



The Influence of E-Service Quality and E-trust on Repurchase Intention through E-Satisfaction at Shopee (A Case Study of International Students in Malang)

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Abstract

This study examines the correlations service quality, satisfaction, repurchase intention among online shoppers particularly international students in Malang. It also seeks to explore the indirect convincing of e-service quality on repurchase intention through e-satisfaction and the indirect effects of e-trust on repurchase intention through e-satisfaction. The study used a purposive sample approach, a non-probability sampling strategy. The respondents of the study include a total of 112 international students in Malang who are active online shoppers. The research data was collected through online surveys via social media. The research data was analysed using structural equation modelling (SEM) and partial least squares (PLS) 3.0. Data analysis involves several key phases: validity, reliability, and hypothesis testing. The study's findings support the idea that e-satisfaction is positively correlated with e-service quality. E-trust positively influences e-satisfaction, which directly influences repurchase intent. The quality of e-services positively influences repurchase intent, and e-trust favourably influences repurchase intention.

Pengaruh E-Service Quality dan E-trust Terhadap Repurchase Intention melalui E-Satisfaction Pada Shopee (Studi Kasus Pada Mahasiswa Internasional di Malang)

Abstrak

Penelitian ini meneliti korelasi kualitas layanan, kepuasan, dan niat pembelian ulang di kalangan pembelanja online khususnya mahasiswa internasional di Malang. Penelitian ini juga berupaya untuk mengeksplorasi pengaruh tidak langsung kualitas layanan elektronik terhadap niat pembelian ulang melalui kepuasan elektronik dan pengaruh tidak langsung kepercayaan elektronik terhadap niat pembelian ulang melalui kepuasan elektronik. Penelitian ini menggunakan pendekatan sampel bertujuan, strategi pengambilan sampel non-probabilitas. Responden penelitian ini mencakup total 112 mahasiswa internasional di Malang yang merupakan pembelanja online aktif. Data penelitian dikumpulkan melalui survei online melalui media sosial. Data penelitian dianalisis menggunakan pemodelan persamaan struktural (SEM) dan kuadrat terkecil parsial (PLS) 3.0. Analisis data melibatkan beberapa fase utama: validitas, reliabilitas, dan pengujian hipotesis. Hasil penelitian menegaskan bahwa kualitas layanan elektronik memiliki dampak langsung dan positif terhadap kepuasan elektronik. Kepercayaan elektronik memiliki efek langsung dan baik terhadap kepuasan elektronik. Kepuasan elektronik memiliki dampak langsung terhadap niat pembelian ulang. Kualitas layanan elektronik memiliki efek positif pada niat untuk membeli kembali. Demikian pula, kepercayaan elektronik juga berdampak positif pada niat untuk membeli kembali.

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One area where information technology is impacting sales growth is the rapidly growing online marketplace. Shopee is one of the leading industries in the online realm, taking the form of an e-commerce website that can quickly and easily disseminate information about its merchandise to customers. Customers can make purchases and requests online if a business has an e-commerce website. The site can also accept offline payments via bank account transfer. Indonesia's most popular online marketplace, Shopee, has promised its customers a "world-class" online shopping experience to find and buy whatever they want easily (Kotler, 2018). Recent years have seen an increase in the prevalence and attention garnered by advertising on social media (Appel et al., 2020). In recent years, marketers have developed innovative strategies to reach consumers directly, seamlessly, and interactively. These strategies range from creative websites and mobile apps to online blogs, videos, and social media (Ariansyah et al., 2021). case study in China, where online shopping is growing in popularity as incomes rise) (Clemes et al., 2014). As a result, many different Indonesian e-commerce platforms, including Shopee, Lazada, Tokopedia, Ralali, and JD.ID, have developed innovative approaches to work together to ensure secure transactions for their customers (Sarwono, 2023).

