THE EFFECT OF PERCEIVED WEBSITE QUALITY, E-SATISFACTION, AND E -TRUST TOWARDS ONLINE REPURCHASE INTENTION

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Abstract

Online shopping has grown, but there are various things experienced by consumers online. Online between competition vendors happen to attract consumers to buy back online. This is an online website for quality, satisfaction and e-trust on online repurchase intention. The sample of this study was 104 respondents. Data analysis used method is descriptive analysis and inferential statistical analysis. The results show that perceived website quality has a positive and significant effect on e-satisfaction and e-trust. Trust has a positive and significant effect on online repurchase intention. Perceived website quality and e-satisfaction has a positive influence on online repetition intention, this is due to lack of information obtained by consumers and consumer dissemination with the previous shopping experience, it tends to encourage consumers to shop again on the same website. E-trust and e-satisfaction are full online website quality on online repurchase intention. The website quality can encourage online repurchase intention because if consumers perceive the quality of the e-commerce website, site is good, it will encourage consumers to repurchase.

Keywords: Perceived Website Quality, E-Satisfaction, E-Trust, Online Repurchase Intention, Repeat purchase

INTRODUCTION

The internet has made a strong impression on marketing and created a new form of retail transactions referred to as online shopping. Progress in information technology, online shopping opportunities for customers, such as wide reach, low costs, lot of product information available, and convenience of online shopping because it can be done from various places (Shin et al., 2013; Bulut, 2015; Sastika, 2016). The concept of internet marketing, better known as EC B2C (business to customer e-commerce) has become an interesting phenomenon for many retailers.

E-commerce means the activities of conducting business transactions (purchasing, selling, ordering, and advertising) electronically by using the internet as the most important media, and e-commerce business models (Putri et al., 2017). There are three classifieds, classified ad sites, where the site does not facilitate online transaction activities , the second is the marketplace where the website concerned not only helps promote merchandise but also facilitates online money transactions for online traders , and the third, retail, namely online shop with your own website address , where the seller has a stock of products and sells them online to the buyer.

Wicaksana (2016) added one type of e-commerce in Indonesia, namely a combination of marketplace and retail, for example Lazada and Blibli.com. Indonesia will become the largest e-commerce market in Asia after China and India with transaction value e-commerce in Indonesia it is estimated to reach US $ 130 million, equivalent to Rp 1.7 trillion (exchange rate: Rp. 13,114 per US dollar)(www.bisnis.liputan6.com).

In 2014 based on Alexa's ranking, Bukalapak became the first order marketplace in Indonesia, but now in September 2017 Bukalapak becomes the second order marketplace previously occupied by Tokopedia which Tokopedia ranks as the first marketplace in Indonesia based on Alexa's ranking for Indonesia in its own country. Tokopedia is ranked 9th and Bukalapak is at number 12, this can be seen in Table 1.

Table 1. The most visited online shopping site in Indonesia

E-commerce Site	Average visit timeon the site (minutes / day)	Average page visits per person (per day)	Ranking in Indonesia
Tokopedia.com	15:04	8.45	8
Bukalapak.com	8:16	4.70	12
Lazada.co.id	5:36	4.73	16
Blibli.com	2:27	1.98	22
Blanja.com	2:11	1.62	30

Source: Alexa.com, 2017

The various conveniences that consumers get in online transactions on e-commerce sites and the number of sellers who join the e-commerce site allow consumers to "look around" on various e-commerce sites to find the best products for these consumers. Moreover, the previous bad shopping experience on one e-commerce site allows these consumers to have no intention to buy back online.

E-commerce customers sometimes experience some problems when shopping on e-commerce sites, Princess et al. (2017) states some of the problems experienced by e-commerce customers , namely customer service that is slow in responding to complaints from customers and the length of time the funds are disbursed from e-money balances (virtual money), human error such as in checking goods before shipping, goods are not ordered , unilateral cancellation due to differences in shipping costs, and the wording of wording on a promotion that confuses consumers, these problems are related to customer satisfaction later. If e-commerce customers experience these problems, they tend to feel dissatisfied and will cause distrust of the shopping site and vice versa if they do not experience problems in shopping on e-commerce sites it will create satisfaction and generate trust in shopping sites. Problems related to perceived website quality, namely cyberspace, and time related to system error and bugs in the system. If consumers experience an error system when the consumer is shopping, this will be a problem that causes consumer complaints to the company (Putri et al., 2017; Nilashi et al., 2016) .The quality of the website can be a very important factor to increase consumer buying interest (Shin et al., 2013). Recently the quality of websites linked to safe payments is an important part of customer satisfaction and increases consumer confidence in the sellers (Radionova-girsa and Lahiža, 2017). Based on the preliminary survey, e-commerce consumers tend to see how the quality of a website in helping to find the items that consumers need, customer satisfaction and trust will arise when the e-commerce website that consumers use can fulfill their desires, and consumers tend to repurchase on the website e-commerce that gives satisfaction and raises consumer confidence in e-commerce websites.

Several previous studies conducted by Shin et al. (2013) stated that site quality and customer satisfaction do not have a positive impact on repurchase intention. Website quality does not have a significant relationship to online repurchase intention for organic food products in Malaysia (Hasanov and Khalid, 2015). Nilashi et al. (2016) stated that trust is a major factor in e-commerce sites, but Sudiyono and Chairy (2017) stated that trust does not mediate the relationship between website quality and repurchase intention. Valvi and West (2013) also stated that trust does not play an important role in online shopping loyalty, this can happen because customers are afraid of online fraud . Online customers have difficulty trusting

the online environment compared to offline, where they can have direct contact and communication with the seller.

