

Nomor: 491/UN40.A7/PT.07/2024

**PENGARUH KUALITAS LAYANAN ELEKTRONIK
TERHADAP NIAT BELI ULANG SECARA *ONLINE* MELALUI
KEPERCAYAAN ELEKTRONIK
(Survei terhadap Pengguna *E-Commerce* Bukalapak Indonesia)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang
Sarjana Pendidikan Program Studi Pendidikan Bisnis



**Oleh
Ariell Aulia Nisa
NIM. 2003754**

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

**PENGARUH KUALITAS LAYANAN ELEKTRONIK
TERHADAP NIAT BELI ULANG SECARA *ONLINE* MELALUI
KEPERCAYAAN ELEKTRONIK**
(Survei terhadap Pengguna *E-Commerce* Bukalapak Indonesia)

Oleh
Ariell Aulia Nisa
NIM. 2003754

Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis

©Ariell Aulia Nisa, 2024
Universitas Pendidikan Indonesia
Agustus 2024

Hak Cipta dilindungi Undang-Undang
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
dengan dicetak ulang, difotokopi, atau cara lainnya tanpa ijin dari penulis

LEMBAR PENGESAHAN

**PENGARUH KUALITAS LAYANAN ELEKTRONIK TERHADAP NIAT
BELI ULANG SECARA *ONLINE* MELALUI KEPERCAYAAN
ELEKTRONIK**
(Survei terhadap Pengguna *E-Commerce* Bukalapak Indonesia)

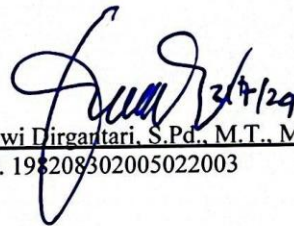
Skripsi ini disetujui dan disahkan oleh:

Pembimbing I



Dr. Bambang Widajanta, M.M.
NIP. 196110221989031002

Pembimbing II



Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.
NIP. 198208302005022003

Mengetahui,
Ketua Program Studi Pendidikan Bisnis



Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.
NIP. 198208302005022003

Tanggung Jawab Yuridis
Ada Pada Penulis



Ariell Aulia Nisa
NIM. 2003754

Ariell Aulia Nisa, 2024

**PENGARUH KUALITAS LAYANAN ELEKTRONIK TERHADAP NIAT BELI ULANG SECARA *ONLINE*
MELALUI KEPERCAYAAN ELEKTRONIK**

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

PERNYATAAN KEASLIAN SKRIPSI

Dengan ini, saya menyatakan dengan sebenar-benarnya bahwa skripsi dengan judul “Pengaruh Kualitas Layanan Elektronik terhadap Niat Beli Ulang Secara *Online* Melalui Kepercayaan Elektronik (Survei terhadap Pengguna *E-Commerce* Bukalapak Indonesia)” beserta seluruh isi di dalamnya adalah benar-benar hasil karya asli saya sendiri dan bukan merupakan hasil plagiarisme, pencurian hasil karya milik orang lain, maupun segala kemungkinan lain yang pada hakekatnya bukan merupakan karya tulis skripsi saya secara orisinal dan otentik.

Saya siap menanggung resiko/sanksi yang dijatuhkan apabila ternyata adanya pelanggaran etika keilmuan maupun klaim dari pihak lain terhadap keaslian karya yang saya buat. Demikian surat pernyataan ini saya buat dengan kesadaran sendiri tidak atas tekanan ataupun paksaan dari pihak manapun demi menegakan integritas akademi di institusi ini.

Bandung, 29 Juli 2024

Pembuat Pernyataan



3000
METERAL
TEMPEL
E 31FALX018767811

Ariell Aulia Nisa

ABSTRAK

Ariell Aulia Nisa (2003754) “**Pengaruh Kualitas Layanan Elektronik terhadap Niat Beli Ulang Secara *Online* Melalui Kepercayaan Elektronik Survei terhadap Pengguna *E-Commerce* Bukalapak Indonesia**” di bawah bimbingan Dr. Bambang Widjajanta, MM. dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh kualitas layanan elektronik terhadap niat beli ulang secara online melalui kepercayaan elektronik terhadap pengguna *e-commerce* Bukalapak. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 2,2 juta dengan sampel berjumlah 349 responden yang merupakan pengguna Bukalapak dengan menggunakan teknik purposive sampling. Data diolah secara statistik dengan metode Structural Equation Modeling (SEM) dengan menggunakan program AMOS for Windows. Hasil temuan penelitian ini menunjukkan bahwa gambaran kualitas layanan elektronik, kepercayaan elektronik, dan niat beli ulang secara *online* berada pada kategori tinggi, serta hubungan ketiga variabel berpengaruh secara positif dan signifikan. Temuan pada penelitian ini menunjukkan bahwa penerapan kualitas layanan elektronik dapat membangun kepercayaan elektronik dan membentuk niat beli ulang secara online pada pengguna Bukalapak. Berdasarkan hasil penelitian, peneliti merekomendasikan untuk meningkatkan *accessibility* dan terus melakukan peningkatan kualitas pelayanan sehingga pengguna akan mendapatkan rasa kepercayaan lebih yang mendorong niat beli ulang secara online pengguna.

Kata Kunci: Kualitas Layanan Elektronik, Kepercayaan Elektronik, Niat Beli Ulang Secara *Online*, *E-Commerce*.

ABSTRACT

Ariell Aulia Nisa (2003754) “*The Effect of Electronic Service Quality on Online Repurchase Intention through Electronic Trust Survey of Bukalapak Indonesia E-Commerce Users*” under the guidance of Dr. Bambang Widjajanta, MM. and Dr. Puspo Dewi Dirgantari, S.Pd., MT, M.M.

This study aims to obtain an overview and influence of electronic service quality on online repurchase intentions through electronic trust in Bukalapak e-commerce users. The type of research used is descriptive and verification with a quantitative approach. The population in this study amounted to 2.2 million with a sample of 349 respondents who were Bukalapak users using purposive sampling technique. The data were statistically processed using the Structural Equation Modeling (SEM) method using the AMOS for Windows program. The findings of this study indicate that the description of electronic service quality, electronic trust, and online repurchase intention are in a high category, and the relationship between the three variables has a positive and significant effect. The findings in this study indicate that the implementation of electronic service quality can build electronic trust and form online repurchase intentions in Bukalapak users. Based on the results of the study, researchers recommend increasing accessibility and continuing to improve service quality so that users will gain a sense of trust that encourages users' online repurchase intentions.

Keywords: Electronic Service Quality, Electronic Trust, Online Repurchase Intention, E-Commerce.

KATA PENGANTAR

Puji dan syukur penulis panjatkan ke hadirat Allah SWT karena atas rahmat dan karunia-Nya penulis dapat menyelesaikan skripsi dengan judul “Pengaruh Kualitas Layanan Elektronik Terhadap Niat Beli Ulang Secara *Online* Melalui Kepercayaan Elektronik (Survei terhadap Pengguna *E-Commerce* Bukalapak Indonesia)” sebagai salah satu syarat menempuh ujian sidang Sarjana Pendidikan, Program Studi Pendidikan Bisnis, Universitas Pendidikan Indonesia. Penyusunan skripsi ini dilakukan untuk memperoleh hasil temuan mengenai gambaran kualitas layanan elektronik, kepercayaan elektronik, dan niat beli ulang secara *online* serta pengaruh kualitas layanan elektronik terhadap niat beli ulang secara *online* melalui kepercayaan elektronik, pengaruh kualitas layanan elektronik terhadap kepercayaan elektronik, pengaruh kualitas layanan elektronik terhadap niat beli ulang secara *online*, pengaruh kepercayaan elektronik terhadap niat beli ulang secara *online*.

Skripsi ini dikerjakan penulis dengan sebaik dan seoptimal mungkin dengan harapan dapat memberikan manfaat serta sumbangsih yang berarti bagi kemajuan bidang pemasaran digital. Penulis menyadari masih terdapat beberapa kekurangan dan kesalahan. Maka dari itu, dengan segala kerendahan hati penulis mengharapkan kritik dan saran yang membangun untuk dijadikan landasan perbaikan yang berguna bagi pembangunan ilmu pengetahuan.

Bandung, 29 Juli 2024



Penulis,
Ariell Aulia Nisa

UCAPAN TERIMA KASIH

Puji dan Syukur penulis panjatkan ke hadirat Allah Subhanahu Wa Ta 'ala yang telah memberikan rahmat, karunia, serta kasih sayang-Nya sehingga penulis dapat menyelesaikan skripsi ini untuk memenuhi salah satu syarat menempuh ujian sidang sarjana Program Studi Pendidikan Bisnis Fakultas Ekonomi dan Bisnis Universitas Pendidikan Indonesia. Penyusunan skripsi ini tidak dapat berjalan dengan baik apabila tanpa adanya dukungan, bimbingan, serta bantuan dari berbagai pihak. Atas segala motivasi serta bantuan yang telah penulis terima, dengan penuh rasa hormat penulis mengucapkan terima kasih kepada:

1. Bapak Prof. Dr. H. M. Solehuddin, M.Pd., M.A. selaku Rektor Universitas Pendidikan Indonesia, yang telah memberikan kesempatan kepada penulis untuk menempuh pendidikan di Universitas Pendidikan Indonesia.
2. Bapak Prof. Dr. H. Eeng Ahman, MS. selaku Dekan Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia, yang telah memberikan kesempatan kepada penulis untuk menempuh pendidikan di Universitas Pendidikan Indonesia.
3. Ibu Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M. selaku Ketua Program Studi Pendidikan Bisnis Universitas Pendidikan Indonesia yang telah memberikan motivasi serta pengarahan selama masa studi penulis, semoga diberikan kesehatan, kebahagiaan, dan juga kelancaran dalam segala urusannya.
4. Bapak Dr. Bambang Widjajanta, MM. selaku Ketua Tim Pengembangan Penulis Skripsi, Program Studi Pendidikan Bisnis Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia, yang telah bersedia memberikan arahan maupun bimbingan serta memfasilitasi memfasilitasi penulis dalam proses penyelesaian skripsi, semoga senantiasa diberikan keberkahan oleh Allah SWT.
5. Bapak Dr. Bambang Widjajanta, MM. selaku Dosen Pembimbing Skripsi yang dengan segala kerendahan hati senantiasa memberikan arahan, motivasi, dan bimbingan selama proses menyelesaikan skripsi ini. Terima kasih karena selalu meluangkan waktu untuk berdiskusi terkait proses penyelesaian skripsi ini. Semoga Allah SWT memberikan balasan yang terbaik atas kebaikan hati ibu,

senantiasa diberikan kesehatan, semoga selalu dalam lindungan Allah SWT, dan diberikan panjang umur beserta keluarga.

6. Ibu Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM. selaku Dosen Pembimbing II yang senantiasa membimbing dengan penuh ketelitian dan kesabaran serta selalu memberikan motivasi dan pengarahan kepada penulis juga bersedia meluangkan waktu, tenaga, dan pikiran di tengah-tengah kesibukannya sehingga penulis dapat menyelesaikan skripsi ini. Terima kasih karena tidak ada hentinya memberikan banyak ilmu yang sangat berguna yang semoga menjadi ladang amal di akhirat kelak. Semoga Allah SWT memberikan keberkahan, maupun kesehatan agar terus dapat berkarya dan dapat membentuk mahasiswa-mahasiswa yang luar biasa.
7. Ibu Dr. Dita Amanah, MBA selaku Dosen Pembimbing Akademik yang telah memberikan semangat, motivasi yang sangat berarti dalam penulisan skripsi ini dan pengarahan kepada penulis selama menempuh masa perkuliahan hingga akhir perkuliahan dengan penuh kesabaran, semoga Allah SWT melapangkan dan memberikan kemudahan.
8. Segenap dosen dan staff Program Studi Pendidikan Bisnis yang telah membimbing dan memberikan motivasi serta bantuan bagi penulis selama menjalani perkuliahan.
9. Teman-teman tersayang, Ismail Rayhan, Artemisia Parahita, Siti Sukma, Harumi Sekar, Mutiara Mulkillah, Hana Zahrani, Salma Nabillah, Farah Saufika, Rizky Mulya, Alfi Septian, dan Alghifari Fathan yang telah mendukung, membantu, mendengarkan, memberikan motivasi, dan menemani penulis selama masa perkuliahan dan juga pembuatan skripsi. Serta teman-teman seperjuangan Jagaddhita, yang telah menemani masa-masa akhir perkuliahan dan selalu menghibur penulis.