Over the past decade, information, marketing, and communications technology (ICT) have advanced significantly, improving almost every aspect of modern life. The proliferation of the internet has ushered in a new era of digitalization across all sectors of society, making it easier for people from all walks of life to conduct business and advance their education online. As a result of these developments, Industrial Revolution 4.0 emerged (Rymarczyk, 2020). Several other e-commerce startups emerged after the study conducted by (Behl et al., 2019). Shopee has experienced massive expansion and can be considered one of the most successful companies

in its field. For example, (Jaipong, 2022). When doing business online, Shopee is an indispensable platform for you to use. They can connect across this vast region using their own technology, logistics, and payment systems. Shopee provides a wide selection of products and services for men and women that meet the lifestyle needs of Indonesian people. Just as has been widely socialized by (Hamsinah, 2018). The quality of customer service significantly impacts whether buyers return to complete a purchase. Customers believe that if service quality improves, they tend to repurchase the same product (Fachmi et al., 2019). Online business platforms take many precautions to make sure the security of their customers' payments, the quality of the goods and services they offer, the speed of their delivery, and other similar factors.

There are four different types of repurchase interests, according to Nabilla et al. (2023) transactional, referential, preferential, and exploratory. A variety of other factors influence the likelihood of customers repurchasing services (Sudaryanto et al., 2024). In the study conducted by (Fared et al., n.d.-a), it was shown that firms aiming to enhance repurchase interest should consider the quality of their e-services. The research conducted by Rahmania & Wahyono (2022) discovered that the quality of an e-service significantly influences the likelihood that customers will make additional purchases. On the other hand, a study that was conducted by Çelik (2021) found that the quality of e-services has a substantial impact on the retention of existing consumers as well as the acquisition of new customers who are interested in making repeat purchases.

According to Su et al. (2023) since consumer trust is defined as a goal, businesses must be trusted or relied upon to fulfill their objectives. However, according to Kapoor et al. (2018), the three primary elements that affect the effectiveness of a trust-building campaign are the company, the displacement of customers, and growing consumer

views. Furthermore, the firm is the most important aspect. According to Miao et al. (2022), customers want to know that they can trust a company to deliver on their promises; hence, businesses need to gain the confidence of their customers with their products and services. According to Dirks et al. (2022) trust between parties accelerates the development of positive behavior and intentions. Consumers' propensity to make additional purchases from a company is influenced by their level of trust in that Company (Alam & Usman, 2021).

The research study explores the impact of consumers' perceptions of the brand and the quality of e-services on their intentions to make further purchases on the e-commerce platform Shopee. Customers who have positively interacted with a product or service they have purchased are likely to repurchase it. Suppose they wish to make decisions about the purchase of a product or service. In that case, buyers experience the pre-purchase stage, during which they form expectations concerning the benefits they will receive. The buying phase follows the planning phase. The transaction is complete once a customer makes a purchase and receives their goods or services. The advantages will be immediately apparent to consumers, leading them to establish an early impression of the product or service. In the last phase, the post-purchase stage, buyers evaluate the product or service based on their prior expectations and first impressions. The results of this evaluation will show if customers are happy with the product or service and are likely to buy it again (repeat purchase intention) or if they are unhappy and cease using it (Huddin & Ikhsan, 2022). This is something that the researcher is interested in discovering after studying the background material.

When the product's advantages align with the buyer's needs, aspirations, and expectations, customer satisfaction is achieved (Suwarno et al., 2023). Customer satisfaction is the state of mind one experiences from comparing one's

expectations with actual outcomes; it is the driving force behind repeat purchases, brand loyalty, and word-of-mouth advertising (Darmawan, 2019). The extent to which a product's performance lives up to its promise is a measure of consumer satisfaction. Customer dissatisfaction and disappointment occur when a product's benefits fail to meet its expectations (Setoaji et al., 2023). According to (Camilleri & Falzon, 2021) consumers experience electronic gratification whenever they purchase or use services offered online. Online shoppers' opinions and assessments of a store's performance across several dimensions constitute what is known as "e-satisfaction" (Santosa & Taufik, 2023.).

