THE EFFECT OF E-SERVICE QUALITY ON REVISIT INTENTION WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE FOR CAR BUYING AND SELLING WEBSITES IN INDONESIA

Dimarta Julkha Faradiba[1], Tommy Christian Efrata[2]

PT. X[1], Universitas Ciputra Surabaya[2]

mar.marta007@gmail.com[1], tommy.christian@ciputra.ac.id[2]

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Abstract-**This research aims to investigate the effect of E-Service Quality on Revisit Intention with E-Customer Satisfaction and E-Trust as mediating variables on the websites for buying and selling used cars in Indonesia. The background of this research is the fluctuating conditions of the number of visits to the website for buying and selling used cars. The instability in the number of visitors occurs due to some factors in service quality. E-Service Quality, E-Trust, and E-Customer Satisfaction can have a significant impact on the company to increase traffic on each website. The method used in this research is a quantitative method using SEM-PLS with a data collection tool using a questionnaire with a semantic differential semantic scale and conducted in November 2022 – December 2022. The sample of this research is 252 active users of one of the websites for buying and selling used cars, which are calculated using the Hair method. The results of this research are that E-Service Quality has a significant positive effect on E-Customer Satisfaction, E-Service Quality has a significant positive effect on E-Trust, E-Service Quality has a significant positive effect on Revisit Intention, E-Trust has a significant positive effect on E-Customer Satisfaction, E-Customer Satisfaction does not mediate the effect of E-Service Quality on Revisit Intention, and E-Trust mediates the effect of E-Service Quality on Revisit Intention.**

Keywords: E-Service Quality, E-Customer Satisfaction, E-Trust, Website Buy and Sell Used Cars

1. Introduction

The COVID-19 pandemic has also made people start looking for other safer and more convenient ways to make transactions, namely through online transactions. This makes the used car digital platform has grown rapidly in Indonesia. Some used car buying and selling marketplaces that come with offer solutions such as Carsome, Oto, Carmudi, Moladin, and Mobil123. The five websites have fluctuating traffic from January to September 2022. This fluctuating aspect is influenced by e-service quality which focuses more on the perceptual and dimensional levels than the features contained on the website even though these features also affect the quality of services provided. Another aspect is customer satisfaction which is a response from consumers who feel their needs are met and is an assessment of whether the features of a product or service can meet the level of consumption needs by what consumers want or exceed what is expected. Trust is also an important factor in business-customer interaction and is an important aspect of electronic commerce. Satisfied website customers are more likely to revisit, make a purchase, and recommend the website. Therefore, this study focuses on E-Service Quality affecting Revisit Intention with E-Customer Satisfaction and E-Trust as mediating variables in buying and selling used cars in Indonesia.

2. Literature Review

2.1 Previous Research

Research by Salamah et al., (2022) states that the overall quality of website services results in significant customer satisfaction, as well as forming intentions to reuse. Research by Rahman, (2020) shows that Service Quality has a positive and significant effect on customer satisfaction. Customer Satisfaction is known to have a positive and significant effect on Revisit Intention. Research by Khoo, (2022) states that service quality has a significant positive effect on customer satisfaction.

2.2 Theoretical Foundation

2.2.1 Theory of Planned Behavior (Grand Theory)

This theory is commonly used to explain a person's intention to perform a certain behavior. Intention is an indication of how hard a person is willing to try their various attempts to perform behaviors (Ajzen & Driver, 1992).

2.2.2 E- Service Quality

E-service quality is the ability of organizations or companies to provide customer needs using the help of internet facilities, one of which is a website (Hendra et al., 2018).

2.2.3 E-Customer Satisfaction

Raza et al., (2020) said that e-customer satisfaction is an indication of customer feelings including happiness or unhappiness that can arise when comparing actual services with service expectations from an online service.

2.2.4 E-Trust

E-Trust can assist consumers in making better decisions and focusing on consumer trust in websites as part of the exchange of seller and buyer transactions, and consumers desire to depend on sellers and take action in circumstances where such actions make consumers vulnerable to sellers (Octavia &; Tamerlane, 2017).

2.2.5 Revisit Intention

According to Wulanjani (2017), revisit intention is a form of behavior (behavioral intention) or the desire of customers to come back, provide positive word of mouth, stay longer than expected, and shop more than expected.