Skripsi ini didedikasikan dengan sepenuh hati sebagai wujud bakti kepada kedua orang tua tercinta, terutama kepada Ayahanda Aries Widyantoro dan Ibunda Elly Deliana yang senantiasa selalu memberi dukungan kepada penulis dalam segala situasi. Terima kasih telah memberikan kasih sayang yang berlimpah, pengorbanan, dukungan, segala hal yang paling berharga dan terbaik bagi penulis.

Terima kasih telah senantiasa mendoakan penulis, selalu mendoakan penulis, bersedia mendengarkan keluh kesah penulis dan memotivasi serta memahami penulis dalam kondisi apapun. Terima kasih bapak dan ibu semoga diberikan kesehatan dan berada dalam lindungan-Nya dan semoga semua yang telah penulis usahan serta perjuangan menjadi sebuah kebanggaan dan kebahagiaan bagi bapak dan ibu. Terima kasih kepada Nazzala Rahmani Putri dan M. Raditya Raffa Nararya selaku adik penulis yang tidak hentinya memberikan doa dan memberikan semangat kepada penulis dengan penuh ketulusan hati hingga penulis dapat menyelesaikan skripsi ini. Selanjutnya penulis ucapkan terima kasih kepada seluruh keluarga besar atas doa, dukungan, motivasi, dorongan dan kasih sayang tiada henti. Semoga Allah SWT senantiasa memberikan perlindungan dan keberkahan kepada kita semua. Jazakumullaahu khairan katsiran, semoga Allah SWT memberikan balasan yang berlipat ganda atas segala kebaikan berbagai pihak yang telah membantu penulis dalam menyelesaikan skripsi ini. Aamiin.

Bandung, 29 Juli 2024



Penulis,
Ariell Aulia Nisa

DAFTAR ISI

ABSTRAK	i
ABSTRACT	ii
KATA PENGANTAR	iii
UCAPAN TERIMA KASIH	iv
DAFTAR ISI	vii
DAFTAR TABEL	ix
DAFTAR GAMBAR	xi
BAB I PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Penelitian.....	12
1.3 Tujuan Penelitian	12
1.4 Kegunaan Penelitian.....	13
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS	14
2.1 Kajian Pustaka.....	14
2.1.1 Konsep Niat Beli Ulang Secara <i>Online</i> dalam Perspektif <i>Online Consumer Behaviour</i>	14
2.1.2 Konsep Kepercayaan Elektronik dalam Perspektif <i>Online Consumer Behaviour</i>	22
2.1.3 Konsep Kualitas Layanan Elektronik dalam Perspektif <i>Service Marketing</i>	28
2.2 Kerangka Pemikiran.....	35
2.3 Hipotesis.....	39
BAB III	41
3.1 Objek Penelitian	41
3.2 Metode Penelitian.....	41
3.2.1 Jenis Penelitian dan Metode yang Digunakan	41
3.2.2 Operasionalisasi Variabel	42
3.2.3 Jenis dan Sumber Data.....	46
3.2.4 Populasi, Sampel, dan Teknik Sampel	47
3.2.5 Teknik Pengumpulan Data	51
3.2.6 Pengujian Validitas dan Reliabilitas	52
3.2.7 Rancangan Analisis Data	58
BAB IV	74
HASIL PENELITIAN DAN PEMBAHASAN	74
4.1 Profil Perusahaan, Karakteristik, dan Pengalaman	74
4.1.1 Profil dan Sejarah Bukalapak.....	74
4.1.2 Karakteristik Responden Berdasarkan Identitas	75
4.1.3 Pengalaman Pengguna Bukalapak	81
4.2 Hasil Penelitian	87
4.2.1 Hasil Pengujian Deskriptif.....	87
4.2.2 Hasil Pengujian Hipotesis	112
4.3 Pembahasan Hasil Penelitian	134
4.3.1 Pembahasan Hasil Penelitian Deskriptif	134
4.3.2 Pembahasan Hasil Pengujian Hipotesis	140
4.4 Implikasi Hasil Penelitian	144

4.4.1 Temuan Penelitian Bersifat Teoritis.....	144
4.4.2 Temuan Penelitian Bersifat Empiris.....	153
BAB V KESIMPULAN DAN REKOMENDASI	160
5.1 Kesimpulan	160
5.2 Rekomendasi.....	162
DAFTAR PUSTAKA	167
LAMPIRAN.....	188

DAFTAR TABEL

No Tabel	Judul Tabel	Halaman
1.1	Negara Paling Sering Belanja <i>Online</i> Tahun 2021-2023.....	3
1.2	Jumlah Pengunjung <i>E-Commerce</i> Di Indonesia Tahun 2019 – 2023...	4
1.3	Ranking, Rating, Dan Jumlah Ulasan <i>E-Commerce</i> Tahun 2020 – 2023.....	5
1.4	Top Brand Index Situs Jual Beli <i>Online</i> Tahun 2020-2023.....	7
2.1	Definisi Niat Beli Ulang Secara <i>Online</i> Menurut Para Ahli.....	15
2.2	Pengukuran Niat Beli Ulang Secara <i>Online</i> Menurut Para Ahli.....	16
2.3	Definisi Kepercayaan Elektronik Menurut Para Ahli.....	21
2.4	Pengukuran Kepercayaan Elektronik Menurut Para Ahli.....	22
2.5	Definisi Kualitas Layanan Elektronik Menurut Para Ahli.....	28
2.6	Dimensi Kualitas Layanan Elektronik Menurut Para Ahli.....	29
3.1	Operasionalisasi Variabel.....	41
3.2	Jenis Dan Sumber Data.....	45
3.3	Tabel Isaac Dan Michael.....	47
3.4	Hasil Pengujian Validitas Kualitas Layanan Elektronik.....	52
3.5	Hasil Pengujian Validitas Kepercayaan Elektronik.....	53
3.6	Hasil Pengujian Validitas Niat Beli Ulang Secara <i>Online</i>	53
3.7	Hasil Pengujian Reliabilitas.....	55
3.8	Skor Alternatif Jawaban Positif Dan Negatif.....	56
3.9	Tabel Tabulasi Silang (<i>Cross Tabulation</i>).....	58
3.10	Kriteria Penafsiran Hasil Perhitungan Responden.....	59
4. 1	Karakteristik Pengguna Bukalapak Berdasarkan Jenis Kelamin Dan Usia.....	73
4.2	Karakteristik Pengguna Bukalapak Berdasarkan Status Pernikahan Dan Pendidikan Terakhir.....	74
4.3	Karakteristik Pengguna Bukalapak Berdasarkan Asal Tinggal Dan Pekerjaan.....	75
4.4	Karakteristik Pengguna Bukalapak Berdasarkan Rata-Rata Penghasilan Per-Bulan.....	76
4.5	Karakteristik Pengguna Bukalapak Berdasarkan Rata-Rata Uang Saku Per-Bulan.....	77
4.6	Pengalaman Pengguna Bukalapak Berdasarkan Penggunaan Platform Bukalapak Dan Lama Menggunakan Platform Bukalapak.....	78
4.7	Pengalaman Pengguna Bukalapak Berdasarkan Berapa Lama Mengikuti Instagram Bukalapak.....	79
4.8	Tanggapan Pengguna Bukalapak Terhadap Dimensi <i>Website Design</i>	87
4.9	Tanggapan Pengguna Bukalapak Terhadap Dimensi <i>System Availability</i>	89
4.10	Tanggapan Pengguna Bukalapak Terhadap Dimensi <i>Accessibility</i>	91
4.11	Tanggapan Pengguna Bukalapak Terhadap Dimensi <i>Customization</i>	93
4.12	Tanggapan Pengguna Bukalapak Terhadap Dimensi <i>Trust On Site</i>	98

4.13	Tanggapan Pengguna Bukalapak Terhadap Dimensi <i>Trust On Online Vendor</i>	100
4.14	Tanggapan Pengguna Bukalapak Terhadap Dimensi <i>E-Security</i>	103
4.15	Tanggapan Pengguna Bukalapak Terhadap Dimensi <i>Intention To Make Online Marketplace As Priority</i>	108
4.16	Tanggapan Pengguna Bukalapak Terhadap Dimensi <i>Intention To Continue Use Online Marketplace</i>	110
4.17	Tanggapan Pengguna Bukalapak Terhadap Dimensi <i>Likely To Recommend Online Shopping</i>	112
4.18	Hasil Uji Normalitas Data.....	115
4.19	Hasil Pengujian Outliers Data.....	116
4.20	<i>Sample Correlation Matrix</i>	117
4.21	Hasil Uji Estimasi Measurement Model.....	119
4.22	Validitas Dan Reliabilitas Model Pengukuran Konstruk Eksogen Kualitas Layanan Elektronik.....	121
4.23	Hasil Evaluasi <i>Goodness Of Fit Model CFA</i> Konstruk Eksogen Kualitas Layanan Elektronik.....	122
4.24	Validitas Dan Reliabilitas Model Pengukuran Konstruk Eksogen Kepercayaan Elektronik.....	124
4.25	Hasil Evaluasi <i>Goodness Of Fit Model CFA</i> Konstruk Eksogen Kepercayaan Elektronik.....	124
4.26	Validitas Dan Reliabilitas Model Pengukuran Konstruk Endogen Niat Beli Ulang Secara Online.....	125
4.27	Hasil Evaluasi <i>Goodness Of Fit Model CFA</i> Konstruk Endogen Niat Beli Ulang Secara Online.....	126
4.28	Hasil Estimasi <i>Full Model</i> Struktural Kualitas Layanan Elektronik Terhadap Niat Beli Ulang Secara <i>Online</i> Melalui Kepercayaan Elektronik.....	127
4.29	Hasil Evaluasi <i>Goodness Of Fit Model</i> Pengukuran Pengaruh Kualitas Layanan Elektronik Terhadap Niat Beli Ulang Secara <i>Online</i> Melalui Kepercayaan Elektronik.....	128
4.30	Analisis Uji Hipotesis Full Model.....	129
4.31	Hasil Uji Hipotesis 4.....	133
4.32	<i>Implied Correlation Of All Variables</i>	134