The main objective of this study is to examine the level of e-satisfaction among e-commerce shoppers on the quality of the e-service they receive. Specifically, this study aims to (i) explore the correlation between e-trust and e-satisfaction, as well as the connection between e-satisfaction and repurchase intention; (ii) investigate the relationship between e-service quality and repurchase intention and the association between e-trust and repurchase intention; (iii) examine the relationship between e-service quality and repurchase intention, with e-satisfaction acting as a mediation variable; and (iv) explore the relationship between e-trust and repurchase intention, with e-satisfaction also acting as a mediation variable.

Indonesia's high ranking as an educational destination (Sari et al., 2022) attracts many international students to enroll in its universities. International students find it most difficult to communicate with residents in traditional markets and modern markets in Malang because few locals speak English. One of the criteria that the samples must to be part of the study is that they are able to shop online using Shopee platform. The respondents of the study are international students of Malang who are making online shopping including purchasing of goods for daily necessities.

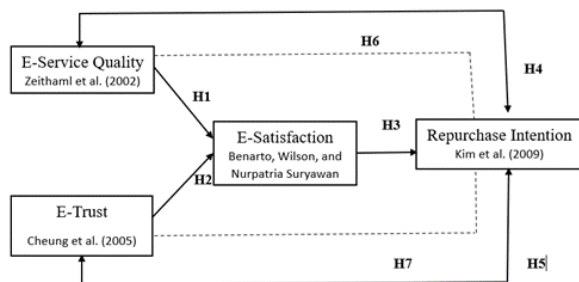


Figure 1. Research framework

Hypothesis 1: The study's main hypothesis is that the quality of e-services has a beneficial effect on e-satisfaction.

Hypothesis 2: The degree of electronic trust positively affects electronic satisfaction.

Hypothesis 3: Electronic satisfaction positively affects the intention to repurchase.

Hypothesis 4: The level of excellence of electronic services has a favorable impact on repurchases intent.

Hypothesis 5: Purchase intent is positively impacted by electronic trust.

Hypothesis 6: The association between e-service quality and repurchase intention is mediated by e-satisfaction.

Hypothesis 7: Repurchase Intention is strongly and indirectly influenced by e-satisfaction and e-trust.

RESEARCH METHODS

Considering that the total population is unknown, this study used purposive sampling, a non-probability sampling approach. The study included statistical analysis of the data collected from 112 international students in Malang, Indonesia, who purchased on the e-commerce platform Shopee. The combination of structural equation modelling (SEM) with partial least squares (PLS) 3.0 was operated to examine the complex connections among latent variables.

The data was collected by distributing online surveys via social media. The Likert scale was a range of values, from 1 (indicating strongly disagree) to 5 (indicating strongly agree) used. The instruments used in this study include questions related to e-service quality with twenty-two indicators (Sahadev & Purani, 2008); e-trust with

seven indicators (Miao et al., 2022; Trivedi & Yadav, 2020); e-satisfaction with three indicators (J. Kim et al., 2009); and repurchase intention with five indicators (C. Kim et al., 2012). The process of data analysis includes evaluating the validity and reliability of the data, as well as conducting hypothesis testing to determine its significance. The study's independent variables are e-service quality and e-trust, whereas the dependent variable is a repurchase intention. E-satisfaction is considered an intermediate variable. The Likert scale responses were included in the PLS-SEM analysis to predict numerical results and investigate the mediating effect of e-satisfaction on repurchase intention in e-commerce platforms. Figure 1 shows the research framework of the study.

The Likert scale data was analyzed using descriptive statistics to examine the relationships between e-service quality, e-trust, e-satisfaction, and repurchase intention. The study reflects valuable insights into the connections and relationships among the studied variables. This provides an extensive comprehension of consumer behavior within the e-commerce domain among international students in Malang, Indonesia. The population being examined represents international students in Malang, Indonesia, who are knowledgeable about and use online shopping on Shopee platforms.