There is a positive relationship between customer satisfaction and consumer trust, a positive relationship is also found in consumer confidence in online repurchase intention (Hou, 2016) . Satisfaction and trust have a positive and significant effect on repurchase intention (Hsu et al., 2015) , but Srivastava (2014) states that customer satisfaction does not mediate the relationship between e-service quality and intention to repurchase . Perceived ease of use in the Technology Acceptance Model (TAM) is limited in measuring user perceptions of the quality of internet services for new information technology such as online shopping sites , because it was originally designed to explain technology usage behavior, while perceived usefulness in TAM is a strong predictor for satisfaction and intention of behavior, perceived usefulness is generally considered as a type of extrinsic advantage that customers get from online transactions (Kim et al. , 2007) .

Faced with such a situation, it is absolutely retailer should be able to create customer satisfaction in online shopping (e-satisfaction), and make the quality of a good website (perceived website quality) in order to build consumer confidence in online shopping (e-trust) so as to create online repurchase intention . Creating the intention to buy back the consumer is not as easy as turning the palm of the hand, this requires hard work by sellers who sell in the marketplace. Retailers now only focus on getting customers to click the "buy" button. However, it should be noted that this is not the final journey for the customer, on the contrary it is a beginning of a relationship between the seller and the buyer (Sharma, 2016). Online repurchase intention is a source of profit for any company because customers tend to be less price sensitive, have greater shopping capacity, can be served at lower costs, and deliver positive recommendations to other customers. With the rapid growth of online retail, repurchase intentions have become an important issue for marketing researchers. Customers who shop back can be served at a lower cost, and convey a positive image of the company to other customers. Online repurchase intention will happen if consumers feel confident (e-trust) against what the consumers get. E-trust can occur if the consumer is satisfied (e-satisfaction). E-trust and e-satisfaction is related to consumer trust and customer satisfaction for an e-commerce website. There are many e-commerce websites in cyberspace, each website provides various qualities to its users, ranging from information quality, interaction quality and usability quality.

Quality website quality was used in this study because a website's perceived quality by customers would increase satisfaction with the website, trust in the website and encourage interest in shopping again on the website. E-satisfaction is used in this study because e-

satisfaction will arise when consumers perceive a website as good and e-satisfaction is a strong predictor of perceived usefullness which is one part of TAM. E-trust is used in this study because consumer confidence in a website will increase if consumers perceive the website is good, and in the digital world consumers will feel satisfied with a website first , then trust the website . The analysis technique used to answer the problem in this study is SEM-PLS analysis. After being analyzed and discussed, conclusions and suggestions will be obtained relating to the results of the study.

Conceptual Framework

In accordance with the purpose of this study is to explain the effect of perceived website quality and e-satisfaction on online repurchase intention mediated by e-trust, the conceptual framework can be described as follows.
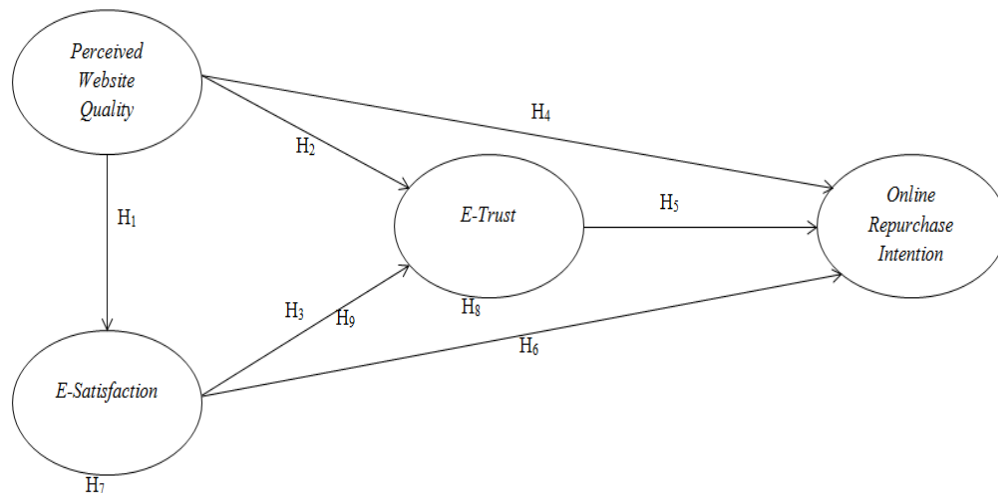

Figure 1. Conceptual Framework
Source: Shin et al. (2013), Hsu et al (2015), and Tandon (2017).

Research Hypotheses

H1: Perceived website quality has a positive and significant effect on e-satisfaction

H2: Perceived website quality has a positive and significant effect on e-trust

H3: E-satisfaction has a positive and significant effect on e-trust

H4: Perceived website quality has a positive and significant effect on online repurchase intention.

