The Effect of Electronic Service Quality on Customer Trust and Its Implication on Repurchase Intention of Online Travel Agency Customers

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Abstrak. *Penelitian ini bertujuan untuk mengetahui bagaimana kualitas layanan elektronik mempengaruhi kepercayaan pelanggan dan bagaimana pengaruhnya terhadap keinginan pengguna e-commerce untuk melakukan pembelian tambahan. Penelitian ini mendekati topik penelitian e-commerce secara kuantitatif. Sampel dari 100 tanggapan pengguna e-commerce digunakan dalam penelitian ini. Menggunakan kuesioner untuk mendapatkan data. Temuan menunjukkan bahwa variabel kualitas layanan elektronik mempengaruhi kepercayaan konsumen dan niat pembelian kembali sampai batas tertentu. Niat pembelian kembali dipengaruhi oleh faktor kepercayaan pelanggan. Kualitas layanan elektronik dan kepercayaan pelanggan keduanya mempengaruhi niat pembelian kembali secara bersamaan. Melalui kepercayaan konsumen, kualitas layanan elektronik yang tidak konsisten memiliki dampak tidak langsung pada keinginan pelanggan untuk membeli kembali. Lebih banyak perlindungan data konsumen harus ditawarkan melalui e-commerce. Disarankan agar variabel lain dan pendekatan metodologis dapat digunakan dalam penelitian selanjutnya sehingga ruang lingkup dan kedalaman studi di bidang pemasaran dapat ditingkatkan.*

Kata kunci: *Kualitas Layanan; Kepercayaan Pelanggan; Minat Beli Ulang; E-Commerce.*

Abstract. *This study intends to determine how the quality of electronic services affects customer trust and how it affects e-commerce users' willingness to make additional purchases. This study approaches the topic of e-commerce research quantitatively. A sample of 100 e-commerce users' responses was used in this study. Using a questionnaire to obtain data. The findings indicated that the e-service quality variable affected consumer trust and repurchase intention to some extent. Repurchase intention is influenced by the customer trust factor. E-service quality and customer trust both influences repurchase intention simultaneously. Through consumer trust, inconsistent e-service quality has an indirect impact on customers' willingness to repurchase. More consumer data protection should be offered through e-commerce. It is advised that other variables and methodological approaches be used in future studies so that the scope and depth of study in the field of marketing can be increased.*

Keywords: *Service Quality; Customer Trust; Repurchase Intention; E-Commerce.*

Introduction

The strong growth of travel and lodging in Indonesia is reflected in the large volume of e-commerce transactions in 2021, which has led both domestic and international businesses to choose Indonesia as a market for their travel- and lodging-related goods and services. Even though e-commerce transactions in Indonesia rank second only to clothes and cosmetics, the COVID-19 epidemic, which has afflicted the entire world, including Indonesia, has had an influence on the value of those transactions, notably in the travel and lodging sector. According to the United Nations World Tourism Organization (UNWTO), COVID-19 has a negative impact on 80% of small and medium-sized tourism firms, which accounts for millions of livelihoods globally. The COVID-19 outbreak would influence the entire tourism value chain starting in March 2020, according to a UNWTO announcement. The UNWTO has lowered its projection for international tourism growth to a negative 1% to 3% range in reaction to the COVID-19 outbreak. These influences falling sales or a loss of between US$30 billion and US$50 billion. Prior to the COVID-19 epidemic, forecasts called for a 3%–4% increase in foreign visitors. The worst-affected region will be in Asia and the Pacific. In Indonesia itself, according to the statistics center (BPS), foreign tourists at the beginning of 2020 experienced a decline where there was a decrease of 1.27 million in early 2020 from the previous 1.37 million and will continue. Likewise, the occupancy rate of star-rated hotel rooms has decreased in 2020 compared to 2019 (Jurnal Bappenas RI, 2020).