3. Research Framework
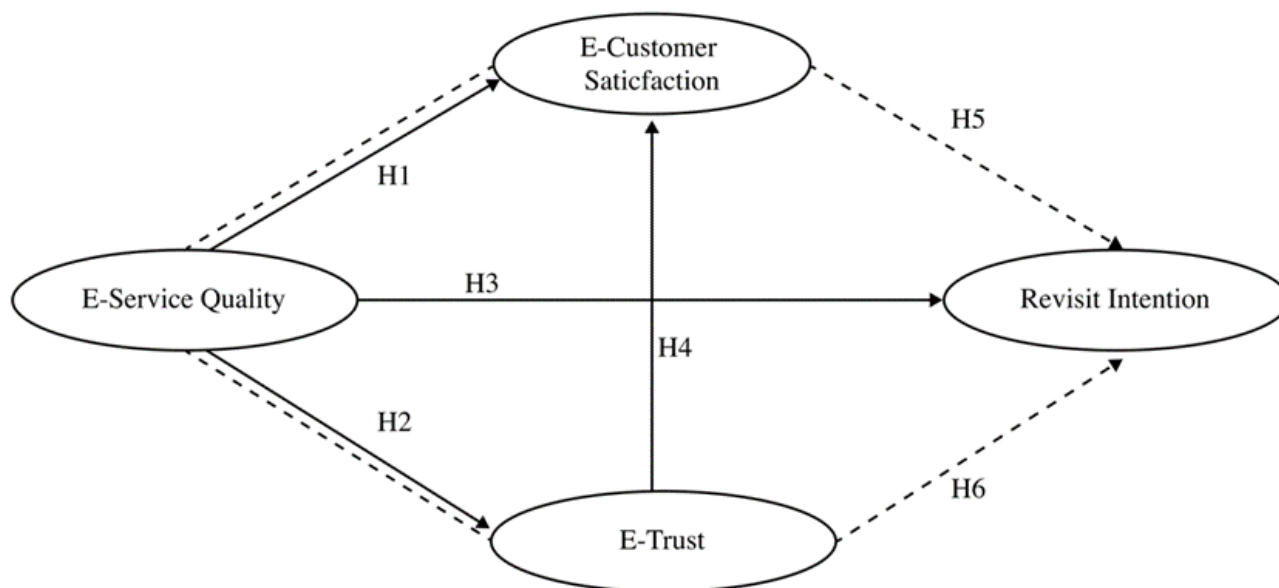
3.1 Research Model

Figure 3.1 Analysis Model

Processed by Researchers (2023)

3.2 Hypothesis

H1: There is a positive influence of E-Service Quality on E-Customer Satisfaction on used car buying and selling websites in Indonesia.

H2: There is a positive influence of E-Service Quality on E-Trust on used car buying and selling websites in Indonesia.

H3: There is a positive influence of E-Service Quality on Revisit Intention on used car buying and selling websites in Indonesia.

H4: There is a positive influence of E-Trust on E-Customer Satisfaction on used car buying and selling websites in Indonesia.

H5: There is a positive influence of E-Service Quality on Revisit Intention through E-Customer Satisfaction as a mediating variable on used car buying and selling websites in Indonesia.

H6: There is a positive influence of E-Service Quality on Revisit Intention through E-Trust as a mediating variable on used car buying and selling websites in Indonesia.

4. Research Methods

4.1 Research Approach

The type of research used in this study is quantitative. The population in the study used an infinite population type. The sampling technique of this study was a purposive sampling of 252 people. Data collection by distributing questionnaires and measured on a scale of 1-10.