DAFTAR GAMBAR

No Gambar	Judul	Halaman
1.1	Harga Saham Bukalapak (Agustus 2021 – Oktober 2023).....	6
1.2	<i>Grafik Interest Over Time E-Commerce</i> Di Indonesia (Tahun 2018-2023).....	7
2.1	<i>Model Online Consumer Behaviour</i>	4
2.2	<i>Conceptual Model</i> Niat Beli Ulang Secara Online.....	18
2.3	<i>Model Of Online Repurchase Intention</i>	19
2.4	<i>Conceptual Framework Of Key Determinants Of Online Repurchase Intention</i>	20
2.5	Dimensi Kepercayaan Elektronik.....	24
2.6	Model Kepercayaan Elektronik.....	25
2.7	Tahapan Kepercayaan Elektronik.....	26
2.8	Dimensi Kualitas Layanan Elektronik Domain Pariwisata.....	31
2.9	Dimensi Kualitas Layanan Elektronik.....	31
2.10	Model Kualitas Layanan Elektronik.....	32
2.11	Kerangka Pemikiran Pengaruh Kualitas Layanan Elektronik Terhadap Niat Beli Ulang Secara Online Dengan Kepercayaan Elektronik Sebagai Variabel Mediasi.....	36
2.12	Paradigma Penelitian Pengaruh Kualitas Layanan Elektronik Terhadap Niat Beli Ulang Secara Online Dengan Kepercayaan Elektronik Sebagai Variabel Mediasi.....	37
3.1	Garis Kontinum Penelitian Kualitas Layanan Elektronik, Kepercayaan Elektronik, Dan Niat Beli Ulang Secara Online.....	60
3.2	Model Pengukuran Kualitas Layanan Elektronik.....	62
3.3	Model Pengukuran Kepercayaan Elektronik.....	62
3.4	Model Pengukuran Niat Beli Ulang Secara Online.....	63
3.5	Model Struktural Pengaruh Kualitas Layanan Elektronik Terhadap Niat Beli Ulang Secara Online Melalui Kepercayaan Elektronik.....	63
3.6	Struktur Hipotesis 1.....	69
3.7	Struktur Hipotesis 2.....	69
3.8	Struktur Hipotesis 3.....	69
3.9	Struktur Hipotesis 4.....	70
4.1	Pengalaman Pengguna Bukalapak Berdasarkan Kategori Produk Yang Paling Sering Dibeli.....	80
4.2	Pengalaman Pengguna Bukalapak Berdasarkan Alasan Membeli Kembali Jenis Produk Tersebut Di Bukalapak.....	81
4.3	Pengalaman Pengguna Bukalapak Berdasarkan Alasan Menggunakan Platform Bukalapak.....	83
4.4	Tanggapan Pengguna Bukalapak Terhadap Kualitas Layanan Elektronik.....	84
4.5	Garis Kontinum Variabel Kualitas Layanan Elektronik.....	86
4.6	Tanggapan Pengguna Bukalapak Terhadap Kepercayaan Elektronik.....	95
4.7	Garis Kontinum Variabel Kepercayaan Elektronik.....	97

4.8	Tanggapan Pengguna Bukalapak Terhadap Niat Beli Ulang Secara Online.....	105
4.9	Garis Kontinum Variabel Niat Beli Ulang Secara Online.....	107
4.10	Spesifikasi Model.....	118
4.11	Model Konstruk Kualitas Layanan Elektronik.....	119
4.12	Model Konstruk Kepercayaan Elektronik.....	122
4.13	Model Konstruk Niat Beli Ulang Secara <i>Online</i>	124
4.14	<i>Full Model</i> Struktural Kualitas Layanan Elektronik Terhadap Niat Beli Ulang Secara <i>Online</i> Melalui Kepercayaan Elektronik.....	127
4.16	Diagram Jalur Hipotesis 1.....	130
4.17	Diagram Jalur Hipotesis 2.....	131
4.18	Diagram Jalur Hipotesis 3.....	132

DAFTAR PUSTAKA

- Abar, H. and Alkan, Ö. (2021) ‘What factors influence the use of electronic commerce?: a case in Turkey’, in *Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business*. IGI Global, pp. 1893–1910.
- Abas, N. B. M. *et al.* (2021) ‘Online Purchase Intention Towards Modest Fashion Wear: The Moderating Role of Personality Traits’, *International Journal of Communication, Management and Humanities*, 26, pp. 77–83.
- Abdullah, R. and Saleh, Y. (2019) ‘Factors affecting buyers’ trust in e-commerce in Palestine’, *Middle East J. of Management*, 6(5), p. 597. doi: 10.1504/mejm.2019.101923.
- Aditya, F. T. (2023) ‘Influence of E-Service Quality , E-Trust , E-Satisfaction , and E-WOM on Repurchase Intention at Travel Media Online (Traveloka) in Indonesia’, 06(10), pp. 4869–4878. doi: 10.47191/jefms/v6-i10-20.
- Ahdiat, A. (2023) *5 E-Commerce dengan Pengunjung Terbanyak Kuartal I 2023, databoks*. Available at: <https://databoks.katadata.co.id/datapublish/2023/05/03/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2023>.
- Ahmad, W. and Zhang, Q. (2020) ‘Green purchase intention: Effects of electronic service quality and customer green psychology’, *Journal of cleaner production*, 267, p. 122053.
- Ai, J. *et al.* (2022) ‘Effects of offering incentives for reviews on trust: Role of review quality and incentive source’, *International Journal of Hospitality Management*, 100, p. 103101.
- Akbaruddin, R. (2023) ‘Brand image, customer engagement, and web design quality: Their influence toward online repurchase intentions’, *The International Journal of Social Sciences World (TIJOSSW)*, 5(1), pp. 128–144.
- Al-Adwan, A. S. *et al.* (2022) ‘Boosting Online Purchase Intention in High-Uncertainty-Avoidance Societies: A Signaling Theory Approach’, *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3). doi: 10.3390/joitmc8030136.
- Al-Debei, M. M. *et al.* (2021) ‘The role of service quality and online trust in maintaining clients for Malaysian online enterprises’, *International Journal of eBusiness and eGovernment studies*, 13(2), pp. 149–167.
- Al-Ja’afreh, A. L. I. and Al-Adaileh, R. (2020) ‘The impact of electronic word of mouth on consumers purchasing intention’, *Journal of Theoretical and Applied Information Technology*, 98(02), p. 193.
- Al-Khayyal, A. *et al.* (2021) ‘Factors Influencing Electronic Service Quality on Electronic Loyalty in Online Shopping Context: Data Analysis Approach BT - Enabling AI Applications in Data Science’, in Hassanien, A.-E., Taha, M. H. N., and Khalifa, N. E. M. (eds). Cham: Springer International

- Publishing, pp. 367–378. doi: 10.1007/978-3-030-52067-0_16.
- Al-Ma'aitah, M. A. and Al-Hashem, A. O. (2019) 'The role of E-trust in achieving E-loyalty: An exploratory study on Jordanian customers using shopping websites', *Journal of Theoretical and Applied Information Technology*, 97(5), pp. 1488–1499.
- Alatas (2018) 'Muslimah Di Tangerang Selatan: Pendekatan Semantic Differential', 1(1), pp. 1–9.
- Alexopoulos, C. *et al.* (2023) 'A framework of open government data (OGD) e-service quality dimensions with future research agenda', *Records Management Journal*, 33(1), pp. 20–32. doi: 10.1108/RMJ-06-2022-0017.
- Alharthey, B. K. (2019) 'Impact of service quality on customer trust, purchase intention and store loyalty, with mediating role of customers' satisfaction on customer trust and purchase intention: Study of grocery shopping', *British Journal of Marketing Studies*, 7(2), pp. 40–61.
- Alvarez-Risco, A., Quipuzco-Chicata, L. and Escudero-Cipriani, C. (2022) 'Determinants of Online Repurchase Intention in Covid-19 Times: Evidence From an Emerging Economy', *Lecturas de Economia*, (96), pp. 101–143. doi: 10.17533/udea.le.n96a342638.
- Amalia, S., Hurriyati, R. and Dirgantari, P. D. (2023) 'Dampak Electronic Word of Mouth dan Percieved Value dalam Meningkatkan Online Repurchase Intention pada Platform Tokopedia', 14(3), pp. 619–636.
- Amanah, D. and Harahap, D. A. (2018) 'Examining the effect of product assortment and price discount toward online purchase decision of university student in Indonesia', *Jurnal Manajemen Dan Kewirausahaan*, 20(2), pp. 99–104.
- Amoako, G. K., Doe, J. K. and Neequaye, E. K. (2023) 'Online innovation and repurchase intentions in hotels: the mediating effect of customer experience', *International Hospitality Review*, 37(1), pp. 28–47. doi: 10.1108/ihr-02-2021-0008.
- Anggraini, N. P. N., Jodi, I. W. G. A. S. and Putra, D. P. (2020) 'The Influence of Experiential Marketing and E-Service Quality on E-Satisfaction and Repurchase Intention', *Journal of International Conference Proceedings*, 3(2), pp. 50–58. doi: 10.32535/jicp.v0i0.904.
- Anjani, D. and Astuti, R. D. (2022) 'The effect of brand engagement and brand love upon overall brand equity and repurchase intention: Case study on smartphone brands in Indonesian millennials', in *Contemporary Research on Management and Business*. CRC Press, pp. 52–55.
- Anshu, K., Gaur, L. and Singh, G. (2022) 'Impact of customer experience on attitude and repurchase intention in online grocery retailing: A moderation mechanism of value Co-creation', *Journal of Retailing and Consumer Services*, 64, p. 102798. doi: <https://doi.org/10.1016/j.jretconser.2021.102798>.
- Antwi, S. (2021) "I just like this e-Retailer": Understanding online consumers repurchase intention from relationship quality perspective', *Journal of*

Retailing and Consumer Services, 61, p. 102568. doi: <https://doi.org/10.1016/j.jretconser.2021.102568>.

- Aparicio, M., Costa, C. J. and Moises, R. (2021) ‘Gamification and reputation: key determinants of e-commerce usage and repurchase intention’, *Heliyon*, 7(3).
- Ardiansah, M. *et al.* (2020) ‘The effect of electronic payments security on e-commerce consumer perception: An extended model of technology acceptance’, *Management Science Letters*, 10(7), pp. 1473–1480.
- Arfah, H. (2022) ‘Makalah Mata Kuliah Statistika “ Pengujian Hipotesis ”’, *Researchgate*, (June).
- Arikunto (2013) *Prosedur Penelitian (Suatu Pendekatan Praktik)*. Jakarta: PT. Rineka Cipta.
- Arilaha, M. A., Fahri, J. and Buamonabot, I. (2021) ‘Customer perception of E-service quality: An empirical study in Indonesia’, *The Journal of Asian Finance, Economics and Business*, 8(6), pp. 287–295.
- Arslan, I. K. (2020) ‘The importance of creating customer loyalty in achieving sustainable competitive advantage’, *Eurasian Journal of Business and Management*, 8(1), pp. 11–20.
- Artana, I. *et al.* (2022) ‘Repurchase intention behavior in B2C E-commerce’, *International Journal of Data and Network Science*, 6(1), pp. 147–154.
- Arvianti, Mulyaningsih, Nugraha, O. (2023) ‘Role of Customer ’ s Trust Moderation : E-Service Quality towards Repurchase Intention on Netflix VOD Rissa Arvianti *, Hendrati Dwi Mulyaningsih , Yudha Dwi Nugraha , Dede R . Oktini’, 3(1).
- Aslam, W. *et al.* (2020) ‘Underlying factors influencing consumers’ trust and loyalty in E-commerce’, *Business Perspectives and Research*, 8(2), pp. 186–204.
- Asmarinaa, N. L. P. G. M., Yasa, N. N. K. and Ekawati, N. W. (2022) ‘The Role of Satisfaction in Mediating the Effect of Perceived Ease of Use and Perceived Usefulness on Purchase Intention: Study on Bukalapak Marketplace’s Customer in Bali Province’.
- Attar, R. W., Shanmugam, M. and Hajli, N. (2021) ‘Investigating the antecedents of e-commerce satisfaction in social commerce context’, *British Food Journal*, 123(3), pp. 849–868. doi: 10.1108/BFJ-08-2020-0755.
- Auinger, A., Wetzlinger, W. and Schwarz, L. (2016) ‘The Influence of Trust Building User Interface Elements of Web Shops on e- Trust The In fl uence of Trust Building User Interface Elements of Web Shops on e-Trust’, (July). doi: 10.1007/978-3-319-39396-4.
- Aznar, J., Soto, F. and Villa, P. (1979) ‘Valoracion Tromboelastografica De La Hipercoagulabilidad Plasmatica’, *Sangre*, 24(1), pp. 1–8.
- Bangun, C. S., Suhara, T. and Husin, H. (2023) ‘The application of theory of planned behavior and perceived value on online purchase behavior’, *Technomedia Journal*, 8(1 Special Issues), pp. 123–134.