RESULTS AND DISCUSSION

Demographic Respondents

This study collected data from a total of 112 participants. Table 1 shows the distribution of participants according to their backgrounds. The findings confirmed that the participants in this study were predominantly male, with 74 respondents representing 66.1% of the overall, while the 38 respondents were female representing 33.9% of the sample. The study's respondents were mainly between 19 and 25 years old. Respondents with bachelor's degrees were the most numerous in terms of education. A large percentage of

respondents were predominantly from Madagascar. A significant majority of participants are affiliated with the State University of Malang. When classifying the monthly expenses of the

respondents, over 50% of the participants said that their costs were between the range of IDR 1,000,000 to IDR 3,000,000.

Table 1. Descriptive Characteristics of Respondents

	Frequency	Percentage
<i>Gender</i>		
Male	74	66.1%
Female	38	33.9%
<i>Age</i>		
19 – 25 Years Old	62	55.4%
26 – 32 Years Old	37	33%
33– 39 Years Old	10	8.9%
>40 Years Old	3	2.7%
<i>Country of Origin</i>		
China	7	6.3%
Madagascar	20	17.9%
Afghanistan	10	8.9%
Timor-Leste	10	8.9%
Thailand	10	8.9%
Yemen	8	7.1%
South Sudan	9	8%
Others	38	34%
<i>University</i>		
The State University of Malang	52	46.4%
Brawijaya University	29	25.9%
University of Muhammadiyah Malang	8	7.1%
State Polytechnic of Malang	16	14.3%
Maulana Malik Ibrahim State Islamic University Malang	6	5.4%
Islamic University of Malang	1	0.9%
<i>Education Level</i>		
Bachelor	65	58.6%
Master	36	32.4%
PhD	10	9%
<i>Monthly Expenses</i>		
< IDR 1.000.000	19	17%
IDR 1.000.000 - IDR 3.000.000	62	55.4%
IDR 4.000.000 - IDR 7.000.000	27	24.1%
IDR 7.000.000 - IDR 10.000.000	4	3.6%

Source: Authors' computation and analysis, 2024

Validity & Reliability Test

The validity test determines the degree to which the instrument can accurately measure the intended variable. The study employed a validity test to assess the validity of each question item utilized in the research questionnaire. The validity test considers the questions acceptable if the loading factor is ≥ 0.70 . Table 2 shows that not all questions

concerning the research variables, specifically e-Service Quality (ESQ) and e-Trust (ET), meet the criteria for validity. This is because some of the questions have loading factor values below 0.70. However, all factors in the questionnaire, namely e-satisfaction (ES) and Repurchase Intention (RI), are considered acceptable indicators of acceptance because they all have a loading factor above 0.7.

Table 2. Outer Loadings Validity Test

Indicator	E-satisfaction	E-service Quality	E-trust	Repurchase Intention	Conclusion
ES.1(Satisfaction on product)	0.821				Valid
ES.2(Satisfaction on platform)	0.876				Valid
ES.3(Satisfaction on purchase experience)	0.858				Valid
ESQ.3(Service Quality on quick transaction completion)		0.744			Valid

ESQ.4(Service Quality on well-organized information)	0.769	Valid
ESQ.7(Service Quality on quick Access)	0.771	Valid
ESQ.8 (Service Quality on well-organized platform)	0.800	Valid
ESQ.9 (Service Quality on Always available)	0.772	Valid
ESQ.10 (Service Quality on instant launch and operation)	0.713	Valid
ESQ.13 (Service Quality on timely order delivery)	0.742	Valid
ESQ.14 (Service Quality on timely delivery availability)	0.769	Valid
ESQ.18 (Service Quality on truthful offerings)	0.760	Valid
ESQ.19 (Service Quality on accurate delivery promises)	0.747	Valid
<hr/>		
ET.2 (Trust on ensuring reliability)	0.763	Valid
ET.3(Trust on Company-Costumer information exchange)	0.818	Valid
ET.4 (Trust on consistent information quality)	0.793	Valid
ET.5 (Trust on well-qualified e-commerce platform)	0.799	Valid
ET.6 (Trust on Ethical e-commerce practices)	0.785	Valid
ET.7 (Trust on Upholding integrity)	0.801	Valid
<hr/>		
RI.1 (Repurchase Intention on continued purchase intent)	0.865	Valid
RI.2 (Repurchase Intention on intent to acquire product information)	0.863	Valid
RI.3 9 Repurchase Intention on recommendation intent)	0.808	Valid
RI.4 (Repurchase Intention on priority online store for future purchase)	0.855	Valid
RI.5 (Repurchase Intention on continued usage intent)	0.819	Valid