Especially with OTAs, where service quality may make it simpler for customers to acquire information and overcome obstacles in the process of receiving services so they can compete with their competitors, service quality is crucial to the service business and affects the quality of the service itself. The basic issues with the caliber of online services, or e-service quality, must be overcome for e-commerce to succeed. E-service quality is a type of electronic service that allows for the effective and efficient delivery and purchase of goods and services. Consumers are more likely to make

risky purchases while doing so online. This is because, through online transactions, consumers do not meet directly with sellers, which causes consumer concerns about the security of transactions. With the existence of trust, the company can get new customers and retain them. In the era of the COVID-19 pandemic, consumers are, of course, very concerned about sterilization in all respects. The pegipegi.com application guarantees the sterilization and hygiene of every hotel room and all attributes with standardization and strict supervision from pegipegi.com as well as the hotel and travel services (Parasuraman *et al.*, 2005).

Repurchase intention is positively impacted by consumer confidence or trust. Future behavior, in this case, repurchasing, can be influenced by trust. Consumer trust in the provider company is the most important thing in a sale of goods or services where trust reflects one-part positive expectations of the other parts future behavior. Consumer repurchase interest can be considered a factor in customer loyalty (Zhang *et al.*, 2011). Repurchase intent is cited as the indication of client loyalty that businesses or customer feedback systems use most frequently to support this claim. Repurchase intention was characterized by the previous researcher's notion as a person's expectation of repurchasing a service and conducting further business with the same parent organization. As a result, consumer repurchase intentions can eventually be used to cut costs and increase market share. E-commerce is particularly concerned about the quality of its e-services to build consumer trust, which is a critical supporting component in doing so and encouraging repeat business (Pandiangan *et al.*, 2022).

Literature Review

E-Commerce
The term "electronic commerce" is sometimes misunderstood to mean just online shopping and selling. Consumer retail purchases from corporations like Amazon come to mind first. E-commerce, on the other hand, entails much more than just computer-assisted money transfers between businesses and clients. E-

commerce refers to online transactions between buyers and sellers, as well as the internal processes that allow for company transactions. E-commerce is often referred to as a business process that uses electronic transactions to exchange or sell goods, services, and information between companies, clients, and the public (Syafaruddin *et al.*, 2016).

E-Service Quality

The process of purchasing online is intricate and may be broken down into several different sub-processes, including navigation, information seeking, online purchases, and consumer involvement. Customers will evaluate service as a whole process and result rather than analyzing each sub-step in depth during a single visit to an online store (Zeithaml *et al.*, 1996). Online customers can also learn about the potential advantages of the Internet by utilizing high criteria for e-service quality (Tannady *et al.*, 2022). Because it is much simpler to compare product technical features and costs online than it is using traditional means, customers place a high emphasis on good customer service. Internet customers have similar or higher expectations for customer service as do traditional customers. The effectiveness of an electronic service is measured by how well it enables efficient and effective shopping, purchase, and delivery. It is made obvious by this definition that the idea of electronic service quality encompasses both the pre-purchase and post-purchase phases (ease of use, product information, order information, and protection of personal information) (delivery, customer support, fulfillment, and return policies) (Suyoto & Tannady, 2022).

Customer Trust

A person in a position of trust is willing to act in a certain way because they believe their partner will meet their expectations and that they can put their trust in the words, promises, or assertions of others. The willingness of a consumer to rely on a brand or corporation because of their contacts with those organizations is defined as consumer trust (Sutrisno *et al.*, 2022).

Repurchase Intention

Repurchase intention is characterized as a person's assessment of whether to repurchase a service, a choice to participate in a future action with a service provider, and the nature of that activity (Bayraktar *et al.*, 2012). Repurchase intention is the decision of a customer to purchase a good or service from the same business once they have already done so, paid for it, and done so frequently (Sutagana *et al.*, 2022).

Research Methodology

The target population for this study includes users of e-commerce platforms. To collect the data for this study, a questionnaire was distributed to the target group and the responses formed the primary dataset. Study participants were selected using a non-probability-based sampling method. Specifically, researchers used random sampling or convenience sampling to determine samples for study. Random sampling, also called convenience sampling, selects participants based on their accessibility and availability to researchers. In this case, respondents were selected based on their convenience and suitability for the survey, considering factors such as willingness to participate and ease of access through various e-commerce channels.