- Belotto, M. J. (2018) 'Data analysis methods for qualitative research: Managing the challenges of coding, interrater reliability, and thematic analysis', *Qualitative Report*, 23(11), pp. 2622–2633. doi: 10.46743/2160-3715/2018.3492.
- Berliana, C. (2022) 'Satisfaction As A Mediation Variable Satisfaction Sebagai Variabel Mediasi', 3(September), pp. 2397–2413.
- Bhushan, S. and Alok, S. (2019) 'Handbook of Research Methodology. A compendium for scholars y researchers', *Educreation Publishing*, 9(1), p. 28. Available at: https://books.google.com.pe/books/about/Handbook_of_Research_Methodology.html?id=O54wDwAAQBAJ&redir_esc=y.
- Bitca, A. (2023) *A Comprehensive Guide to 5-Star Surveys*, *retently.com*. Available at: <https://www.retently.com/blog/5-star-survey/> (Accessed: 28 January 2024).
- Bosnjak, M. *et al.* (2022) 'A Template for Preregistration of Quantitative Research in Psychology: Report of the Joint Psychological Societies Preregistration Task Force', *American Psychologist*, 77(4), pp. 602–615. doi: 10.1037/amp0000879.
- Bougie, R. and Sekaran, U. (2019) *Research methods for business: A skill building approach*. John Wiley & Sons.
- Bukalapak (2023a) *Bukalapak*, *bukalapak.com*. Available at: <https://www.bukalapak.com/bantuan> (Accessed: 10 November 2023).
- Bukalapak (2023b) *Sekilas Bukalapak*, *bukalapak.com*. Available at: [https://www.bukalapak.com/bantuan/tentang-bukalapak1/sekilas-bukalapak12/sekilas-bukalapak#:~:text=Bukalapak merupakan salah satu online,untuk transaksi satuan maupun banyak](https://www.bukalapak.com/bantuan/tentang-bukalapak1/sekilas-bukalapak12/sekilas-bukalapak#:~:text=Bukalapak%20merupakan%20salah%20satu%20online,untuk%20transaksi%20satu%20maupun%20banyak).
- Bukalapak (2024) *Bukalapak Cerita Kami*, *bukalapak.com*. Available at: <https://about.bukalapak.com/id/about-us/> (Accessed: 15 June 2024).
- Candra, S., Nuruttarwiyah, F. and Hapsari, I. H. (2020) 'Revisited the Technology Acceptance Model with E-Trust for Peer-to-Peer Lending in Indonesia (Perspective from Fintech Users)', *International Journal of Technology*, 11(4), pp. 710–721. doi: 10.14716/ijtech.v11i4.4032.
- Cartwright, A. V. *et al.* (2022) 'Validation of the multidimensional scale of perceived social support (MSPSS) for family caregivers of people with dementia', *Aging and Mental Health*, 26(2), pp. 286–293. doi: 10.1080/13607863.2020.1857699.
- Çebi Karaaslan, K. (2022) 'Determinants of online shopping attitudes of households in Turkey', *Journal of Modelling in Management*, 17(1), pp. 119–133.
- Chaerudin, S. M. and Syafarudin, A. (2021) 'The effect of product quality, service quality, price on product purchasing decisions on consumer satisfaction', *Ilomata International Journal of Tax and Accounting*, 2(1), pp. 61–70.

- Cheah, J. H. *et al.* (2021) ‘Sampling weight adjustments in partial least squares structural equation modeling: guidelines and illustrations’, *Total Quality Management and Business Excellence*, 32(13–14), pp. 1594–1613. doi: 10.1080/14783363.2020.1754125.
- Chiu, W. and Cho, H. (2021) ‘E-commerce brand: The effect of perceived brand leadership on consumers’ satisfaction and repurchase intention on e-commerce websites’, *Asia Pacific Journal of Marketing and Logistics*, 33(6), pp. 1339–1362.
- Choi, Y. and Mai, D. Q. (2018) ‘The sustainable role of the e-trust in the B2C e-commerce of Vietnam’, *Sustainability (Switzerland)*, 10(1). doi: 10.3390/su10010291.
- Chong, D. (2022) ‘Relationship of Advertising, Word of Mouth and Event Marketing to Marketing Management (Literature Review Study)’, *Dinasti International Journal of Economics, Finance & ...*, 3(1), pp. 109–124. Available at: <https://www.dinastipub.org/DIJEFA/article/view/1425%0Ahttps://www.dinastipub.org/DIJEFA/article/download/1425/992>.
- Chow, K. (2017) ‘E-service quality: A study of online hotel booking Websites in Hong Kong’, *Asian Journal of Economics, Business and Accounting*, 3(4), pp. 1–13.
- Cornelia, V. and Pasharibu, Y. (2020) ‘Brand Loyalty Mediation in Brand Attachment and Customer Digital Experience towards Smartphone Repurchase Intentions’, *Benefit: Jurnal Manajemen dan Bisnis*, 5(2), pp. 145–157.
- Cotîrlea, D. (2011) ‘Issues Regarding E-Service Quality Management –’, *Journal of Management Studies*, 3.
- Csiszárík-Kocsir, Á., Garai-Fodor, M. and Varga, J. (2021) ‘What has become important during the pandemic?—reassessing preferences and purchasing habits as an aftermath of the coronavirus epidemic through the eyes of different generations’, *Acta Polytechnica Hungarica*, 18(11), pp. 49–74.
- Cyntya, C. and Berlianto, M. P. (2023) ‘Effect of Credible Online Review, Brand Equity Dimension, and Customer Satisfaction Towards Bio Beauty Lab’s Repurchase Intention’, *Jurnal Organisasi dan Manajemen*, 19(1), pp. 203–223. doi: 10.33830/jom.v19i1.3740.2023.
- Dai, J. and Wang, S. (2022) ‘The Mediating Effect of Perceived Value on Online Reviews’ Purchasing Intention--Perspective of Prospect Theory’, *Proceedings of the 2022 8th International Conference on Humanities and Social Science Research (ICHSSR 2022)*, 664(Ichssr), pp. 88–96. doi: 10.2991/assehr.k.220504.018.
- Dash, B. *et al.* (2023) ‘A Review of ONDC’s Digital Warfare in India Taking on the e-Commerce Giants’, *SSRN Electronic Journal*, (January). doi: 10.2139/ssrn.4323963.

- Dastane, O., Goi, C. L. and Rabbanee, F. (2020) 'A synthesis of constructs for modelling consumers' perception of value from mobile-commerce (M-VAL)', *Journal of Retailing and Consumer Services*, 55, p. 102074.
- data.ai (2023) *Insight Generator*. Available at: [https://www.data.ai/intelligence/insights-generator?facets=!\(est_relative_rank_average_active_users__aggr,est_relative_rank_download__aggr\)&app_group_breakdowns=\(genre_id:!n,modifier_id:!n,product_id:!n,product_id.genre_id:!n,product_id.modifier_id:!n,uni](https://www.data.ai/intelligence/insights-generator?facets=!(est_relative_rank_average_active_users__aggr,est_relative_rank_download__aggr)&app_group_breakdowns=(genre_id:!n,modifier_id:!n,product_id:!n,product_id.genre_id:!n,product_id.modifier_id:!n,uni)
- Dewi, N. W. P. N. and Giantari, I. G. A. K. (2022) 'The mediation role of customer satisfaction and trust in the effect of online shopping experience on repurchasing intention', *European Journal of Business and Management Research*, 7(3), pp. 78–83.
- Dharmadewi Atmaja, N. P. C. and Dwi Puspitawati, N. M. (2019) 'Strength of Reference Groups to Moderate Online Repurchase Intention on Generation X', *International Journal of Applied Business and International Management*, 4(2), pp. 25–32. doi: 10.32535/ijabim.v4i2.563.
- Dinesh, S. and Raju, M. (2022) 'Impact of E-service quality and price perception on customer satisfaction and repurchases intention', *International Journal of Current Advanced Research*, 11(7), pp. 1152–1156.
- Dwipayana, B. and Sulistyawati, E. (2018) 'Peran Kepuasan Dalam Memediasi Pengaruh Kepercayaan Terhadap Niat Beli Ulang Pada Go-Food Di Feb Unud', *E-Jurnal Manajemen Universitas Udayana*, 7(10), p. 5197. doi: 10.24843/ejmunud.2018.v07.i10.p01.
- van Eijndhoven, P. *et al.* (2022) 'Measuring Integrated Novel Dimensions in Neurodevelopmental and Stress-Related Mental Disorders (MIND-SET): Protocol for a Cross-sectional Comorbidity Study From a Research Domain Criteria Perspective', *JMIRx Med*, 3(1), p. e31269. doi: 10.2196/31269.
- Elmetwaly, M. M. *et al.* (2020) 'Relationship between Saudi customers' electronic-trust and electronic-loyalty', *Journal of Advanced Pharmacy Education and Research*, 10(3), pp. 160–166.
- Embretson, S. (2023) 'Understanding examinees' item responses through cognitive modeling of response accuracy and response times', *Large-scale Assessments in Education*, 11(1), p. 9.
- Fajar, M., Susandy, G. and Apriandi, D. W. (2019) 'E-Trust and E-Service Quality Influence on E-Loyalty Users of Bni E-Banking in Subang District', *JABI (Journal of Accounting and Business Issues)*, 1(1), pp. 47–53.
- Fan, W., Shao, B. and Dong, X. (2022) 'Effect of e-service quality on customer engagement behavior in community e-commerce', *Frontiers in Psychology*, 13(September), pp. 1–16. doi: 10.3389/fpsyg.2022.965998.
- Fared, A., Darmawan, D. and Khairi, M. (2021) 'Contribution of E-Service Quality to Repurchase Intention with Mediation of Customer Satisfaction: Study of Online Shopping Through Marketplace', *Journal of Marketing and*