Source: Authors' computation and analysis, 2024

Reliability analysis is a method adopted for evaluating the internal consistency of scales by applying Cronbach's α . When the Cronbach α scores of all structures passed the minimum tolerance of 0.700, their reliabilities were considered good. Table 3 discloses the Cronbach α scores for all variables, which ranged from 0.811 to 0.918. These results go higher than the minimum threshold of 0.70. This proves the survey instrument is dependable in consistently assessing all constructs and is unaffected by random variation.

Table 3. Construct Reliability Test

Variable	Cronbach's Alpha	CR	AVE	Con.
ES	0.811	0.888	0.725	Reliable
ESQ	0.918	0.931	0.576	Reliable
ET	0.882	0.911	0.629	Reliable
RI	0.897	0.924	0.709	Reliable

Source: Authors' computation and analysis, 2024, Note: CR=Composite Reliability, RI=Repurchase Intention, ESQ=E-service Quality, ET=E-trust, ES=E-satisfaction

Figure 2 illustrates the results of data processing using SmartPLS 3.0. The outer loading factor's value demonstrates the links between service quality, satisfaction, trust, and repurchase intention. This illustrates the correlation between the constructs and variables. The arrows indicate

the directions of relationships between these constructs, while the numerical values along the paths signify loadings or path coefficients. This proves that the model retains all constructs and that there is a robust relationship between the construct and the latent variables. We can deduce from these numbers the importance and strength of the model's associations.

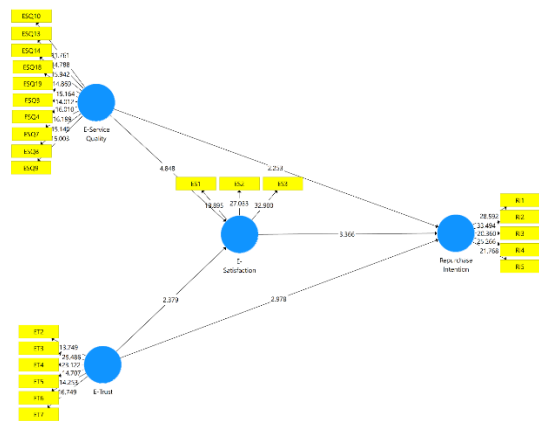


Figure 2. Relations between variables/ Bootstrapping

Descriptive Statistics

Table 4 shows the results of the statistics descriptive variables analysis. The mean value of the total service quality variable is 3.83. This shows the e-service quality variable of the e-commerce platform Shopee. Nevertheless, the ESQ18 and

ESQ19 indicator, which has an average score of 3.66, can evaluate e-service quality by promptly responding to concerns from e-commerce shopee users.

The overall e-trust variable has an average value of 3.88. This offers a high level of trust that Shopee's e-commerce site users have in the system. However, because of the ET4 indicator "*the information quality provided by the e-commerce Shopee is consistent*" having the lowest value of 3.76, e-commerce platform shopee needs to keep the information displayed updated.

The mean value of the total e-satisfaction variable is 3.85. It means that users of the e-commerce platform Shopee have been satisfied with the e-commerce Shopee. Nevertheless, the ES1 (*I am satisfied with the product from the e-commerce*

platform Shopee) indicators have a minimum score of 3.69, showing that customers of the Shopee e-commerce platform still believe that their choice of products, in terms of variety and quality, does not match their needs.