H5: E-trust has a positive and significant influence on online repurchase intention

H6: E-satisfaction has a positive and significant effect on online repurchase intention

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H7: E-satisfaction mediates the influence of website quality on the online repurchase intention positively and significantly

H8: E-trust mediates the influence of perceived website quality on positive and significant online repurchase intentions

H9: E-satisfaction and e-trust mediate the influence of perceived website quality on positive and significant online repurchase intention

METHODOLOGY

This study uses a quantitative approach that is analyzed associatively. Associative research is research that aims to determine the influence or relationship of a variable or more (Nugroho, 2005: 25). In the previous chapter, the background, problems, objectives, benefits, literature reviews and research hypotheses were described. The next step is to prepare data and test hypotheses so conclusions can be drawn up that are consistent with the results of the study.

This research was conducted to obtain empirical evidence and analyze the effect of perceived website quality, e-satisfaction, and e-trust on online repurchase intention. This study is a study of e-commerce consumers who live in Denpasar. The sample determination method used in this research is non probability sampling where this technique does not provide equal opportunities or opportunities for each element or member of the population to be chosen as a sample (Rahyuda, 2016: 119). The population in this study is infinite. The sample in this study was 105 respondents.

Data collection was carried out by questionnaire method with questionnaire instrument. All research hypotheses were tested using SEM-PLS analysis using the Warp-PLS version 3.0 program. The data obtained will be presented in the discussion and interpretation of the results and then compiled conclusions and suggestions.

To find out the overall assessment of the research variables, it will be seen from the average score with the following criteria:

1.00 - 1.79	=	Very bad
1.80 - 2.59	=	Bad
2.60 - 3.39	=	Neutral
3,40 - 4,19	=	Good
4,20 - 5,00	=	Very good

The respondent's answer classification ranged from 1 to strongly disagree and 5 to strongly agree.

ANALYSIS AND FINDINGS

Perceived website quality

Table 1 refers to the total average score responses of respondents regarding the perceived website quality variables were measured using three indicator amounted to 3.73.

Table 1. Assessment of Respondents on Perceived Website Quality Variables

No.	Statement	Classification Answer					Average	Information
		1	2	3	4	5		
1	I obtain quality good information in site shopping this (X_1)	1	12	24	52	15	3.65	Good
2	I feel quality interaction site shopping this interesting (X_2)	1	15	18	46	24	3.74	Good
3	I feel easy in use this site shopping in find what I am looking for (X_3)	1	12	21	42	28	3.81	Good
Total Average Score							**3.73**	**Good**

Based on these results, the average respondent's overall answers to perceived quality websites in Denpasar City were good. The indicator with the highest average score is that it is easy to use this shopping site in finding what is looking for 3.81.

E-Satisfaction

Table 2 shows that the total average score of responder responses regarding e-satisfaction variables measured using 3 indicators is 3.65 .

Table 2. Assessment of Respondents on Variable E-Satisfaction

No.	Statement	Classification Answer					Average	Information
		1	2	3	4	5		
1	I am satisfied with the various offers provided on this website ($M_{1.1}$)	1	14	25	43	21	3.66	Good
2	I feel satisfied with my decision to shop on this website . ($M_{1.2}$)	1	10	30	42	21	3.69	Good
3	I feel satisfied with the experience in shopping on this website. ($M_{1.3}$)	1	18	24	41	20	3.59	Good
Total Average Score							**3.65**	**Good**

Based on these results that the average respondent's overall answer about e-satisfaction is good. Indicator with the highest average score that is satisfied with his decision to shop on the website at 3.69. Consumers with high e-satisfaction tend to be satisfied with their decision to shop on certain websites.

E-Trust

Table 3 shows that the total average response score of respondents regarding e-trust variables measured by using 4 indicators is 3.69.

Table 3. Assessment of Respondents on E-Trust Variables

No.	Statement	Classification Answer					Average	Information
		1	2	3	4	5		
1	I believe this site is safe in terms of transactions ($M_{2.1}$)	0	15	28	28	33	3.76	Good
2	I believe this site is in keeping with my privacy ($M_{2.2}$)	1	12	26	42	23	3.71	Good
3	I believe in this online vendor ($M_{2.3}$)	1	12	36	29	26	3.64	Good
4	I believe in the information on the site. ($M_{2.4}$)	1	17	24	40	22	3.63	Good
Total Average Score							**3.69**	**Good**

Based on these results, the average respondent's overall answer about e-trust is good. Indicator with the highest average score that is believing this site is safe in terms of transactions of 3.76. Getting trust in security in transacting on an e-commerce site will increase the consumer's intention to shop at e-commerce sites.

Online Repurchase Intention

Table 4 shows that the total average score of respond responses on repurchase intention online variables measured by using 3 indicators is 3.49.

Table 4. Respondent Assessment on Online Repurchase Intention Variables

No.	Statement	Classification Answer					Average	Information
		1	2	3	4	5		
1	I plan to buy products on the same site (Y$_1$)	0	17	33	38	16	3.51	Good
2	I plan to try another product on the same site (Y$_2$)	0	14	34	36	20	3.60	Good
3	I plan to use this website to shop in the future. (Y$_3$)	0	19	27	39	19	3.56	Good
Total Average Score							**3.55**	**Good**

Based on the results of Table 4, it was found that the average respondents' overall answers to online repurchase intention were good. Indicator with the highest average score is planning to try another product on the same site at 3.60.