- Business Research*, 1(2), pp. 93–106. doi: 10.56348/mark.v1i2.37.
- Fatikah, B. H. and Al-Banna, H. (2022) ‘The Influence of E-Service Quality and E-Trust on E-Loyalty : The Role of E-Satisfaction as an Intervening on Islamic Mobile Banking Customers’, *Journal of Business Management and Islamic Banking*, 1(1), pp. 119–130. Available at: <https://doi.org/10.14421/jbmib>.
- Fatmedya, A. and Hadi, C. (2020) ‘Correlation of Website Quality Towards Repurchase Intention on E-Commerce Consumer’, *PalArch's Journal of Archeology of Egypt / Egyptology*, 17(3), pp. 1603–1617.
- Fauzan, R. and Ute, D. (2021) ‘Analysis the Effect of Web Quality and Fulfillment on Satisfaction and Its Impact on Repurchase Intention’, *Performance*, 28(01), p. 82. doi: 10.20884/1.jp.2021.28.01.3763.
- Fauzi Baskara, R., Dwi Anastasia Mardiatmi, B. and Gunaedi Argo, J. (2021) ‘Analisis Pengaruh Kualitas Pelayanan Terhadap Pembelian Ulang Melalui Kepuasan Pelanggan Pada Aplikasi Traveloka’, *Korelasi*, 2, pp. 1645–1659.
- Fernández-Bonilla, F., Gijón, C. and De la Vega, B. (2022) ‘E-commerce in Spain: Determining factors and the importance of the e-trust’, *Telecommunications Policy*, 46(1). doi: 10.1016/j.telpol.2021.102280.
- Fibriyanti, N. A. and Hukama, L. D. (2021) ‘Niat beli ulang mahasiswa terhadap kopi berkonsep coffee-to-go shop’, *Jurnal Manajemen Maranatha*, 20(2), pp. 185–196. doi: 10.28932/jmm.v20i2.3574.
- Finance, G. (2023) *PT Bukalapak.com Tbk*. Available at: <https://www.google.com/finance/quote/BUKA:IDX?window=MAX>.
- Firmansyah, D. and Dede (2022) ‘Teknik Pengambilan Sampel Umum dalam Metodologi Penelitian: Literature Review’, *Jurnal Ilmiah Pendidikan Holistik (JIPH)*, 1(2), pp. 85–114. doi: 10.55927/jiph.v1i2.937.
- Firmansyah, F. and Purnamasari, P. E. (2022) ‘E -banking Service Quality dan E-trust serta Implikasinya pada E-customer Satisfaction dan E-customer Loyalty Corresponding Author : Nama Penulis : Maretha Ika Prajawati Cara mencitasi : PENDAHULUAN Kemajuan teknologi informasi dan komunikasi (TIK) tela’, 18(2).
- Fransiscus, C. *et al.* (2022) ‘Online consumer reviewss and product ratings influence the repurchase intention of Scarlet Whitening’, *Jurnal Ekonomi Perusahaan*, 29(2), pp. 51–60.
- Fricticarani, A. *et al.* (2023) ‘Strategi Pendidikan Untuk Sukses Di Era Teknologi 5.0’, *Jurnal Inovasi Pendidikan dan Teknologi Informasi (JIPTI)*, 4(1), pp. 56–68. doi: 10.52060/pti.v4i1.1173.
- Fuadi, N. F. Z., Bukhori, B. and Firdiyanti, S. I. (2022) ‘Halal marketplace: The influence of attitude, subjective norms, and perceived behavior control on purchase intention of Muslim consumers’, *Shirkah: Journal of Economics and Business*, 7(1), pp. 100–112.

- Ganesha, H. R. and Aithal, P. S. (2022) 'Deriving Right Sample Size and Choosing an Appropriate Sampling Technique to Select Samples from the Research Population During Ph.D. Program in India', *International Journal of Applied Engineering and Management Letters*, pp. 288–306. doi: 10.47992/ijaeml.2581.7000.0159.
- Ghozali, I. (2014) *Model Persamaan Struktural. Konsep dan Aplikasi dengan Program AMOS 24*. Update Bay. Badan Penerbit Universitas Diponegoro.
- Giao, H. N. K., Vuong, B. N. and Quan, T. N. (2020) 'The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam', *Uncertain Supply Chain Management*, 8(2), pp. 351–370. doi: 10.5267/j.uscm.2019.11.004.
- Hadi, S. (2022) 'Membukukan Artikel Akademis'.
- Hair Jr, J. F., Howard, M. C. and Nitzl, C. (2020) 'Assessing measurement model quality in PLS-SEM using confirmatory composite analysis', *Journal of Business Research*, 109, pp. 101–110.
- Hanawidjaya, R. R. *et al.* (2022) 'Pengaruh Kepuasan Kerja Terhadap Kinerja Karyawan Pada Pt. Niaga Nusa Abadi Subang', *Jurnal Economina*, 1(2), pp. 203–218. doi: 10.55681/economina.v1i2.51.
- Handayani, Y. (2022) 'How E-Service Quality And E-Trust Affect Reuse Decision on Aplikasi PrivyID', 21(1), pp. 18–30.
- Hanifah, N. and Rahadi, D. R. (2020) 'Analisis perilaku konsumen dalam memutuskan pembelian secara online pada masa pandemi COVID-19', *SULTANIST: Jurnal Manajemen dan Keuangan*, 8(2), pp. 112–122.
- Harlan, J. (2017) *Perhitungan Ukuran Sampel : Power dan Ukuran Efek*. Depok: Gunadarma.
- Haryono, S. (2016) 'Metode SEM Untuk Penelitian Manajemen dengan AMOS 22.00, LISREL 8.80 dan Smart PLS 3.0', *Journal of Physics A: Mathematical and Theoretical*, p. 450.
- Hasan, M. *et al.* (2023) 'Pengantar Pendidikan Indonesia: Arah Baru Dalam Membentuk Profil Pelajar Pancasila', *Penerbit Tahta Media*.
- Hasman, H. C. P., Ginting, P. and Rini, E. S. (2019) 'The Influence of E-Service Quality on E-Satisfaction and Its Impact on Repurchase Intention in Using E- Commerce Applications on Students of Universitas Sumatera Utara', *International Journal of Research and Review*, 6(10), pp. 299–307.
- Helmy Mohamad, A., Farouk Hassan, G. and S. Abd Elrahman, A. (2022) 'Impacts of e-commerce on planning and designing commercial activities centers: A developed approach', *Ain Shams Engineering Journal*, 13(4), p. 101634. doi: 10.1016/j.asej.2021.11.003.
- Hendryadi, H. (2017) 'Validitas Isi: Tahap Awal Pengembangan Kuesioner', *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 2(2), pp. 169–178. doi: 10.36226/jrmb.v2i2.47.

- Herhausen, D. *et al.* (2020) 'Face forward: How employees' digital presence on service websites affects customer perceptions of website and employee service quality', *Journal of Marketing Research*, 57(5), pp. 917–936.
- Herjanto, H. and Amin, M. (2020) 'Repurchase intention: the effect of similarity and client knowledge', *International Journal of Bank Marketing*, 38(6), pp. 1351–1371. doi: 10.1108/IJBM-03-2020-0108.
- Hijrah, L. (2017) 'Segmentasi konsumen pada pasar online di Indonesia', in *Forum Ekonomi*, pp. 210–219.
- Hole, Y., Pawar, S. and Bhaskar, M. P. (2018) 'Service marketing and quality strategies', *Periodicals of Engineering and Natural Sciences*, 6(1), pp. 182–196. doi: 10.21533/pen.v6i1.291.
- Hong, E. *et al.* (2023) 'The effect of customer ethnocentrism and customer participation on global brand attitude: The perspective of Chinese customer', *Journal of Retailing and Consumer Services*, 70, p. 103167.
- Hongjoyo, R. L. Y., Mangantar, M. and Arie, F. valdie (2020) 'Analysis of E-Trust, Perceived Risk, and Information Quality Influences toward Customer Purchasing Decisions on Shopee', *Arie 548 Jurnal EMBA*, 10(1), pp. 548–556.
- Hsu, M.-H., Chang, C.-M. and Chuang, L.-W. (2015) 'Understanding the determinants of online repeat purchase intention and moderating role of habit: The case of online group-buying in Taiwan', *International Journal of Information Management*, 35(1), pp. 45–56.
- Hwang, Y. and Jeong, J. (2016) 'Electronic commerce and online consumer behavior research: A literature review', *Information Development*, 32(3), pp. 377–388. doi: 10.1177/0266666914551071.
- IDX (2023) *Laporan Keuangan dan Tahunan Bukalapak*. Available at: <https://www.idx.co.id/id/perusahaan-tercatat/laporan-keuangan-dan-tahunan>.
- Ighomereho, S. O. *et al.* (2022) 'From Service Quality to E-Service Quality: Measurement, Dimensions and Model', 25(1), pp. 1–15. Available at: <http://arxiv.org/abs/2205.00055>.
- Iii, B. A. B. (2022) 'Rachmawati Saeful, 2022 ANALISIS KOMPETENSI LITERASI MEMBACA SISWA SD DALAM MENYELESAIKAN SOAL AKM Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu'.
- Insyra, D. B. and Dwiridotjahjono, J. (2022) 'Pengaruh Customer Experience , Trust Dan Customer Satisfaction Terhadap Repurchase Intention Pada Reservasi', *SEIKO : Journal of Management & Business*, 5(c), pp. 73–81. doi: 10.37531/sejaman.vxix.4647.
- Iprice (2022) *Peta E-Commerce Indonesia*. Available at: <https://iprice.co.id/insights/mapofecommerce/>.
- Irwansyah, A. and Mappadeceng, R. (2018) 'Pengaruh E-Service Quality Terhadap Customer Loyalty Melalui Customer Satisfaction Pada Toko On Line Buka
- Ariell Aulia Nisa, 2024
PENGARUH KUALITAS LAYANAN ELEKTRONIK TERHADAP NIAT BELI ULANG SECARA ONLINE MELALUI KEPERCAYAAN ELEKTRONIK
 Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Lapak', *J-MAS (Jurnal Manajemen Dan Sains)*, 3(2), pp. 128–136.
- Iskandar, I. and Bernarto, I. (2021) 'The Influence Of Website Design Quality, Perceived Value And E-Trust on Repurchase Intention on E-Commerce Beauty Haul', *International Journal of Economics, Bussiness and Accounting Research*, 5(4).
- Jadil, Y., Rana, N. P. and Dwivedi, Y. K. (2022) 'Understanding the drivers of online trust and intention to buy on a website: An emerging market perspective', *International Journal of Information Management Data Insights*, 2(1), p. 100065.
- Jain, V., Malviya, B. and Arya, S. (2021) 'An overview of electronic commerce (e-Commerce)', *The journal of contemporary issues in business and government*, 27(3), pp. 665–670.
- Javed, M. K. and Wu, M. (2020) 'Effects of online retailer after delivery services on repurchase intention: An empirical analysis of customers' past experience and future confidence with the retailer', *Journal of Retailing and Consumer Services*, 54(January), p. 101942. doi: 10.1016/j.jretconser.2019.101942.
- Jeong, H., Yi, Y. and Kim, D. (2022) 'an Innovative E-Commerce Platform Incorporating Metaverse To Live Commerce', *International Journal of Innovative Computing, Information and Control*, 18(1), pp. 221–229. doi: 10.24507/ijicic.18.01.221.
- Jiang, L., Jun, M. and Yang, Z. (2016) 'Customer-perceived value and loyalty: how do key service quality dimensions matter in the context of B2C e-commerce?', *Service Business*, 10, pp. 301–317.
- Juanda, J. and Izzulhaq, A. (2023) 'Strategi Diskominfo dalam Pemerataan Jaringan Internet di Kabupaten Parigi Moutong Provinsi Sulawesi Tengah', *Jurnal Terapan Pemerintahan Minangkabau*, 3(2), pp. 176–196.
- Juwaini, A. *et al.* (2022) 'The role of customer e-trust, customer e-service quality and customer e-satisfaction on customer e-loyalty', *International journal of data and network science*, 6(2), pp. 477–486.
- Kazancoglu, I. and Demir, B. (2021) 'Analysing flow experience on repurchase intention in e-retailing during COVID-19', *International Journal of Retail & Distribution Management*, 49(11), pp. 1571–1593.
- Khairusy, M. A. *et al.* (2021) 'The Correlation of Value Chain, Service Quality, and Web Quality on Consumer Satisfaction', *Jurnal Ad'ministrare*, 8(2), p. 347. doi: 10.26858/ja.v8i1.24999.
- Khanza, M. and Tjahjaningsih, E. (2022) 'Pengaruh Citra Merek Dan Gaya Hidup Terhadap Kepuasan Dan Dampaknya Pada Niat Beli Ulang Energy Drink Merek Hemaviton Di Semarang', *Jurnal Ilmiah Indonesia*, 7(1), pp. 1855–1870. doi: 10.36418/syntax-literature.v7i1.6225.
- Khasbulloh, A. H. K. and Suparna, G. (2022) 'Effect of Perceived Risk and Perceived Value on Customer Loyalty through Customer Satisfaction as Intervening Variables on Bukalapak Users', *European Journal of Business*

and *Management Research*, 7(4), pp. 22–28. doi: 10.24018/ejbmr.2022.7.4.1472.