The overall repurchase intention variable has an average value of 3.87. It demonstrates that consumers who use Shopee in the e-commerce field have a strong inclination to make repeat purchases, as seen by their choice of using Shopee transactions as their primary strategy for selecting suppliers. However, the RI4 indication, which (*I intend to use on Shopee for future purchases*), has the lowest score of 3.77. This can serve as an evaluation tool for developing Shopee strategy and innovations that promote users' repeated purchases of their necessities.

Table 4. Statistic Descriptive

Variable	Indicator	Mean	Grand Mean
E-service Quality	ESQ.3 (Service Quality on quick transaction completion)	3.93	3.83
	ESQ.4(Service Quality on well-organized information)	3.95	
	ESQ.7 (Service Quality on quick Access)	3.92	
	ESQ.8 (Service Quality on well-organized platform)	3.87	
	ESQ.9 (Service Quality on Always available)	3.95	
	ESQ.10 (Service Quality on instant launch and operation)	3.88	
	ESQ.13 (Service Quality on timely order delivery)	3.72	
	ESQ.14 (Service Quality on timely delivery availability)	3.79	
	ESQ.18 (Service Quality on truthful offerings)	3.66	
E-trust	ESQ.19 (Service Quality on accurate delivery promises)	3.66	3.88
	ET.2 (Trust on ensuring reliability)	4.06	
	ET.3 (Trust on Company-Costumer information exchange)	3.88	
	ET.4 (Trust on consistent information quality)	3.76	
	ET.5 (Trust on well-qualified e-commerce platform)	3.92	
	ET.6 Trust on Ethical e-commerce practices)	3.79	
	ET.7(Trust on Upholding integrity)	3.90	
E-satisfaction	ES.1 (Satisfaction on product)	3.69	3.85
	ES.2 (Satisfaction on platform)	3.90	
	ES.3 (Satisfaction on purchase experience)	3.96	
Repurchase Intention	RI.1 Repurchase Intention on continued purchase intent)	3.88	3.87
	RI.2 (Repurchase Intention on intent to acquire product information)	3.92	
	RI.3 (Repurchase Intention on recommendation intent)	3.84	
	RI.4 (Repurchase Intention on priority online store for future purchase)	3.77	
	RI.5 (Repurchase Intention on continued usage intent)	3.95	

Source: Authors' computation and analysis, 2024

Hypotheses Test

According to the r-square value in Table 5, the combination of e-service quality and e-trust influences 49.6% of the variability in e-satisfaction. In this case, the remaining 50.4% relates to other variables not considered in this study. Similarly, e-

service quality, e-trust, and e-satisfaction contribute to 62.2% of the variation in repurchase intention, while the remaining 37.8% was attributed to other variables.

Table 5. R-Square value

Variable	R- Square	R- Square Adjusted
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E- satisfaction	0.505	0.496
Repurchase Intention	0.633	0.622

Source: Authors' computation and analysis, 2024

The research hypothesis has been tested using the SmartPLS 3.0 software based on Partial Least Squares (PLS) analysis. The bootstrapping results confirm the fact that of these values. The main criteria for this study were a t-statistic exceeding 1.96, a significance level of 0.05 (5%), and a positive beta coefficient. For H1, results show that the t-statistic is 4.848, and the p-value is 0.000. The results suggest that the null hypothesis (H1) is rejected because the t-statistic is > 1.96 and the p-value is < 0.05. For H2, the t-statistic is 2.379, and the p-value is 0.018. This implies that we have

substantial statistical evidence to reject the null hypothesis of H2. For H3, the results show that the t-statistic is 3.366, and the p-value is 0.001. Results suggest that test statistics are beyond the threshold suggesting that H3 null hypothesis is rejected. The hypothesis test results for H4 obtained a p-value of 0.025 and a t-statistic of 2.253. With a p-value lower than the significance level of 0.05 and a t-statistic greater than the critical value of 1.96, the null hypothesis for H4 is rejected. Lastly for H5, results show that the t-statistic is 2.978, and the p-value is 0.003. We have sufficient statistical evidence to reject the null hypothesis of H5. Table 5 show the summary results of the hypothesis testing.

