RESEARCH OBJECTIVE

1. To maintain the relationship between E-customer satisfaction on repurchase intention on Tokopedia
2. To analyze more about the influence of consumer E-Trust on repurchase in the Tokopedia marketplace
3. To examine the effect of Attitude on repurchasing in the Tokopedia marketplace

1.4 RESEARCH QUESTIONS

1. Does E-consumer satisfaction affect repurchase intention on Tokopedia marketplace?
2. Does consumer E-Trust impact repurchase intention on Tokopedia marketplace?
3. Does Attitude impact repurchase intention on Tokopedia marketplace?



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1.5 DEFINITION OF KEY TERMS

E – Customer Satisfaction - Consumer satisfaction is an emotional response that is felt by consumers on the evaluation of product that their consumed. According to Kotler and Keller (2012) satisfaction is a feeling of pleasure or disappointment in someone who appears after comparing the performance or results of a product that is thought to the performance or expected results. If the performance feels below, the consumer is not satisfied. If the performance exceeds expectations, the consumer will be very happy or satisfied. Consumer satisfaction is the perception of a product or service that has met expectations. Therefore, consumers will not be satisfied, if consumers have the perception that met their expectations. (Ratih Hadianitini, 2020)

E-Trust – Trust is often understood as a relation between an agent (the trustor) and another agent or object (the trustee). The relation is supposed to be grounded on the trustor’s beliefs about the trustee’s capabilities and about the context in which the relation occurs (Taddeo, 2022). According to Kim et al. in (Anindea, 2016), E-trust is defined as a basic starting point for building and maintaining relationships between online sellers and customers. According to Kim et al. in (Kartono, 2019), the dimensions of E-trust are 1) Ability is the ability and characteristics of a seller or organization to effect certain fields. In this case, how the seller provides, serves, and protects the transaction. This means that consumers will get satisfaction and seller security guarantees when making transactions.. 2) Kindness (Benevolence) is the seller's ability to provide mutually beneficial satisfaction between themselves and consumers. Seller profits can be maximized, but customer satisfaction is also high. Seller is not only the pursuit of profit alone but also very attentive to the achievement of customer satisfaction 3) Integrity related to the behavior or habit seller does business. Whether the information provided to consumers is correct. Whether the quality of the product being sold can be trusted.

Attitude - relatively enduring and general evaluation of an object, person, group, issue, or concept on a dimension ranging from negative to positive.



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Attitudes provide summary evaluations of target objects and are often assumed to be derived from specific beliefs, emotions, and past behaviors associated with those objects (Association, 2022). According to (Alfonso Vargas-Sanchez, Explaining residents' attitudes to tourism: Is a universal model possible?, 2011), Attitude can be defined as the way in which a person views and evaluates something or someone, a predisposition or a tendency to respond positively or negatively toward a certain idea, object, person, or situation.

It is traditionally structured along three dimensions: cognitive (perceptions and beliefs), affective (likes and dislikes, feelings, or evoked emotions), and behavioral (actions or expressed intentions toward the object based upon the "cognitive" and "affective" responses).

Repurchase Intention – Repurchase intention is a major concern for companies that want to gain a competitive advantage, and are considered by academics and practitioners. It is also intended to repeat the purchase of certain products or services from time to time. In the online context, it is defined as the reuse of online channels to buy from specialized retailers (Yan Liu, 2015). In other studies, repurchase intention refers to the psychological commitment to a product or service that arises after using it, which results in ideas for consumption again. Repurchase intention is very important for profit and is an object that is discussed in company evaluations. In addition, repurchase intention also refers to the extent to which consumers are willing to buy a product or service again and is a simple, objective, and observable purchase behavior expected (Chun-Chen Huang, 2014).

Tokopedia - William Tanuwijaya and Leontinus Alpha Edison founded the online marketplace known as Tokopedia. Tokopedia was made available to the general public on August 17, 2009, with the goal of promoting economic equality online. Despite being around since 2009, Tokopedia has managed to keep its appeal.. which can be shown by the fact that it led the list of the top five e-marketplaces in Indonesia in 2017. Users of Tokopedia typically access the site for 4.7 minutes at a time (Nathania, 2017). It turns out that Tokopedia has the biggest number of visitors compared to other e-marketplaces, with



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32,000,000 visitors, even if it only holds the third position with a growth percentage of e-marketplace visitors of 70%. (Puranidhi, 2019)