4.2 Definition and Measurement of Variables

Table 4.1 Operational Definitions of Variables and Measurement of Variables

Variable	Operational Indicators	Source of Operational Indicators
E-Service Quality (x1)	1. Feeling safe when making transactions on the website. 2. Website usability. 3. Suitability of website services. 4. Ease of using the website. 5. The website is well organized. 6. Speed of accessing the website. 7. The appearance of the website is easy to understand. 8. Ease of understanding the website. 9. There is navigation on the website. 10. Smoothness when accessing the website. 11. The website is free from distractions. 12. Ease of finding information on the website. 13. Ease of finding information on the website. 14. Speed in transactions.	Tri Atmojo &; Widodo, (2022)
E-Customer Satisfaction (x2)	1. Feeling very satisfied with the performance of website services. 2. Feel good about the experience of using website services. 3. The decision to use the website's services is a wise decision. 4. Think you've done the right thing by using website services.	Salamah et al., 2022)
E-Trust (x3)	1. Consumers feel they can trust the website. 2. Consumers feel safe when transacting on the website. 3. Consumers feel safe transacting using digital money on the website.	Jayaputra &; Kempa, (2022) and Moriuchi &; Takahashi, (2016)
Revisit Intention (y1)	1. The User intends to continue using the services on the website in the future. 2. Users will regularly use the services on the website in the future. 3. Users want to recommend website services to others.	Salamah et al., (2022)

Processed by Researchers (2023)

4.3 Data Analysis Methods

The data analysis method used in this study was Partial Least Squares (PLS) to test the five hypotheses proposed. PLS is a new approach in Structural Equation Modeling (SEM) as a multivariate statistical technique that compares multiple dependent variables and multiple independent variables.

5. Result and Discussion

5.1 Descriptive Characteristics of Respondents

Gender with the proportion of male respondents as many as 172 people or 68.3%. The most respondents were found in the age group of 18-25 years, which was 115 people or 45.6%. The most respondents came from West Java, Jakarta, and Banten, which was 87 people or 34.9%. The website that is often visited by respondents is the oto.com website, which has as many as 69 people, or 27.4%. Respondents who had the main reason for looking for car price references were as many as 105 people or 41.7%. Respondents who have used one of the used cars buying and selling websites for < 1 year are 108 people or 42.9%. Respondents who have spent time on the website for > 10 minutes are 73 people or 29%.

5.2 Descriptive Research Variables

The highest perception of respondents regarding e-service quality is found in ESQ8 which has a mean value of 8,139. The highest perception of respondents regarding e-customer satisfaction is found in ECS1 and ECS2 which have the same mean value of 8.103. The highest perception of respondents regarding e-trust is found in ET1 which has a mean value of 8,079. The highest perception of respondents regarding revisit intention is found in RI2 which has a mean value of 8.028.

5.3 Data Analysis Results

5.3.1 Validity &; Reliability Test

The outer loading value of each variable and indicator is acceptable and declared valid because the outer loading value and Average Variance Extracted (AVE) value are more than 0.7 and more than 0.5. The four research variables have a Cronbach's Alpha value of more than 0.60 and a composite reliability of more than 0.70 so all variables in this study can be declared reliable.

5.3.2 R-Square value

The R Square value reached 0.754 or 75.4% for the revisit intention variable, which can be interpreted that the diversity of perceptions regarding revisit intention can be explained through user perceptions of the e-service quality (X) variable of 75.4%, while the remaining 24.6% is explained by other factors from outside the model.

5.3.3 Test the hypothesis

Table 5.1 Hypothesis Test Results

	Influence	Path Coefficient	T Statistics	P Values	Information
H1	E-Service Quality (X) – E-Customer Satisfaction (M1)	0,689	9,053	0,000	Positive and Significant
H2	E-Service Quality (X) – E-Trust (M2)	0,884	54,736	0,000	Positive and Significant
H3	E-Service Quality (X) – Revisit Intention (Y)	0,419	*3,784*	0,000	Positive and Significant
H4	E-Trust (M2) – E-Customer Satisfaction (M1)	0,252	3,127	0,002	Positive and Significant

Processed by Researchers (2023)

Based on these results, it is known that e-service quality has a unidirectional relationship with e-customer satisfaction, e-trust, and revisit intention. The variable e-trust has a unidirectional relationship with e-customer satisfaction.

5.3.4 Evaluation of Mediation Variables (Intervening)

Table 5.2 Results of Evaluation of Mediation Variables

	Influence	Path Coefficient	T Statistics	P Values	Information
H5	E-Service Quality (X) – E-Customer Satisfaction (M1) – Revisit Intention (Y)	0,089	1,443	0,149	Insignificant
H6	E-Service Quality (X) – E-Trust (M2) – Revisit Intention (Y)	0,312	3,752	0,000	Positive and Significant

Processed by Researchers (2023)

These results show that e-service quality on revisit intention through e-customer satisfaction shows positive results but does not have a significant effect. Meanwhile, e-service quality towards revisit intention through e-trust shows positive results and has a significant effect.