Respondent Characteristic

Characteristics of research respondents on consumers who use e- commerce sites to go to Denpasar City are viewed from several demographic criteria.

Table 5. Characteristics of Respondents

No.	Variable	Classification	Amount	Percentage (%)
1	Age	18 years - 21 years	40	38.5
		22 years - 25 years	52	50.0
		26 years - 29 years	7	6.7
		30 years - 33 years	5	4.8
	Total		104	100
2	Gender	Man	58	55.8
		Woman	46	44.2
	Total		104	100
3	Last education	High school	41	39.4
		Diploma	8	7.7
		Bachelor	47	45.2
		Postgraduate	8	7.7
	Total		104	100

4	Job	Student / Student	61	58.7
		Private employees	25	24.0
		PNS	5	4.8
		Entrepreneur	10	9.6
		Others	3	2.9
	Total		104	100
5	Monthly Income	<Rp. 5,800,000	96	92.3
		Rp 5,800,001 - Rp. 10,600,000	5	4.8
		Rp 10,600,001 - Rp 15,400,000	1	1.0
		Rp. 20,200,001 - Rp. 25,000,000	2	1.9
	Total		104	100
6	Monthly Expenditures	<Rp 4,800,000	96	92.3
		Rp 4,800,001 - Rp 8,600,000	4	3.8
		Rp 8,600,001 - Rp 12,400,000	2	1.9
		Rp. 16,200,001 - Rp 20,000,000	2	1.9
	Total		104	100
7	Long Internet Usage	<1 hour	2	1.9
		1-2 hours	5	4.8
		3-4 hours	22	21.2
		> 4 hours	75	72,1
	Total		104	100
8	E-commerce sites that are frequented when shopping	Tokopedia	37	35.6
		Bukalapak	11	10.6
		Lazada	21	20.2
		Elevenia	1	1.0
		Others	34	32.7
	Total		104	100

Table 5 shows several things related to the characteristics of respondents. Referring to the table, it can be seen that male respondents dominated by 55.8 percent compared to female respondents at 44.2. Based on the age group, respondents aged 22 to 25 years have the highest percentage, which is 50 percent. Judging from the last level of education of respondents, it can be seen that the level of undergraduate education has the highest percentage of 45.2 percent. Based on the type of work, data was obtained that the group of students / students had the highest percentage of 58.7 percent. Based on monthly income, data obtained from respondents who earn less than Rp. 5,800,000 have the highest percentage of

92.3 percent. Based on monthly expenditure of Less than Rp. 4,800,000, the highest percentage was 92.3 percent. Based on the duration of internet usage, internet usage data for more than 4 hours has the highest percentage of 72.1. Based on e-commerce sites visited for online shopping Tokopedia has the highest percentage of 35.6 percent.

Testing of Research Instruments

Validity test

Validity test can be done by correlating between instrument item scores with a total score of all statement items. If the correlation between each item score statement on the total score items statement shows the correlation coefficient value 3 0.3 then each item of the statement is said to be valid (Sugiyono, 2012: 178). Based on the validity test in Table 6 shows the 13 indicators used have a correlation value greater than 0.3 so that the overall indicators used are declared valid.

Table 6. Instrument Validity Test Results

No.	Variable	Indicator	Correlation coefficient	Information
1	Perceived Website Quality	X1.1	0.875	Valid
		X1.2	0.944	Valid
		X1.3	0,934	Valid
2	E-Satisfaction	M1.1	0,873	Valid
		M1.2	0.908	Valid
		M1.3	0.916	Valid
4	E-Trust	M2.1	0.839	Valid
		M2.2	0.867	Valid
		M2.3	0.853	Valid
		M2.4	0.907	Valid
5	Online Repurchase Intention	Y1	0.919	Valid
		Y2	0.886	Valid
		Y3	0.919	Valid

Reliability Test

Reliability testing of instruments shows the extent to which a measurement is returned to the same symptoms. A reliable instrument is an instrument that is used several times to measure

the same object will produce the same data or answer. The instrument is said to be reliable if it has a Cronbach alpha ≥ 0.60 (Sugiyono, 2012: 172).

Table 7. Instrument Reliability Test Results

Variable	Cronbach's Alpha	Information
Perceived Website Quality	0.906	Reliable
E-Satisfaction	0.880	Reliable
E-Trust	0.887	Reliable
Online Repurchase Intention	0.893	Reliable

Reliability test results in Table 4 show the value of each cronbach's alpha is greater than 0.60 so that all research instruments are said to be reliable.

Inferential Statistics

Table 8. Inter-Variable Coefficient Relations

			Path coefficients	P values
Perceived website quality	-→	Online repurchase intention	0.454	<0.001

Next, do the testing by entering the variables mediating e-satisfaction and e-trust into the model, then the results will be obtained as follows.