- Khuhan, Z. (2024) 'Role of Brand Loyalty and Brand Commitment on SMEs in Digital Game Making', *Journal of Current Research in Business and Economics*, 3(1), pp. 907–947.
- Kitjaroenchai, M. and Chaipoopiratana, S. (2022) 'Mixed Method: Antecedents of Online Repurchase Intention of Generation Y Towards Apparel Products on E-Commerce in Thailand', *ABAC Journal*, 42(1), pp. 73–95.
- Kotler, P. and Keller, K. L. (2012) *Marketing Management*. Prentice Hall. Available at: <https://books.google.co.id/books?id=OYjntgAACAAJ>.
- Kotler, P. and Keller, K. L. (2016) *Marketing Management*. Pearson.
- Kurdi, B. *et al.* (2022) 'The role of digital marketing channels on consumer buying decisions through eWOM in the Jordanian markets', *International Journal of Data and Network Science*, 6(4), pp. 1175–1186.
- Kurniasari and Widayanto (2020) 'Pengaruh E-Service Quality Dan E-Trust Terhadap Repurchase Intention', *Jurnal Administrasi Bisnis*, Vol. X, No(1), pp. 1–20.
- Kurniawan, R. *et al.* (2022) 'Membangun Dan Mendidik Generasi Anti Korupsi Bersama SMP Yos Sudarso', 4, pp. 269–275.
- Kusnandar, V. (2022) *Saham Bukalapak Anjlok Hampir 70% dari Harga IPO, databoks*. Available at: Saham Bukalapak Anjlok Hampir 70%25 dari Harga IPO.
- Kyriazos, T. A. (2018) 'Applied psychometrics: sample size and sample power considerations in factor analysis (EFA, CFA) and SEM in general', *Psychology*, 9(08), p. 2207.
- Laparojkit, S. and Suttipun, M. (2022) 'The causal factors influencing repurchase intentions of local tourists in Thailand during COVID-19 crisis', *Journal of Tourism Futures*, pp. 1–16. doi: 10.1108/JTF-05-2021-0122.
- Lasmy *et al.* (2019) 'E-Marketing and Service Quality on Repurchase Intention of Online Transportation', *Proceedings of 2019 International Conference on Information Management and Technology, ICIMTech 2019*, 1, pp. 324–329. doi: 10.1109/ICIMTech.2019.8843759.
- Lathofia, A. and Prasetio, A. (2023) 'Analysis of Factors Affecting Repurchase Intention On Grabfood Online Food Delivery Service Applications', *International Journal of Social Sciences and Management Review*, 6(02), pp. 252–274.
- Lestari, V. T. and Ellyawati, J. (2019) 'Effect of E-Service quality on repurchase intention: Testing the role of e-satisfaction as mediator variable', *International Journal of Innovative Technology and Exploring Engineering*, 8(7C2), pp. 158–162. doi: 10.35940/ijitee.g5400.0881019.
- Li, C. R. *et al.* (2022) 'Identifying Invalid Responders in a Campus Climate Survey: Types, Impact on Data, and Best Indicators', *Journal of Interpersonal*

- Violence*, 37(1–2), pp. NP878–NP902. doi: 10.1177/0886260520918588.
- Liao, G.-Y. *et al.* (2020) ‘Impact of gaming habits on motivation to attain gaming goals, perceived price fairness, and online gamer loyalty: Perspective of consistency principle’, *Telematics and Informatics*, 49, p. 101367.
- Lidwina, A. (2021) ‘Penggunaan E-Commerce Indonesia Tertinggi di Dunia’, *2KataData*, (April), p. 2021.
- Liebel, G. *et al.* (2018) ‘Model-based engineering in the embedded systems domain: an industrial survey on the state-of-practice’, *Software and Systems Modeling*, 17(1), pp. 91–113. doi: 10.1007/s10270-016-0523-3.
- Lockey, S. *et al.* (2021) ‘A review of trust in artificial intelligence: Challenges, vulnerabilities and future directions’.
- Mahsyar, S. and Surapati, U. (2020) ‘Effect of service quality and product quality on customer satisfaction and loyalty’, *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(01).
- Majeed, M. *et al.* (2022) ‘An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry’, *Cogent Business & Management*, 9(1), p. 2028331. doi: 10.1080/23311975.2022.2028331.
- Manajemen, J. *et al.* (2022) ‘J-MAS’, 7(2), pp. 813–819. doi: 10.33087/jmas.v7i2.757.
- Manurung, H. and Daud, Q. (2021) ‘Pengaruh E-Service Quality Dan E-Trust Terhadap Keputusan Pembelian Konsumen Pada Produk Dengan E-Satisfaction Sebagai Variabel Intervening’, *Journal for Business and Entrepreneurship*, 5(1).
- Marcel, I. *et al.* (2023) ‘The Influence of Benevolence , Competence , and Integrity on E-Loyalty In The Usage Of E-Wallet Applications in Indonesia’, 6(07), pp. 35–45.
- Marina, S., Setiawati, A. and Salehati, N. A. (2020) ‘E-Service Quality dan Repurchase Intention pada Travel Agent Online di Wilayah DKI Jakarta’, *Jurnal Manajemen Bisnis Transportasi dan Logistik*, 6(2), p. 127. doi: 10.54324/j.mbt.v6i2.524.
- Martinez-Ruiz, M. P. and Moser, K. S. (2019) ‘Studying Consumer Behavior in an Online Context: The Impact of the Evolution of the World Wide Web for New Avenues in Research’, *Frontiers in Psychology*, 10.
- Mashadi, M., Nurachmad, E. and Mulyana, M. (2019) ‘Analisis Deskriptif Penilaian Website Perguruan Tinggi’, *JAS-PT (Jurnal Analisis Sistem Pendidikan Tinggi Indonesia)*, 3(2), p. 97. doi: 10.36339/jaspt.v3i2.278.
- Masithoh, M. R. (2017) ‘Pengaruh Kepuasan dan Kepercayaan Pelanggan Pada Niat Beli Ulang Secara Online’, *SAINS MANAJEMEN*, 3(1). doi: <https://doi.org/10.30656/sm.v3i1.293>.
- Meisaroh, F., Sudarmiatiin Sudarmiatiin and Agus Hermawan (2022) ‘the Effect of E-Service Quality on Repurchase Intention Through E-Trust and E-

- Satisfaction (Study of B2B Emos Marketplace’S User in Malang)’, *Journal of Management and Informatics*, 1(3), pp. 07–15. doi: 10.51903/jmi.v1i3.142.
- Melović, B. *et al.* (2021) ‘Determinants of Millennials’ behavior in online shopping–Implications on consumers’ satisfaction and e-business development’, *Technology in society*, 65, p. 101561.
- Miao, M. *et al.* (2022) ‘The influence of e-customer satisfaction, e-trust and perceived value on consumer’s repurchase intention in B2C e-commerce segment’, *Asia Pacific Journal of Marketing and Logistics*, 34(10), pp. 2184–2206.
- Muharam, H. *et al.* (2021) ‘E-service quality, customer trust and satisfaction: market place consumer loyalty analysis’, *Jurnal Minds: Manajemen Ide dan Inspirasi*, 8(2), pp. 237–254.
- Muklis, A. (2017) ‘BAB III : Metode Penelitian’, pp. 27–43.
- Musa, M. I., Haeruddin, M. I. W. and Haeruddin, M. I. M. (2018) ‘Customers’ repurchase decision in the culinary industry: Do the Big-Five personality types matter?’, *Journal of Business and Retail Management Research*, 13(1), pp. 131–137. doi: 10.24052/jbrmr/v13is01/art-13.
- Muzakir, M. *et al.* (2021) ‘The analysis of forming dimensions of e-service quality for online travel services’, *International Journal of Data and Network Science*, 5(3), pp. 239–244.
- Nadir, N. *et al.* (2022) ‘Analisis Supply Chain Dan Farmer’S Share Usahatani Telur Ikan Terbang Periode Covid 19 Di Kecamatan Galesong Kabupaten Takalar’, *Journal TABARO Agriculture Science*, 5(2), p. 602. doi: 10.35914/tabaro.v5i2.1019.
- Nafees, L., Cook, C. M. and Stoddard, J. E. (2020) ‘The impact of the social media influencer power on consumer attitudes toward the brand: the mediating/moderating role of social media influencer source credibility’, *Atlantic Marketing Journal*, 9(1), p. 3.
- Nasution, E. Y. *et al.* (2020) ‘Perkembangan transaksi bisnis e-commerce terhadap pertumbuhan ekonomi di Indonesia’, *Jesya (Jurnal Ekonomi dan Ekonomi Syariah)*, 3(2), pp. 506–519.
- Nasution, L. M. (2017) ‘Statistik Deskriptif’, *Jurnal Hikamah*, 14(1), pp. 49–55. doi: 10.1021/ja01626a006.
- Natal, S. M. and Natal, M. (2021) ‘Analisis Faktor yang Mempengaruhi Non Muslim menjadi Nasabah Bank Syariah Indonesia di Medan’, *Jurnal Islamic Circle*, 2(1), pp. 16–27.
- Nathadewi, K. S. and Sukawati, T. G. R. (2019) ‘Peran Kepuasan Dalam Memediasi Pengaruh Kualitas Pelayanan Terhadap Niat Beli Ulang Konsumen Lion Air’, *E-Jurnal Manajemen Universitas Udayana*, 8(11), p. 6658. doi: 10.24843/ejmunud.2019.v08.i11.p14.
- Nayak, N. R. *et al.* (2022) ‘Network mining techniques to analyze the risk of the occupational accident via bayesian network’, *International Journal of*