Table 6. Hypothesis Test Direct Effect

Correlation	Path Coefficient	T Satistics	P Values	Conclusion
E-service Quality → E-satisfaction	0.484	4.848	0.000	H1 accepted
E-trust → E-satisfaction	0.279	2.379	0.018	H2 accepted
Esatisfaction → Repurchase Intention	0.364	3.366	0.001	H3 accepted
E-service Quality → Repurchase Intention	0.223	2.253	0.025	H4 accepted
E-trust → Repurchase Intention	0.306	2.978	0.003	H5 accepted

Source: Authors' computation and analysis, 2024

The main objective of doing an indirect effect analysis is to examine the validity of the concept that a variable that has an influence on other variables can indirectly impact those affected variables by means of an intervening variable. Consider that the p-value is < 0.05. Therefore, about the insufficient mediating role of the mediator variable (E-Satisfaction) in the relationship between the exogenous variables (E-Service Quality, E-Trust) and the endogenous variable (Repurchase Intention), it is not possible to determine the indirect influence in this case. However, it has a significant and immediate effect. Table 7 displays the values for indirect effects. The research demonstrates that e-satisfaction can operate as a mediating factor between e-service

quality and intention to repurchase. The essential indirect influence of E-Service Quality on Repurchase Intention through E-satisfaction is validated. The t-statistic is 2.449, and the p-value is 0.015, which results from hypothesis testing. The data shows that the null hypothesis for H6 is rejected because the t-statistic is > 1.96 and the p-value is < 0.05. Important indirect impact of e-trust on Repurchase Intention is supported. The hypothesis test results obtained a p-value of 0.035 and a t-statistic of 2.110. With a p-value < 0.05 and a statistical value > 1.96, we can reject the null hypothesis of H7. In addition, e-satisfaction can operate as a mediator between e-trust and Repurchase Intention.

Table 7. Mediation Effect

Correlation	Path Coefficient	T Statistics	P Values	Conclusion
E-service Quality→E-satisfaction→Repurchase Intention	0.179	2.449	0.015	H6 accepted
E-trust→E-satisfaction→Repurchase Intention	0.009	2.110	0.035	H7 accepted

Source: Authors' computation and analysis, 2024

DISCUSSION

The Relationship Between E-Service Quality and E-Satisfaction

The first hypothesis puts to the test the claim that e-satisfaction is favorably and significantly impacted by e-service quality. The results of this survey confirm that customers are much more satisfied when they receive high-quality service when shopping online. These findings are backed by research carried out by Sharma & Lijuan (2015), Chandra et al. (2018), Rachmawati & Syafarudin (2022), Ashiq & Hussain (2024), and Shafiee & Bazargan (2018).

E-satisfaction and E-trust's relationship

The subject of the second hypothesis is the positive and statistically significant influence of e-trust on e-satisfaction. The results of this study confirm the assumption that trust in electronics significantly influences electronic satisfaction. The results validate previous research (Jairak et al., 2009; Valvi & West, 2013; Al-dweeri et al., 2019; Sudaryana, 2020; Berliana et al. 2022; Ehsani & Hosseini, 2023)

The Effect of E-Satisfaction on Repurchase Intention

In the third hypothesis, we see how e-satisfaction significantly influences repurchase intentions. The study's findings indicate that higher repurchase desire is significantly influenced by e-satisfaction. Incorporating these results into the existing literature from Maruli et al. (2018), Hasman et al. (2019), Vijay et al. (2017), Nabila et al. (2023), Ginting et al. (2023), and Shin & Lee (2018).