Table 9. Inter-Variable Coefficient Relations

			Path coefficients	P values
Perceived website quality	→	E-satisfaction	0.567	<0.001
Perceived website quality	→	E-trust	0.406	<0.001
Perceived website quality	→	Online repurchase intention	0.079	0.253 [ns]
E-satisfaction	→	E-trust	0.437	<0.001
E-satisfaction	→	Online repurchase intention	0.061	0.318 [ns]
E-trust	→	Online repurchase intention	0.476	<0.001

Evaluation of output latent variable coefficients

Table 10. Output of Latent Variable Coefficients

	PWQ	ES	ET	ORPI
R-squared coefficients		0,321	0,557	0,335
Composite reliability coefficients	0,921	0,892	0,898	0,891
Cronbach's alpha coefficients	0,872	0,819	0,848	0,817
Average variances extracted	0,796	0,734	0,689	0,732
Full collinearity VIFs	1,687	1,868	2,466	1,458
Q-squared coefficients		0,316	0,557	0,337

Based on these data the value of the R-squared construct of e-satisfaction of 0.321 indicates that variance e-satisfaction can be explained by 32.1% by variance perceived website quality. R-squared construct of e-trust is 0.557 indicating that the variance of e-trust can be explained by 55.7% by variance pereived website quality and e-satisfaction. The R-squared construct of the online repurchase intention of 0.335 shows that the online repurchase intention variance can be explained by 33.5% by the variance per website perceived quality, e-satisfaction and e-trust. The reliability of the research instrument was measured using two measures: composite reliability and cronbach's alpha. Based on these data, each indicator has met the size of the cronbach's alpha reliability composite that is> 0.70. Average variance extracted (AVE) for each indicator is more than 0.50, it can be said that the four constructs meet the convergent validity criteria .Full collinearity VIF is the result of full collinearity testing which includes vertical and lateral multiconearity. Based on this data, the value of collinearity VIF for each indicator is less than 3.3, so the data is declared free from the problem of vertical collinearity, lateral and common method bias. Q-squared is the result of predictive validity and the value must be greater than zero. The estimation results of the model show good predictive validity of 0.361, 0.557 and 0.337, so that the value is above zero.

Evaluation of output variance of inflation factors

In the variance inflation factors outline, the data shows the results of vertical collinearity testing, namely between predictor variables. VIF values are presented for each criterion variable which shows the level of collinearity or redundancy between predictor variables. The VIF value in Table 11 has been fulfilled because it is less than 3.3.

Table 11. Output Variance Inflation Factors

	VIF
Perceived website quality -> e-trust	1,469
Perceived website quality -> online repurchase intention	2,11
E-satisfaction -> e-trust	1,469
E-satisfaction -> online repurchase intention	0.841
E-trust -> online repurchase intention	2,571

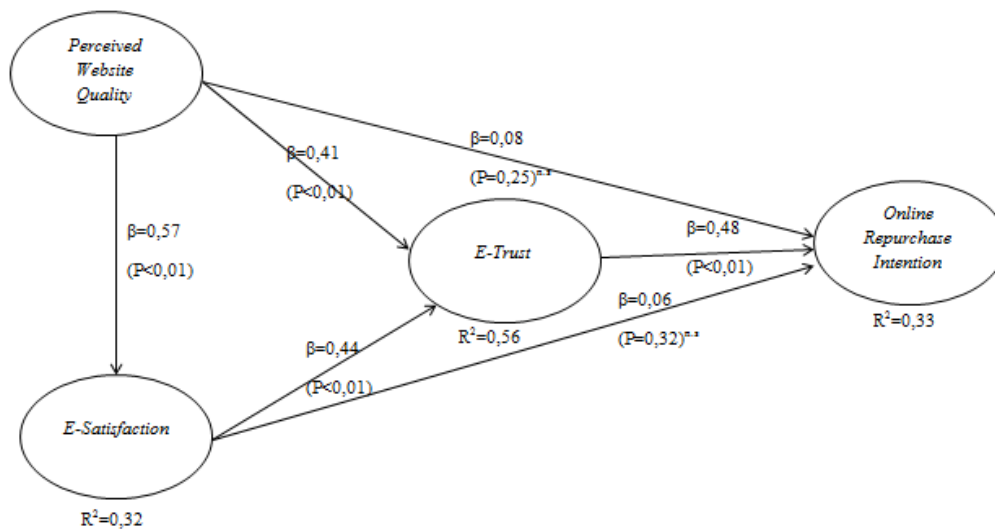***Evaluation of indirect output and total effects***

Figure 2. Results of Indirect Effect Model Testing

Note: ns = not significant

Table 12. Indirect Influence of 2 Segments and 3 Segments

Indirect effects for paths with 2 segments					Coefficient	P Value
Perceived website quality	→	E-trust	→	Online repurchase intention	0,228	0,008
Perceived website quality	→	E-satisfaction	→	Online repurchase intention	0,208	0,005
Indirect effects for paths with 3 segments					Coefficient	P Value
Perceived website quality	→ E-satisfaction →	E-trust	→	Online repurchase intention	0,118	0,010

Based on Table 12 it can be seen that the coefficient value of each mediation path is positive and significant because the value of P value for each path is less than 0.05, which means significant.

Hypotheses Testing

The results of hypothesis testing using WarpPLS 3.0 for direct influence between variables are as follows:

1) Effect of perceived website quality on e-satisfaction.

Based on the estimation results in Table 9 it can be obtained that the direct effect of perceived website quality on e-satisfaction is 0.57 and is significant with a value of $p < 0.01$. This means that H_1 is accepted because there is a positive and significant relationship between perceived website quality on e-satisfaction .

2) Effect of perceived website quality on e-trust

Based on the estimation results in Table 9 it can be obtained that the direct effect of perceived website quality on e-trust is 0.41 and significant with $p < 0.01$. This means that H_2 isaccepted because there is a positive and significant relationship between perceived website quality and e-trust. .