5.4 Discussion

5.4.1 The Effect of E-Service Quality on E-Customer Satisfaction

The results of the research show that there is a strong relationship between the quality of services provided by each website with the level of trust given by consumers to the website. This can happen because good service quality can make consumers feel satisfied and comfortable interacting with the website, so they tend to return to shop or use the website and recommend the website to others. This shows that users of used car buying and selling websites have felt satisfied after using the services available on each website.

5.4.2 The Effect of E-Service Quality on E-Trust

The results of the research show that there is a strong relationship between the quality of services provided by each website with the level of trust given by consumers to the website. This can happen because good service quality can make consumers feel satisfied and comfortable interacting with the website, so they tend to return to shop or use the website and recommend the website to others.

5.4.3 The Effect of E-Service Quality on Revisit Intention

The results of research obtained on the effect of e-service quality on revisit intention on a positive and significant used car buying and selling website show that there is a strong relationship between the quality of services provided by the website and the desire of consumers to return to the website. The better the quality of service provided by the used car buying and selling website, the higher the desire of consumers to revisit the website and buy a used car there.

5.4.4 The Effect of E-Trust on E-Customer Satisfaction

The results of research obtained on the effect of e-trust on e-customer satisfaction on positive and significant used car buying and selling websites show that there is a strong relationship between the level of consumer trust in the website and the level of consumer satisfaction with the services received from the website. This can happen because a high level of trust can make consumers feel safe and comfortable in making transactions on the website, so they tend to feel satisfied with the services received.

5.4.5 The Effect of E-Service Quality on Revisit Intention through E-Customer Satisfaction as a mediating variable

The results of the study that show that the effect of E-Service Quality on revisit intention through E-Customer Satisfaction as a mediating variable is not significant means that the E-Service Quality received by consumers does not have a significant influence on the desire of consumers to visit the website again through the pleasure felt by consumers from the quality of service received. The E-Customer Satisfaction mediation variable is believed to be a factor that influences the effect of E-Service Quality on Revisit Intention.

5.4.5 The Effect of E-Service Quality on Revisit Intention through E-Trust as a mediating variable

The results of the research obtained on the effect of e-service quality on revisit intention through e-trust are positive and significant, meaning that the good quality of service received by users will increase the level of user trust in used car buying and selling websites, and the high level of trust will affect customer interest to return to the website.

6. Conclusion and Suggestion

6.1 Conclusion

1. E-Service Quality has a positive and significant effect on e-customer satisfaction for users of used car buying and selling websites in Indonesia. This can be interpreted as the higher e-service quality on the website of buying and selling used cars, then e-customer satisfaction will also increase.
2. E-Service Quality has a positive and significant effect on e-trust for users of used car buying and selling websites in Indonesia. This can be interpreted as, the higher e-service quality on the website of buying and selling used cars, e-trust will also increase.
3. E-Service Quality has a positive and significant effect on revisit intention for users of used car buying and selling websites in Indonesia. This can be interpreted as, the higher e-service quality on the used car buying and selling website, the revisit intention will also increase.
4. E-Trust has a positive and significant effect on e-customer satisfaction for users of used car buying and selling websites in Indonesia. This can be interpreted as, the higher e-trust on the website of buying and selling used cars, e-customer satisfaction will also increase.
5. E-customer satisfaction as a mediation variable does not have a significant effect on e-service quality with revisit intention on users of used car buying and selling websites in Indonesia.
6. E-trust as a mediating variable has a positive and significant effect on e-service quality with revisit intention on users of used car buying and selling websites in Indonesia

6.2 Suggestion

6.2.1 Website Manager for Buying and Selling Used Cars in Indonesia

With the improvement of services to used car buying and selling websites through the dimensions of Personal Needs, Site Organization, User Friendliness, and Efficiency of Website, it is expected to increase user satisfaction and user trust in services on used car buying and selling websites so that for long-term impacts users will have an interest in visiting the website of their choice, as well as providing recommendations related to the website to people other.

6.2.2 Further Research

For future research, you can look for or add other variables that are not included in this study so that the results of the research obtained will be better. In addition, by using other variables outside the study, it can produce more varied research and contribute to management science and insight into studying the automotive industry, trade industry, e-commerce, marketplaces, and websites, especially buying and selling used cars.

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