The Impact of E-Service Quality on Intention to Repurchase

In the fourth hypothesis, we look at how the quality of online services influences the likelihood that customers will repurchase the service. This study shows that when customers are happy with the quality of the e-services they receive, they are more willing to make more purchases. Prior investigations conducted by Ginting et al. (2023),

(Fared et al., 2021.) and another, (Firmansyah & Ali, 2019), (Wiatna, 2022), (Sudirjo et al., 2024),(Dayani et al., 2022) supports these results.

The Impact of E-Trust on Intention to Repurchase

In the fifth hypothesis, we evaluate how e-trust influences repurchase intentions directly and significantly. According to this research, repurchase tendencies are rationally and significantly influenced by the level of e-trust. Customers repurchase intention is positively correlated with their trust in e-commerce. These results are relevant previous research to Lesmini et al. (2023), Bulut (2015), Apidana & Prasetyo (2023), Prahawan et al. (2021), and Shin et al. (2013). In addition, they found that e-trust influences the likelihood of repurchase.

E-satisfaction serves as a mediating variable in the relationship between E-Service Quality and Repurchase Intention.

The relationship between e-service quality and repurchase intention through e-satisfaction is the subject of the sixth hypothesis, which is positive and strong. The empirical evidence in this study demonstrates that e-satisfaction considerably enhances the association between e-service quality and repurchase intention when it functions as a mediating variable. According to this viewpoint, the findings are consistent with prior studies conducted by Purnamasari & Suryandari (2023), Wiryana & Erdiansyah (2020), Fared et al. (2021), Luyanny & Widjaja (2024), and Damayanti et al. (2022)

The influence of E-Trust on Repurchase Intention through E-Satisfaction as a mediating variable

Seventh, e-satisfaction can be used as an indicator to determine if e-trust and repurchase intention have a positive and statistically significant relationship. The relationship between repurchase intention and e-trust are mediated in part by e-satisfaction. The findings were supported by

previous research such as Saleem et al. (2017), Jayaputra et al. (2022), Rizki at al. (2023), Naafiarsha et al. (2020), and Sudaryanto et al. (2024). The studies indicates that the relationship between e-trust and repurchase intention in online buying is mediated by e-satisfaction.

CONCLUSION AND SUGGESTION

The study yielded the following results after a path analysis of the relationship between e-service quality, e-trust, repurchase intent, and e-satisfaction with Shopee. E-satisfaction and e-service quality have a positive and direct relationship. E-trust significantly enhances e-satisfaction. The likelihood that a consumer will make a repeat purchase is positively and statistically significantly impacted by e-satisfaction. The quality of the e-service is favorable and substantial. Impact on the intention to repurchase. E-trust significantly enhances the likelihood of repurchase. E-service quality significantly enhances repurchase intention indirectly via e-satisfaction. E-satisfaction is a large, positive, and very significant indirect influence of e-trust on repurchase intention.

The research concluded that international students in Malang should be able to get better service from the online store Shopee. This includes fixing customer service issues quickly, providing high-quality e-services, and increasing e-satisfaction and e-trust, consequently increasing repurchase intention. Shopee, an e-commerce site, may attract international students and make them happy when they resupply their necessities by providing amenities. We can see how much a product costs compared to others, which is a nice feature. The online store Shopee Website security needs additional work to make users feel comfortable disclosing personal information; for example, providing a clear description of the data's intended use and assuring users that their identities would remain anonymous would go a long way. Online shoppers' international students

in Malang should pay careful attention to the service system that provides guidance when they select a product they need if they want to feel helped by the advice offered by online stores. Adding more variables allows researchers to understand the impact on repurchase intention better. Researchers anticipate extending the scope of their studies and conducting longer periods of observation. The link mediates repurchase intention between the caliber of e-service quality and e-satisfaction, the mediating variable in this study. However, there has to be a higher correlation between the chance of repurchasing and the quality of e-services. More indicators will likely be used as research items in future studies. For future studies in the same area, the results of this one can be used as a jumping-off point and supplementary material.

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