- System Assurance Engineering and Management*, 13(1), pp. 633–641. doi: 10.1007/s13198-021-01574-1.
- Nazir, S. and Haq, Z. (2018) ‘Exploring Womens attitude in online shopping-a review of literature’, *International Journal of Enhanced Research in Management & Computer Applications*, 7(3), pp. 566–570.
- Nikmatulloh, A. A. and Wijayanto, A. (2021) ‘Pengaruh Kesadaran Merek, Kepercayaan, Dan Harga Terhadap Minat Beli Online Pada Marketplace Bukalapak (Studi Pada Pengguna Bukalapak Di Kota Semarang)’, *Jurnal Ilmu Administrasi Bisnis*, 10(1), pp. 837–848. doi: 10.14710/jiab.2021.29832.
- Noviyanti, L. A., Rachmawati, D. A. and Sutejo, I. R. (2017) ‘Digital Repository Universitas Jember Digital Repository Universitas Jember’, *Efektifitas Penyuluhan Gizi pada Kelompok 1000 HPK dalam Meningkatkan Pengetahuan dan Sikap Kesadaran Gizi*, 3(3), pp. 69–70.
- Octian, A. (2019) *5 Keunggulan Layanan BukaBantuan, Bukalapak*. Available at: <https://blog.bukalapak.com/info-pelanggan/5-keunggulan-bukabantuan-108214> (Accessed: 10 November 2023).
- Oly Ndubisi, N. *et al.* (2011) ‘Analyzing key determinants of online repurchase intentions’, *Asia Pacific Journal of Marketing and Logistics*, 23(2), pp. 200–221. doi: 10.1108/13555851111120498.
- Pandiangan, S. M. T. *et al.* (2021) ‘Effect of E-Satisfaction on Repurchase Intention in Shopee User Students’, *Budapest Internation Research and Critics Institute-Journal*, 4(4), pp. 7785–7791. Available at: <https://doi.org/10.33258/birci.v4i4.2697>.
- Panigoro, A., Rahayu, A. and Gaffar, V. (2018) ‘Analisis E-lifestyle dan E-Word Of Mouth terhadap Repurchase Intention Secara Online (Survei pada pelanggan produk fashion online Berrybenka di Fan Page Instagram)’, *Jurnal Ilmu Manajemen Dan Bisnis*, 9(1). doi: 10.17509/jimb.v9i1.12978.
- Ponte, E. B., Carvajal-Trujillo, E. and Escobar-Rodríguez, T. (2015) ‘Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents’, *Tourism management*, 47, pp. 286–302.
- Pradana, M. D. and Sanaji (2018) ‘Pengaruh E-Service Quality Dan Kemudahan Terhadap Niat Beli Ulang Dengan Kepuasan Sebagai Variabel Intervening’, *Jurnal Ilmu Manajemen*, 6(1), pp. 1–10.
- Prahiawan, W. *et al.* (2021) ‘The role of e-satisfaction, e-word of mouth and e-trust on repurchase intention of online shop’, *International Journal of Data and Network Science*, 5(4), pp. 593–600. doi: 10.5267/j.ijdns.2021.8.008.
- Pramudito, D. *et al.* (2021) ‘The Moderation Effect of e-Trust and Big Data Quality in e-Grocery : An Empirical Research from Outside of Java Island .’, 12(10), pp. 6445–6459.
- Pratiwi, L., Sunaryo and Mugiono (2021) ‘The effect of e-service quality on e-loyalty mediated by e-trust and brand image variables: A study on OVO E-

- Wallet application users in Malang City’, *International Journal of Research in Business and Social Science* (2147- 4478), 10(6), pp. 56–62.
- Purnamasari, I. and Suryandari, R. T. (2023a) ‘Effect of E-Service Quality on E-Repurchase Intention in Indonesia Online Shopping: E-Satisfaction and E-Trust as Mediation Variables’, *European Journal of Business and Management Research*, 8(1), pp. 155–161.
- Purnamasari, I. and Suryandari, R. T. (2023b) ‘Effect of E-Service Quality on E-Repurchase Intention in Indonesia Online Shopping: E-Satisfaction and E-Trust as Mediation Variables’, *European Journal of Business and Management Research*, 8(1), pp. 155–161. doi: 10.24018/ejbmr.2023.8.1.1766.
- Purwanto, A. (2022) ‘INTERNATIONAL JOURNAL OF SOCIAL AND MANAGEMENT STUDIES (IJOSMAS) The Role of Digital Leadership, e-loyalty , e-service Quality and e-satisfaction of Indonesian E-commerce Online Shop’, 03, pp. 51–57.
- Purwanto, A. (2024) *Mengenal Wajah Kelas Menengah Indonesia*, *kompas.id*. Available at: <https://www.kompas.id/baca/riset/2024/02/28/mengenal-wajah-kelas-menengah-indonesia> (Accessed: 18 June 2024).
- Purwanto, N. (2021) ‘Pengaruh E-Trust Dan Online Consumer Review Terhadap Keputusan Pembelian (Studi Pada Konsumen Tokopedia Di Jombang)’, *Jurnal EK&BI*, 4, pp. 2620–7443. doi: 10.37600/ekbi.v4i2.357.
- Rahmadani, E. *et al.* (2023) *Statistika Pendidikan*. Global Eksekutif Teknologi.
- Rahman, M. M. *et al.* (2022) ‘Sampling Techniques (Probability) for Quantitative Social Science Researchers: A Conceptual Guidelines with Examples’, *SEEU Review*, 17(1), pp. 42–51. doi: 10.2478/seeur-2022-0023.
- Rahmawaty, S. *et al.* (2021) ‘The effect of e-service quality and E-trust on E-customer loyalty through E-customer satisfaction as an intervening variable (Study on gopay users in bandung)’, *Proceedings of the International Conference on Industrial Engineering and Operations Management*, pp. 5495–5506.
- Raza, S. A. *et al.* (2020) ‘Internet banking service quality, e-customer satisfaction and loyalty: the modified e-SERVQUAL model’, *The TQM Journal*, 32(6), pp. 1443–1466.
- Riandika, I. N., Alwie, A. F. and Syapsan, S. (2022) ‘Analisis Perceived risk, Perceived Value dan Online Consumer Review Terhadap Online Repurchase Intention Produk Fashion di Kabupaten Kampar di Moderasi Kepercayaan’, *Jurnal Teknik Industri: Jurnal Hasil Penelitian dan Karya Ilmiah dalam Bidang Teknik Industri*, 8(2), p. 271. doi: 10.24014/jti.v8i2.17967.
- Robi, M., Kusnandar, D. and Sulistianingsih, E. (2017) ‘Penerapan Structural Equation Modeling (SEM) untuk Analisis Kompetensi Alumni’, *Buletin Ilmiah Matematika, Statistik dan Terapannya*, 6(2), pp. 113–120.

- Rodrigues, E., Fernandes, M. S. and Carvalho, D. (2023) 'Future weather generator for building performance research: An open-source morphing tool and an application', *Building and Environment*, 233, p. 110104.
- Rokhmanah, F. and Nurhayati, N. (2022) 'Pengaruh Struktur Organisasi dan Kompetensi Sumber Daya Manusia terhadap Kualitas Sistem Informasi Akuntansi', *Bandung Conference Series: Accountancy*, 2(1), pp. 805–811. doi: 10.29313/bcsa.v2i1.815.
- Saberian, F. *et al.* (2020) 'Linking digital platforms' service dimensions to customers' purchase', *The Bottom Line*, 33(4), pp. 315–335.
- SABREEN G. ABD ELJALIL (2018) 'Assessing E-trust And Its Effects On Online Purchase Intention For Travel Agencies Website In Egypt', *International Journal of Tourism and Hospitality Management*, 1(2), pp. 161–179.
- Saha, S. K. *et al.* (2023) 'The role of online experience in the relationship between service convenience and future purchase intentions', *Journal of Internet Commerce*, 22(2), pp. 244–271.
- Sakerani, S. *et al.* (2021) 'Principal Leadership and Teacher Work Motivation Synergize with Kindergarten Teacher Performance in Banjarmasin City', *Repository Universitas Lambung Mangkurat*.
- Sandi, A. N. and Sihombing, S. O. (2023) 'Predicting Future Purchase Intentions In E-Commerce: An Empirical Study On Bukalapak', *Jurnal Manajemen*, 27(3), pp. 515–534.
- Sanjayasari, D. (2021) 'Teknik Sampling mangrove', pp. 25–28.
- Santoso, R., Munawi, H. A. and Nevita, A. P. (2020) 'Analisa perilaku konsumen: Strategi memenangkan persaingan bisnis di era ekonomi digital', *Jurnal G-Tech*, 4(1), pp. 286–293.
- Santoso, S. (2011) *Structural Equation Modeling (Konsep dan Aplikasi dengan AMOS 18)*. PT Elex Media Komputindo.
- Saodin *et al.* (2019) 'the Influence of E-Service Quality Toward E-Satisfaction, E-Trust, E-Word of Mouth and Online Repurchase Intention: a Study on the Consumers of the Three-Star Hotels in Lampung', *Russian Journal of Agricultural and Socio-Economic Sciences*, 93(9), pp. 27–38. doi: 10.18551/rjoas.2019-09.03.
- Saputri, C. N. (2022) 'Pengaruh Kemudahan Penggunaan , Sikap Konsumen dan Kepercayaan Konsumen Terhadap Niat Beli Ulang E-Wallet Shopeepay', *SEIKO: Journal of Management & Business*, 5(c), pp. 153–163. doi: 10.37531/sejaman.v5i1.1522.
- Sari, Y. M., Retnawati, H. and Fiangga, S. (2022) 'The construct validity of mathematical reasoning and proof test instrument integrated with GeoGebra: Second-order confirmatory factor analysis', *Beta: Jurnal Tadris Matematika*, 15(2), pp. 104–117.
- Sarjono & Julianita (2015) *METODE SEM AMOS LISREL PLS*.
- Sarjono, H. and Julianita, W. (2015) *Structural Equation Modeling (SEM). Sebuah*

Pengantar, Aplikasi untuk Penelitian Bisnis. Jakarta: Salemba Empat.

- Sarwono, Y. (2010) 'Pengertian Dasar Structural Equation Modeling (SEM)', *Jurnal Ilmiah Manajemen Bisnis Ukrida*, 10(3), p. 98528.
- Schiffman, L. G., Kanuk, L. and Hansen, H. (2013) *Consumer Behaviour E Book*. Pearson Education. Available at: <https://books.google.co.id/books?id=upSpBwAAQBAJ>.
- Schiffman, L. G. and Wisenblit, J. (2019) *Consumer Behavior*. Pearson (Global edition). Available at: <https://books.google.co.id/books?id=CMChvAEACAAJ>.
- Schmitt, L., Hauptenthal, I. and Bin Ahmed, F. (2021) 'Website Design and Trust Elements: A/B Testing on a Start-up's Website', *ENTRENOVA - ENTerprise REsearch InNOVAtion*, 7(1), pp. 170–180. doi: 10.54820/zowh5239.
- Semet, H. A. I. F., Kindangen, P. and Tulung, J. E. (2021) 'The Influence of Consumer Percieved Value Dimensions of Consumer Repurchase Intention on Imported Thrift Clothes (Study Case: Rumah Live Online Manado)', *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 9(4), pp. 532–542.
- Setiawan, R. *et al.* (2020) 'References for Shopping Online Versus in Stores What Do Customers Prefer and How Do Offline Retailers Cope with It?' Petra Christian University.
- Shin, J.-H. (2021) 'The Effect of e-servicescape on Website Trust and Repurchase Intention', *The Journal of the Korea Contents Association*, 21(3), pp. 490–504.
- Shin, J.-H. and Jeong, Y.-G. (2021) 'The effect of e-servicescape on website trust and repurchase intention', *The Journal of the Korea Contents Association*, 21(3), pp. 490–504.
- Siagian, H. *et al.* (2022) 'The effect of perceived security, perceived ease of use, and perceived usefulness on consumer behavioral intention through trust in digital payment platform'. Petra Christian University.
- similarweb (2023) *Top Apps Ranking*. Available at: <https://www.similarweb.com/top-apps/apple/indonesia/shopping/>.
- Siregar, N. and Ovilyani, R. (2017) 'Analisis Faktor - Faktor Yang Mempengaruhi Minat Beli Konsumen Dalam Menggunakan Indihome Sebagai Penyedia Jasa Internet Di Kota Medan (Studi Kasus Kantor Plaza Telkom Cabang Iskandar Muda No. 35 Medan Baru)', *Jurnal Manajemen Tools*, 7(1), pp. 65–76.
- Siregar, S. (2013) *Metode Penelitian Kuantitatif*. Jakarta: PT. Fajar.
- Siti Nurjanah, Agung Kresnamurti Rivai Prabumenang and Shandy Aditya (2022) 'Understanding Repurchase Intention of Online Marketplace Customers in Jakarta with Trust as Intervening', *Jurnal Dinamika Manajemen Dan Bisnis*, 6(2), pp. 1–22. doi: 10.21009/jdmb.06.2.1.