3) Effect of e-satisfaction on e-trust

Based on the estimation results in Table 9 can be obtained the direct effect of e-satisfaction on e-trust is 0.44 and significant with a value of $p < 0.01$. This means that H_3 is accepted because there is a positive and significant relationship between e-satisfaction with e-trust .

4) Effect of perceived website quality on online repurchase intention

Based on the estimation results in Table 9, the direct effect of perceived website quality on online repurchase intention was 0.08 and $p = 0.25$. This means that H_4 was rejected because there was no positive and significant relationship between perceived website quality and online repurchase intention .

5) The influence of e-trust on online repurchase intention

Based on the estimation results in Table 9 can be obtained the direct effect of e-trust on online repurchase intention is 0.48 and significant with a value of $p < 0.01$. This means that H_5 is accepted because there is a positive and significant relationship between e-trust on online repurchase intention.

6) The effect of e-satisfaction on online repurchase intention

Based on the estimation results in Table 9 it can be obtained that the direct effect of e-satisfaction on online repurchase intention is 0.06 p value = 0.32. This means that H_6 was

rejected   because there is   no positive   and   significant   relationship   between e-satisfaction, repurchase intention to online

7) The effect of perceived website quality on online repurchase intention which is mediated by e-satisfaction .

Based on the estimation results in Table 12, it can be obtained indirect effects of perceived website quality on online repurchase intention through significant e-satisfaction because it is indicated by the value of p = 0.005 and coefficient value of 0.208 . This means that H_7 is accepted because e-satisfaction plays a role in mediating the effect of perceived quality of the online website repurchase intention.

8) The influence of perceived website quality on online repurchase intention is mediated by e- trust

Based on the estimation results in Table 12, we can find the indirect effect of perceived website quality on online repurchase intention through significant e- trust because it is indicated by the value of p = 0.008 and the coefficient value of 0.228 . This means that H_8 is supported because there is a positive and significant relationship in the role of e- trust in mediating the influence of perceived website quality on online repurchase intention.

9) The influence of perceived website quality on online repurchase intention is mediated by e-satisfaction and e-trust

Based on the estimation results in Table 12, it can be obtained indirect effects of perceived website quality on online repurchase intention through significant e-satisfaction and e-trust . This means that H 9 is supported because there is a positive and significant relationship in the role of e-satisfaction and etrust in mediating the influence of perceived website quality on online repurchase intention.

DISCUSSION OF RESULTS

Effect of perceived website quality on e-satisfaction

Based on the results of the first hypothesis test found that perceived website quality has a positive and significant effect on e-satisfaction. This result gives the meaning of better consumer perception of an e-commerce website, so consumers will be more satisfied when using the e-commerce website to shop.

This is because website quality is a positive and significant antecedent to e-satisfaction (Hsu et al., 2015). Website quality has a positive and significant effect on customer satisfaction (Shin et al., 2013). The components of Webqual 4.0, namely the quality of website usability, the quality of website information, and the quality of service interaction have a positive and significant effect on user satisfaction (Syaifullah and Soemantri, 2016)

Effect of perceived website quality on e-trust

Based on the results of the second hypothesis test found that perceived website quality has a positive and significant effect on e-trust. This result gives the meaning that the better the consumer perception of an e-commerce website, the more consumers will believe in using the e-commerce website to shop.

This is supported by the results of research from Wang et al. (2015) found that hotel website quality has a positive and significant effect on e-trust. The website features are designed to meet the needs of users and reflect the superiority of the entire site. The quality of a website that is interesting and presents information - clear information, whether it is in the form of transactions, specifications on the products offered, will have an impact on consumer confidence. Website content has a positive and significant influence on e-trust (Rahimnia and Farzaneh, 2013).

Piarna's research (2014) website quality has a positive and significant influence on consumer confidence in online transactions. Perceived trust is positively and significantly influenced by website quality (Chang et al., 2014). Website quality has a positive and significant effect on online shop customer trust (Siagian and Cahyono, 2014). Website quality has a positive and significant influence on consumer confidence (Shin et al., 2013).

Effect of e-satisfaction on e-trust

Based on the results of the third hypothesis testing found that e-satisfaction has a positive and significant effect on e-trust. This result gives the meaning that the higher the consumer satisfaction of an e-commerce website, the higher the trust that consumers will feel when using the e-commerce website to shop.

This is supported by research conducted by Revita (2016) e-satisfaction variables affecting e-trust variables are positive and significant, which means more and more consumers are satisfied with an online business, the level of consumer confidence will be the online business will be even greater. Sidharta and Suzanto (2015) stated that customer satisfaction during transactions has a positive and significant effect on consumer confidence in shaping attitudes and behaviors for repurchasing in e-commerce. Satisfaction has a positive impact on Taiwan's consumer confidence (Hsu et al., 2015) .Overall customer satisfaction has a positive and significant effect on the trust of e-commerce customers (Norhermaya and Soesanto, 2016).

Effect of perceived website quality on online repurchase intention

Based on the results of the fourth hypothesis test found that perceived website quality has positive and insignificant effect on online repurchase intention. This result gives the meaning of

the higher consumer perception of an e-commerce website, it will indirectly lead to consumer online repurchase intention on the e-commerce website. Consumers who tend to get incomplete information or do not get good information on an e-commerce website will tend to not shop again on the e-commerce website.