The questionnaire used in this study used the Likert scale as the method of measurement. A Likert scale is a tool commonly used in research studies to measure respondents' attitudes, opinions, and perceptions about a particular topic. It consists of a series of statements or items for which participants indicate their degree of agreement or disagreement using a predefined scale. This scale typically ranges from 'strongly agree' to 'strongly disagree', with other variations such as 'strongly agree' to 'strongly disagree' depending on the specific study design. The researchers used the Likert scale to try to quantify participants' perceptions and experiences of various aspects of e-commerce use. This scale enables the collection of ordinal data and allows researchers to analyze the attitudes and opinions of respondents in a structured and standardized way. Responses to

Likert scales can be statistically analyzed to identify patterns, trends, and relationships within datasets to gain valuable insight into e-commerce user experiences.

Results and Discussion

According to respondents' gender, there are 57 respondents, or 57%, who identify as female, compared to 43 respondents, or 43%, who do. 90% of the responders, or 90 people, were between the ages of 22 and 29. Nine responders, or 9%, of the total were in the 30 to 39-year age range. A total of 0 respondents (or 0%) were between the ages of 40 and 49, and a total of 1 respondent (or 1%) was over the age of 50. 39 respondents, or 39%, of the respondents have completed junior high or high school; 12 respondents, or 12%, have completed academic courses (D1/D2/D3). Respondents with undergraduate degrees make up 46 respondents, or 46%, while those with master's or S3 degrees make up 3 respondents, or 3%. 49 respondents, or 49%, identified as students; 2 respondents, or 2%, worked as civil servants. 31 respondents, or 31% of the total, work as private workers, followed by 4 respondents, or 4%, who are self-employed, and 14 respondents, or 14%, who are engaged in other professions.

The study's e-service quality variable provided indicators of these factors via 11 questions administered to 100 respondents. These are the findings from responses to e-service quality: 69% of the e-service quality variables give "agree" as their response. And out of the 11 questions, question number 10 garnered the most supportive feedback. Many respondents (77%), who responded "agree" on question number 10, demonstrate this. Most of the customer trust variable was agreed," with a percentage of 71%. And of the 5 questions, the ones that received the most positive responses were questions 1 and 3. Many respondents (77%), who responded "agree" to questions 1 and 3, demonstrate this. Repurchase Intention, many respondents (58%) said they agreed. And out of the five questions, question number one receives the most supportive responses. This is evident from the fact that 65% of responders to question 1 said that they "agree."

The summary model is produced by the route analysis model and has a correlation coefficient (R) of 0.851. R squared, or the coefficient of determination, is 0.724 (72.4%). The R-squared value of 76% demonstrates the significant influence of e-service quality on customer trust, with the remaining 27.6% (100% - 72.4%) influenced by other variables not considered in this study. This matches the path analysis diagram's residual coefficient value of 0.276, or 27.6%. The route analysis model generates the summary model, which has a correlation coefficient (R) of 0.857. R squared, or the coefficient of determination, is 0.735 (73.5%). Customer trust and e-service quality together have an influence of 73.5% on repurchase intention, according to the R-square value of 73.5%, with other factors not examined in this study influencing the remaining 26.5% (100% - 73.5%). This corresponds to the residual coefficient value of 26.5% shown in the path diagram image.

The degrees of freedom (df) from the ANOVA were df1 = 2 and df2 = 97, with an f-table of 3.09 as a result. A result of 257.512 was generated by the f-count, with a probability of 0.000. Ho and Ha are disregarded as a result of the f-count (257.512) > f-table (3.09) result. This shows an unbreakable link between customer trust and the caliber of e-services. An f-count of 134.640 with a probability of 0.000, an f-table with a significance level of 0.05, and an f-table with a value of 3.09 are the results of degrees of freedom (df). Ho and Ha are disregarded because of the f-count (134.640) > f-table (3.09) result. This implies that a customer's decision to make another purchase is influenced by both consumer trust and the quality of the e-service. This is a brand-new finding that illustrates how customer trust and the caliber of the e-service affect customers' propensity to make additional purchases.