1.6 SIGNIFICANT OF THE STUDY

The purpose of this research is to find out how much influence e-customer satisfaction, e-trust, attitude towards repurchasing has on the Indonesian marketplace, namely Tokopedia. Because as is known today because of the pandemic, marketplaces are something that people really need so they can get everything they need quickly and safely, but in practice are consumers satisfied with the services from the marketplace? increased trust can increase repurchasing in the same place. Consumers also have different lifestyles and that greatly influences repurchase. How to group consumers according to lifestyle similarities so that purchases or usage can continue to increase. This research also has benefits for customers so that they can find out the quality of the Tokopedia marketplace according to various views from Tokopedia customers and can be a consideration for them when choosing a platform for them to shop, what added value they get when shopping at Tokopedia.

This research is also useful for the government to see how people's satisfaction with Tokopedia is one of the companies that has given a boost to the Indonesian economy, this started when there was an increase in marketplace users since the outbreak of Covid - 19 because people were not allowed to leave their homes so all their needs had to be met. online, because when customer satisfaction is met, revenue from Tokopedia will increase and income for the country will also increase. The government can also find out changes in the needs and behavior of each customer through the Tokopedia platform, this is important because Tokopedia and the government are working together to increase purchases of local products in Indonesia, with this knowledge sellers who market goods on Tokopedia will be more easily given product education what is currently needed by the community, what kind of quality and much more.

This research is also very important for Tokopedia because it is useful for evaluating their performance towards society and what they need to improve

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in order to continue to grow. Tokopedia can also find out in detail how much customer trust in their company and what things can continue to increase customer trust. With this research, Tokopedia can continue to innovate to continue providing services that can increase customer trust or provide appreciation for customers who have always been loyal Tokopedia users.





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CHAPTER 5

5.1 Chapter Introduction

This chapter is the conclusion of the research that has been carried out, namely "Impact of e-customer satisfaction, e-trust and attitude on repurchase intention Tokopedia. this chapter contains 5 parts. in the initial part there is a summerization and interpretation which contains a summary of the results of this study. next is the implication of study which explains the impact of this study for researchers or groups or populations in the future. after that there are also limitations and recommendations which contain the difficulties faced by researchers and suggestions for further research. the last part is the overall conclusion of this study.

In this study there are research objectives and research questions. research objectives contain:

1. To find out the relationship between E-customer satisfaction and repurchase intention on Tokopedia
2. To further analyze the effect of consumer E-Trust on repeat purchases at the Tokopedia marketplace,
3. To examine the effect of Attitude on repurchases in the Tokopedia marketplace

and for the research questions of this study are

1. Does E-consumer satisfaction affect repurchase intention on the Tokopedia marketplace?
2. Does consumer E-Trust affect repurchase intention on the Tokopedia marketplace?
3. Does Attitude affect repurchase intention on the Tokopedia marketplace?

This research can be said to be significant because these three variables show the results that greatly influence the repurchase intention variable, which means that every customer of the marketplace really considers e-customer satisfaction, e-trust and attitude when wanting to make a repurchase on the marketplace. Especially e-customer satisfaction because this variable is the highest variable that affects repurchase.



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5.2 Summarization and Interpretation

This research was conducted to see the effect of e-customer satisfaction, e-trust and attitude on repurchase intention on Tokopedia, which is a marketplace used in Indonesia. Tokopedia provides all the needs for consumers so that consumers do not have to bother to leave the house. everything can be done online. besides goods, this marketplace also sells services such as electricity payments, mutual funds, and others. the reason this topic was raised is because there are issues that can be raised, namely when consumers are dissatisfied with the products, services, and quality offered by Tokopedia, the first issue arises. Because each consumer has a unique response and perspective, their dissatisfaction will have an effect on Tokopedia. Customers who are dissatisfied with a product or service in the digital era will file complaints and share negative experiences digitally on social media platforms, so that the complaint becomes a digital record that can be seen and known by hundreds or even thousands of people in a short time. The next problem is the reduced trust in the marketplace, especially Tokopedia, due to the data leak that occurred in 2020. from the problems that occur, it is hoped that this study can make the companies doing evaluation for future improvements.

there are several hypotheses that are carried out to increase repurchase intention on Tokopedia:

1. Satisfaction is the consumer's assessment of the goods and services delivered. Consumers' positive experiences motivate them to repurchase the product. In the marketing literature, it is the most examined construct. Many researchers have repeatedly emphasized that the company can satisfy their customers will retain them and attract new ones, Quan et al. (2020) and other researchers have concluded that customer satisfaction, customer retention and repurchase intention are positively correlated. Customer satisfaction is also viewed as the precursor of the intention to make another purchase (Ha et al., 2010).
2. because customer satisfaction is the number one thing that must be considered, when they are not satisfied there will be an impact



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experienced by the company, especially since consumers can easily comment on social media. companies can provide maximum service such as providing recommendations based on what they buy or giving rewards if consumers have made their umpteenth purchase. this will also attract new customers. So it can be seen that H1, namely e-customer satisfaction has an influence on repurchase intention Tokopedia marketplace is accepted.

3. According to Kim et al. in Anindea (2016), E-trust is defined as a basic starting point for building and maintaining relationships between online sellers and customers. Consumers' trust is their belief that all parties to an exchange transaction will carry out their committed commitments (Dhingra et al., 2020). Any trade must have mutual trust. Due to a surge in website scams, it is more significant while shopping online (Zhu et al., 2019). According to APJML Annaraud and Berezina (2020), trust is more important in e-marketing because customers and sellers do not physically interact during transactions

in this section it can be seen that a good relationship between companies, sellers and consumers is required to be built properly. because when this relationship is good, it will increase sales from the company because consumers will automatically make repurchases because of the trust that has grown between sellers and consumers. therefore H2, namely e-trust has an influence on repurchase intention tokopedia is accepted.

4. Consumer attitudes are influenced by the perceived benefits of a particular product or service, where consumers are found to show a more favorable attitude based on perceived benefits. Perceived value can be measured by monetary value and non-monetary value (Dardak and Habib, 2010).

This is something that must be considered as well as explained that when consumers feel that the company or seller's service benefits them, the attitude that will be given is in accordance with what they get. when they get polite, responsive and friendly treatment, the response will be good.



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when on the contrary, then they will give an attitude and even actions that are not good. this will greatly affect the company's image. therefore H3 attitude has an influence on the repurchase intention Tokopedia is accepted.

5.3 Implication of the study.

a. Theoretical Implementation

Based on the framework, this study has three variables namely e-customer satisfaction, e-trust and attitude, each variable has a relationship with the independent variable which is repurchase intention, this framework also shows how these variables affect Tokopedia as a marketplace

b. Empirical Implementation

this research can be used as a reference for research related to repurchase intention which is influenced by e-customer satisfaction, e-trust, and attitude. besides that, this research is also useful for researchers who have the same or related topics. in this study there is also information about variables related to repurchase intention, especially Tokopedia.

c. Practical Implementation

This research has implications for companies to be able to improve the quality of their service to customers so that customers' desire to shop again at Tokopedia increases. besides that, with this research companies can also find out how they increase trust with customers. Apart from the company, sellers who market their goods on Tokopedia can also evaluate how they can reduce bad comments from consumers due to dissatisfaction, what makes consumers feel satisfied and what makes them trust the seller. as well as knowing what are the biggest indicators that influence customers to continue to make repurchase intentions at sellers and at Tokopedia.

5.4 Limitations and Recommendations

the limitations experienced were the short period of time to collect respondents with the needs of respondents around 384 to 400. apart from that



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the distribution was also carried out online so the writer had to wait for the availability of the respondents to fill out the questionnaire. the last obstacle is because the Tokopedia application is only used in Indonesia, the questionnaire can only be given to users who are in Indonesia, respondents in Malaysia and another country cannot fill in the questions.

for future research, it is advisable to choose variables that are familiar and needed by many researchers so that they can provide assistance to companies and related parties. if this is done it will also make it easier for researchers to find related journals.

5.5 Chapter Conclusion

the research examines or observes the influence between e-customer satisfaction, e-trust and attitude towards Tokopedia's repurchase intention. this research is expected to provide an overview as an evaluation material for companies and sellers in the marketplace to improve what is lacking in their services to Tokopedia Indonesia consumers. in this study, tests were also carried out to determine whether the data collected was normal or not and significant or not and the results of this study can be seen that the three variables have a significant influence on the dependent repurchase intention variable. most of the respondents in this study were women who had an age range of 26 - 30 years and 21 - 25 years. with an average education of bachelor and diploma. then in the income section it can be seen that most of them earn Rp 4,000,000 - Rp 7,000,000 and followed by Above Rp 7,000,000.



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