- Sıcakyüz, Ç. and Erdebilli, B. (2023) 'Is E-Trust a Driver of Sustainability? An Assessment of Turkish E-Commerce Sector with an Extended Intuitionistic Fuzzy ORESTE Approach', *Sustainability (Switzerland)*, 15(13). doi: 10.3390/su151310693.
- Sriningsih, M., Hatidja, D. and Prang, J. D. (2018) 'Penanganan multikolinearitas dengan menggunakan analisis regresi komponen utama pada kasus impor beras di Provinsi Sulut', *Jurnal Ilmiah Sains*, 18(1), pp. 18–24.
- Subawa, N. S., Widhiasthini, N. W. and Suastika, N. P. M. W. S. (2020) 'The effect of experiential marketing, social media marketing, and brand trust on repurchase intention in Ovo applications', *International research journal of management, IT and social sciences*, 7(3), pp. 11–21.
- Sugiyono (2010) *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: CV. Alfabeta.
- Sugiyono (2016) *Metode Penelitian Kombinasi (Mixed Methods)*. Alfabeta Bandung.
- Sugiyono, D. (2017) 'Prof, Statistika Untuk Penelitian', *Bandung: Alfabeta Bandung*.
- Suherman, M. and Susan, M. (2022) 'EFEK BAURAN PEMASARAN PADA NIAT BELI ULANG KONSUMEN UMKM MAKANAN DAN MINUMAN GEREJA SANTO PAULUS BANDUNG', *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 6(1 SE-Articles). doi: 10.31955/mea.vol6.iss1.pp421-431.
- Supply Chain Indonesia (2020) *Industri e-Commerce Indonesia Tahun 2020 Akan Semakin Melesat*, supplychainindonesia.com. Available at: <https://supplychainindonesia.com/industri-e-commerce-indonesia-tahun-2020-akan-semakin-melesat/> (Accessed: 23 November 2023).
- Susanto, S. A. (2018) 'Pengaruh E-Satisfaction dan E-Trust Konsumen Hotel Terhadap Online Repurchase Intention di Traveloka', *Journal of Chemical Information and Modeling*, 53(9), pp. 1689–1699.
- Syachrony, M. I., Hamdan, H. and Ilhamalimy, R. R. (2023a) 'The Effect of E-Service Quality, Website Quality, Promotion, and E-Trust on Repurchase Intentions at E-Commerce Shopee in DKI Jakarta', *BASKARA : Journal of Business and Entrepreneurship*, 5(2), p. 193. doi: 10.54268/baskara.5.2.193-205.
- Syachrony, M. I., Hamdan, H. and Ilhamalimy, R. R. (2023b) 'The Effect of E-Service Quality, Website Quality, Promotion, and E-Trust on Repurchase Intentions at E-Commerce Shopee in DKI Jakarta', *BASKARA: Journal of Business and Entrepreneurship*, 5(2), pp. 193–205.
- Tandon, A., Aakash, A. and Aggarwal, A. G. (2020) 'Impact of EWOM, website quality, and product satisfaction on customer satisfaction and repurchase intention: moderating role of shipping and handling', *International Journal of System Assurance Engineering and Management*, 11(2), pp. 349–356.

doi: 10.1007/s13198-020-00954-3.

- Tarmedi, E., Sulastri Sumiyati, S. and Dirgantari, P. D. (2018) 'Factors Affecting Customer Trust and Their Impact on Customer Behavioural Intention: A Study of Social Commerce in Indonesia.', *Pertanika Journal of Social Sciences & Humanities*.
- Tessa Darbyshire (2018) *A New Trust Model for the Post GDPR World, Becoming Human*.
- Tia, A. and Asbari, M. (2023) 'Jurnal Pendidikan Transformatif (Jupetra) Sebuah Kajian Filosofis : “ Biar Kamu Tidak Gampang Terpengaruh Omongan Orang ” Jurnal Pendidikan Transformatif (Jupetra)', 02(01), pp. 11–14.
- Tian, H., Siddik, A. B. and Masukujaman, M. (2022) 'Factors affecting the repurchase intention of organic tea among millennial consumers: An empirical study', *Behavioral Sciences*, 12(2), p. 50.
- Tiwari, P. and Joshi, H. (2020) 'Factors influencing online purchase intention towards online shopping of Gen Z', *International Journal of Business Competition and Growth*, 7(2), pp. 175–187.
- Trends, G. (2023) *Interest Over Time, Google Trends*. Available at: <https://trends.google.com/trends/explore?date=now&geo=ID&q=%2Fm%2F0114n4dz,%2Fg%2F121v7wz6,%2Fg%2F11gh3fk34r,%2Fg%2F11bvg1w42z&hl=en> (Accessed: 3 November 2023).
- Trivedi, V., Banerji, D. and Yadav, M. (2023) 'Expecting the surprises: role of hope in consumer repurchase intentions in an online shopping environment', *Journal of Strategic Marketing*, 31(4), pp. 794–816. doi: 10.1080/0965254X.2021.1996449.
- Türkmenadağ, T. and Meydan Uygur, S. (2020) 'An Investigation of the Effect of Perceived Risk on Repurchase Intention in Online Vacation Purchases', *Tuba Türkmenadağ-Selma Meydan Uygur Tourism Academic Journal*, 7(2020), pp. 255–266.
- Venkatakrishnan, J., Alagiriswamy, R. and Parayitam, S. (2023) 'Web design and trust as moderators in the relationship between e-service quality, customer satisfaction and customer loyalty', *TQM Journal*, (January). doi: 10.1108/TQM-10-2022-0298.
- Wahab, W. (2023) 'Pengaruh Kompetensi Teknologi dan Lingkungan Sosial Terhadap Motivasi Belanja Online di Kalangan Mahasiswa', 2(1), pp. 57–63.
- Wahyuni, S., Suryani, W. and Amelia, W. R. (2022) 'The effect of hedonic shopping value and shopping lifestyle on the impulse buying in online shops (case study: Albadar 6 Gang Community)', *Jurnal Ilmiah Manajemen dan Bisnis (JIMBI)*, 3(1), pp. 12–22.
- Wang, Z. and Ben, S. (2022) 'Effect of consumers' online shopping on their investment in money market funds on ecommerce platforms', *Information Systems and e-Business Management*, 20(2), pp. 325–346. doi: 10.1007/s10257-021-00516-5.

- Warrens, M. J. (2016) 'A comparison of reliability coefficients for psychometric tests that consist of two parts', *Advances in Data Analysis and Classification*, 10(1), pp. 71–84. doi: 10.1007/s11634-015-0198-6.
- Widodo, R. E. *et al.* (2021) 'The Roles of Customer Delight as Mediating in Building Repurchase Intention Based on Electronic Service Quality and System Quality in Online Marketplace', *International Journal of Business and Management Invention (IJBMI) ISSN*, 10(7), pp. 22–28. doi: 10.35629/8028-1007022228.
- Wijanto, S. (2007) *Structural Equation Modeling dengan LISREL 8.80*. Yogyakarta: Graha Ilmu.
- Wijayajaya, H. R. and Astuti, S. R. T. (2018) 'The Effect of trust and brand image to repurchase intention in online shopping', *KnE Social Sciences*, pp. 915–928.
- Wijayanto, G. *et al.* (2023) 'The Effect of Repurchase Intent on The Millennial Generation Through E-Word Of Mouth (E-WOM) As An Intervention Variable on E-Satisfaction and E-Trust In Bukalapak E-Commerce', *Return : Study of Management, Economic and Bussines*, 2(03), pp. 219–236. doi: 10.57096/return.v2i03.80.
- Wilis, R. A. and Nurwulandari, A. (2020) 'The effect of E-Service Quality, E-Trust, Price and Brand Image Towards E-Satisfaction and Its Impact on E-Loyalty of Traveloka's Customer', *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 4(3), pp. 1061–1099. Available at: <http://journal.stiemb.ac.id/index.php/mea/article/view/609>.
- Williianti (2020) 'Bab ii kajian pustaka bab ii kajian pustaka 2.1.', *Bab Ii Kajian Pustaka 2.1*, 12(2004), pp. 6–25.
- Wilson, N., Keni, K. and Tan, P. H. P. (2019) 'The effect of website design quality and service quality on repurchase intention in the e-commerce industry: A cross-continental analysis', *Gadjah Mada International Journal of Business*, 21(2), pp. 187–222. doi: 10.3316/informit.624899661902840.
- Wirtz, J. (2022) *Services Marketing: People, Technology, Strategy, 9th edition*. doi: 10.1142/y0024.
- Wirtz, J. and Lovelock, C. (2021) *Services marketing: People, technology, strategy*. World Scientific.
- Wuisan, D. S. S. *et al.* (2020) 'Pengaruh Website Design Quality Dan E-Service Quality Terhadap Repurchase Intention Sociolla E-Trust Sebagai Variabel Mediasi', *Computatio: Journal of Computer Science and Information Systems*, 4(1), pp. 55–67.
- Ximénez, C. *et al.* (2022) 'Assessing cutoff values of SEM fit indices: Advantages of the unbiased SRMR index and its cutoff criterion based on communality', *Structural Equation Modeling: A Multidisciplinary Journal*, 29(3), pp. 368–380.
- Yang, A. J. F., Wu, S. H. and Wu, P. Y. (2019) 'An empirical investigation of the factors influencing online repurchase intention: evidence from the hotel

- industry', *International Journal of Agriculture Innovation, Technology and Globalisation*, 1(2), p. 114. doi: 10.1504/ijaitg.2019.101816.
- Yasa, N. *et al.* (2020) 'Service strategy based on Tri Kaya Parisudha, social media promotion, business values and business performance', *Management Science Letters*, 10(13), pp. 2961–2972.
- Yuan, C. *et al.* (2021) 'Study on the influencing of B2B parasocial relationship on repeat purchase intention in the online purchasing environment: an empirical study of B2B E-commerce platform', *Industrial Marketing Management*, 92, pp. 101–110.
- Yunus, M., Saputra, J. and Muhammad, Z. (2022) 'Digital marketing, online trust and online purchase intention of e-commerce customers: Mediating the role of customer relationship management', *International Journal of Data and Network Science*, 6(3), pp. 935–944. doi: 10.5267/j.ijdns.2022.2.003.
- Zhang, H. (2022) 'Structural Equation Modeling BT - Models and Methods for Management Science', in Zhang, H. (ed.). Singapore: Springer Nature Singapore, pp. 363–381. doi: 10.1007/978-981-19-1614-4_10.
- Zhang, K. Z. K. and Benyoucef, M. (2016) 'Consumer behavior in social commerce: A literature review', *Decision Support Systems*, 86, pp. 95–108. doi: 10.1016/j.dss.2016.04.001.
- Zhang, R., Jun, M. and Palacios, S. (2023) 'M-shopping service quality dimensions and their effects on customer trust and loyalty: an empirical study', *International Journal of Quality & Reliability Management*, 40(1), pp. 169–191.
- Zhao, J. *et al.* (2021) 'Consumer behaviour analysis for business development', *Aggression and Violent Behavior*, (February), p. 101591. doi: 10.1016/j.avb.2021.101591.
- Zhu, B., Kowatthanakul, S. and Satanasavapak, P. (2020a) 'Generation Y consumer online repurchase intention in Bangkok', 48(1), pp. 53–69. doi: 10.1108/IJRDM-04-2018-0071.
- Zhu, B., Kowatthanakul, S. and Satanasavapak, P. (2020b) 'Generation Y consumer online repurchase intention in Bangkok', *International Journal of Retail & Distribution Management*, 48(1), pp. 53–69. doi: 10.1108/IJRDM-04-2018-0071.
- Zsófia, P. and Attila, K. (2022) 'Relationship between customer satisfaction, intention to repurchase and recommend to buy fashion products online', *Statisztikai Szemle*, 100(3), pp. 285–312. doi: 10.20311/stat2022.3.hu0285.