The quality of incomplete information on the website and the poor quality of website interaction tend to be less encouraging to the intention of consumers to repurchase intentions on the website. This is because consumers tend to want to get ease in using the website, the appearance of an attractive website and the completeness of the information available in making transactions on an e-commerce website, so that even though consumers feel that the quality of the site is good it will not necessarily encourage consumers to buy back on the same site, there is a need for satisfaction and trust that will help in encouraging repurchase intentions on the same site. This is supported by research conducted by Shin et al. (2013) stated that site quality has a positive and not significant effect on study repurchase intention in students in South Korea.

The influence of e-trust on online repurchase intention

Based on the results of the fifth hypothesis test found that e-trust has a positive and significant effect on online repurchase intention. This result gives meaning to the higher consumer confidence in an e-commerce website, the higher the intention to buy back the consumer on the e-commerce website .

This is supported by the results of research from Trisnawati et al. (2012) found that trust has a positive and significant effect on repurchase intention, if consumers feel that the website can be trusted, so consumers try to buy back the product on the web. E - trust was stated to have a positive and significant effect on online repurchase intention (Matute and Ana, 2016) . Trust is an important factor in influencing online repurchase attention (Hsu et al., 2015). Consumer trust has a positive and significant effect on repurchase intentions on e-commerce sites (Norhermaya and Soesanto, 2016) .

The effect of e-satisfaction on online repurchase intention

Based on the results of the sixth hypothesis testing found that e-satisfaction has a positive effect and is not significant to online repurchase intention. This result gives the meaning of higher consumer satisfaction for an e-commerce website, it will indirectly lead to the online repurchase intention by consumers on the e-commerce website. This is because if consumers are less satisfied with their experience in shopping on e-commerce websites, it tends to encourage consumers to do repurchase intentions on the same website. This can be caused if the

consumer gets a bad shopping experience before on an e-commerce website such as the goods ordered are not in accordance with what is received it will reduce the consumer's intention to shop back on the same website . This will certainly harm the e-commerce vendors in the future if this often happens, harming consumers and harming sellers who sell on e-commerce websites because consumers who visit and shop on the website will decrease with less satisfied consumers who tend to giving a negative review so that it will affect the shopping interest of other potential customers.

This is supported by research conducted by Shin et al. (2013) stated that customer satisfaction does not have a positive impact on repurchase intention. This is because the consumer experience gained when shopping on an e-commerce website is bad, so consumers tend not to want to repurchase the e-commerce website.

The influence of perceived website quality on online repurchase intention is mediated by e-satisfaction

Based on the results of hypothesis testing, it was found that e-satisfaction fully mediates the influence of perceived website quality on online repurchase intention. This means that the higher the consumer's perception of an e-commerce site , the higher the consumer's intention to shop back on the site through the satisfaction that consumers get from their decision to shop on the e-commerce site . This is because consumer satisfaction is said to mediate the influence of the website quality on online repurchase intention for South Korean students (Shin et al. , 2013). Consumer satisfaction can mediate the relationship between service quality and study repurchase intention in the aviation industry in Pakistan (Saleem et al., 2017). Amini and Hasan (2014) stated that site quality affects consumer satisfaction and customer satisfaction influences on online repurchase intention. Tandon et al. (2017) states that website service quality has a positive and significant effect on repurchase intention through mediation of consumer satisfaction variables.

The influence of perceived website quality on online repurchase intention mediated by e-trust

Based on the results of hypothesis testing, it was found that e-trust fully mediates the effect of perceived website quality on online repurchase intention. This means that the higher the consumer's perception of an e-commerce site, the higher the consumer's intention to shop back on the site through the trust gained. Consumers of the trust in the site in maintaining matters related to consumer privacy. This result is supported by research from Shin (2013) who stated that website quality has an indirect influence on online repurchase intention through consumer

trust studies in South Korean students. Website quality affects online hotel bookings in Hong Kong (Wang, 2015). Chang and Chen (2008) stated that website quality is positively and significantly influences consumer confidence to make purchases online.

The influence of perceived website quality on online repurchase intention is mediated by e-satisfaction and e-trust

Based on the results of hypothesis testing, it was found that e-satisfaction and e-trust fully mediated the influence of perceived website quality on online repurchase intention. This further clarifies why the direct influence of perceived website quality and e-satisfaction on online repurchase intention is insignificant because consumers tend to repurchase if the consumer has believed in an e-commerce site. Perceptions of the quality of the website perceived by consumers are supported by the feeling of satisfaction having been shopping on e-commerce sites and supported by a sense of trust in the site can encourage consumers to make repurchases on an e-commerce site. This is supported because the website quality has an indirect influence on online repurchase intention through consumer trust studies in South Korean students (Shin, 2013). Consumer satisfaction can mediate the relationship between service quality and study repurchase intention in the aviation industry in Pakistan (Saleem et al., 2017). Amini and Hasan (2014) stated that site quality has an effect on consumer satisfaction and customer satisfaction has an effect on online repurchase intention.

CONCLUSION

Based on the findings in this study, the theoretical implications that can be conveyed that this research model enriches the concept of consumer behavior in marketing, especially on repurchase intentions on e-commerce websites. The results of this study indicate that perceived website quality, e-satisfaction, and e-trust have a positive and significant direct effect on online repurchase intention. E-trust can also play a role as a mediating variable in the perceived quality website relationship to online repurchase intention. The results of this study also strengthen and support the results of previous research related to impulsive purchases of fashion products.