The gainfulness is 0.000, which is lower than 0.05, and the t-score is 6.301. According to the T-distribution table with a significance level of 0.05 and degrees of freedom (df) with df=n-2 or 100-2=98, the t-table value is 1.9845. The result indicates that the t-score (16.047) is

higher than the t-table (1.9845), thus confirming the hypothesis that e-service quality significantly influences customer trust (Ha is accepted and Ho is rejected). Hence, it can be inferred that there exists a notable association between the quality of e-services and the trust of customers, to some degree. According to the previous study carried out by Syamsul Bahri and Fifi Ariani entitled "Influence of E-Service Quality on Customer Satisfaction, Confidence, and Subsequent Adoption of BNI Mobile Banking at Palu Branch," it was revealed that e-service quality had a positive and significant impact on confidence. The t-count value of the e-service quality variable is 3.872, with a profitability of 0.000, which is below 0.05. Assuming a significance level of 0.05 and degrees of freedom (df) equivalent to df=n-2 or 100-2=98, the t-table value is 1.9845. The result indicates that the t-score (3.872) surpasses the t-value (1.9845). As a result, the hypothesis that states that the standard of e-service has a noteworthy influence on repurchase intention is validated (Ho is rejected and Ha is accepted). This suggests that there is a significant effect of e-service excellence on repurchase intention, which is partially in accordance with prior research on the effect of electronic service excellence on electronic satisfaction and its impact on repurchase intention in utilizing e-commerce applications among students at the University of North Sumatra. This research illustrates a direct impact of the e-service quality aspect on repurchase intention.

The t-value of the trust variable for the customer is 5.077, and the profitability is 0.000, which is above 0.05. For df=n-2 or 100-2=98, the t-table with a significance level of 0.05 and degrees of freedom is 1.9845. The result indicates that the t-score (5.077) is greater than the t-table (1.9845). Hence, the hypothesis that customer trust significantly affects repurchase intention is accepted (Ha is accepted, and Ho is rejected). Therefore, customer trust has a significant impact on repurchase intentions, albeit partially. Santoso and Samuel Nico's previous research on "the effect of customer trust on repurchase intention of Solaria Restaurant PVJ Bandung branch" revealed that customer trust directly affects repurchase intention. The path analysis demonstrated that e-service quality has no direct impact on repurchase intention but has a direct impact on customer trust. The t-value calculated was 3.064, which is higher than the t-table with a significant level of 0.05, equal to 1.9845. Thus, it can be concluded that e-service quality mediates the impact on repurchase intention through customer trust.

Conclusion

Findings suggest that inconsistent electronic service quality has limited impact on customer confidence. Although there is some impact on repurchase intentions, the impact is not significant. However, it is important to note that customer trust plays an important role in determining whether a customer will make a repeat purchase. Customer confidence and variability in electronic service quality are important factors influencing customer repurchase intent.

Fluctuations in the quality of electronic services have an indirect impact on consumer confidence. When customers experience inconsistent or unreliable electronic service quality, they lose confidence in the e-commerce platform or company. This loss of trust affects the willingness to make future transactions and repeat purchases. Maintaining a consistent, high-quality electronic service experience is therefore essential to increasing customer trust and fostering customer loyalty.

In summary, this study highlights the importance of providing consistent and reliable electronic service quality to build and maintain customer trust. This highlights the role of customer trust in repurchase decisions and the need to address fluctuations in electronic service quality to ensure customer satisfaction and loyalty. By understanding the interplay of e-service quality, customer trust, and repurchase intent, businesses can make informed decisions, improve the overall customer experience, and achieve long-term success in the e-commerce industry. You can implement strategies that promote.

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