Based on the results of the study, the practical implications of the factors that influence the occurrence of repurchase intentions on e-commerce websites Online repurchase intention in this study is a consumer behavior where consumers have a desire to buy or choose a product based on experience in choosing the previous one. The factors that influence online repurchase intention in this study are perceived website quality, e-satisfaction, and e-trust.

Website quality can encourage online repurchase intention because if consumers perceive the quality of the website from e-commerce sites is good, it will encourage consumers

to make repeat purchases. E-satisfaction and e-trust can encourage consumers to make repeat purchases because if consumers feel satisfied and believe in an e-commerce website, the consumer will return to the website and will make a repeat purchase with the same product or a different product. .

This study has limitations, among others, only to respondents in Denpasar City and only to e-commerce websites with "co.id" domains, so the results do not necessarily represent the entire consumer population who shop online on e-commerce websites in Indonesia. In addition, this study is only limited in proving the relationship of perceived website quality, e-satisfaction and e-trust to online repurchase intention, so that the next researcher can examine the intention to buy back the consumer against a type of e-commerce website. different at different locations, can also be investigated about the best marketing mix that can be done by online vendors of e-commerce website providers so that they can take advantage of the ease of evaluation that can be done by consumers to buy their products and can compete with various other online vendors.

Based on the R^2 value of the estimation results of this model is relatively low, then it is better to determine other variables that are thought to be stronger in influencing e-satisfaction such as e-loyalty, e-lifestyle, and e-service quality. R^2 from online repurchase intention is also relatively low, so it is necessary to determine other variables that are stronger in influencing online repurchase intention such as commitment, brand knowledge, brand equity, brand image, perceived value, and word of mouth. So that the next research can provide a better impact of e-satisfaction and relationships online repurchase intention.

After studying, analyzing, discussing and giving conclusions, the researcher gives some suggestions as a consideration in the future. Based on the results of the research that has been discussed, it is recommended for online vendors to continue to maintain and improve the quality of the website , build trust, and still provide the best for customer satisfaction so that it will encourage buying back on the same e-commerce website .

All variables used in this study have a high score, but the online repurchase intention variable has the lowest average score compared to the other variables which is 3.55. Indicator with the lowest average score about planning to buy back a product at the same site with a value of 3.51, although the value is still relatively high, but this figure shows that for respondents, buying products on the same site has the smallest value of all online indicators repurchase intention.

It's easy to shop at this time on various e-commerce websites so that consumers will easily move websites to shop. As far as possible, online vendors must innovate and build a superior user interface compared to its competitors and inform consumers. Online

vendors must do promotions that show that shopping on an e-commerce website has various benefits and is reliable for consumers so that consumers will be satisfied with the shopping experience.

The other lowest indicator is to believe in the information on the site on e-trust variables with an average score of 3.63, although it is still relatively high but this value means that the respondents believe that the information on the site is the lowest. Online vendors should provide clear information on various things on the e-commerce site, both regarding the terms and conditions of existing promotions and in other cases.

The other lowest indicator is being satisfied with the experience of shopping on the website, with an average value of 3.59, although it is still relatively high, but the respondents feel satisfied with the lowest shopping experience on the website. Online vendors will be better if they prioritize customer satisfaction in providing their e-commerce website , because consumers who tend to be dissatisfied with a service obtained both in the settlement of complaints and related to delays in ordered goods tend to reduce the level of customer satisfaction with e-commerce websites that. The other lowest indicator is obtaining good quality information on this shopping site, with an average value of 3.65, although it is still relatively high, but for respondents obtaining good quality information on the site is rated the lowest. Online vendors will be better if they provide good quality information for everything on the e-commerce website related to each product.

Based on the relationship between variables that have the biggest influence on online repurchase intention is e-trust. This means that online vendors will be better to maintain the trust of their customers in order to encourage buying intentions back on e-commerce websites. Maintaining consumer confidence can be done by maintaining the transaction system on the site, maintaining consumer privacy, providing accurate information, so that it will lead to consumer confidence in the online vendor.

This study has limitations, which are only conducted on respondents in Denpasar City and only on e-commerce websites with the "co.id" domain, so the results do not necessarily represent the entire consumer population who shop online on e-commerce websites in Indonesia. In addition, this study is only limited in proving the relationship between perceived website quality, e-satisfaction and e-trust on online repurchase intention, so that the next researcher can examine the intention to buy back a consumer to a different type of e-commerce website at a different location. , can also be examined about the best marketing mix that can be done by online vendors of e-commerce website providers so that they can take advantage of the ease of evaluation that can be done by consumers to buy their products and can compete with various other online vendors.

Based on the R^2 value of the estimation results of this model is relatively low, then it is better to determine other variables that are thought to be stronger in influencing e-satisfaction such as e-loyalty, e-lifestyle, and e-service quality. R^2 from online repurchase intention is also relatively low, so it is necessary to determine other variables that are stronger in influencing online repurchase intention such as commitment, brand knowledge, brand equity, brand image, perceived value, and word of mouth. So that the next research can give a better impact from the relationship of e-satisfaction and online repurchase intention.

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