

The Influence of Electronic Service Quality and Customer Satisfaction on Repurchase Interest (Study on Bukalapak E-commerce users in FE UNJ Students)

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Abstract

Based on survey data from the Indonesian Internet Service Providers Association (APJII), the number of internet usage growth in 2023 in Indonesia will be 215,626,156 people out of Indonesia's population of 275,773,901 people. Then if we look at age levels, currently internet users are mostly used by Indonesian people aged 19-34 years as much as 97.17%. On the other hand, Indonesia, as one of the largest countries in the world, has great potential as a producer and uses enormous technology. Almost all companies, both private and state, involve technology in their business. The significant increase in e-commerce and online transportation services is concrete evidence that cannot be denied of the successful use of technology in Indonesia. Especially in purchasing products online via the internet or what is usually called online shopping. The aim of this research is to examine the influence of electronic service quality and customer satisfaction on repurchase intention among Bukalapak E-Commerce users. The data collection method in this research uses a survey method with an instrument in the form of an online questionnaire. The sample selection technique used was purposive sampling. The population reached is students from the Faculty of Economics, Jakarta State University Class of 2020 who are active Bukalapak users. The sample used in this research was 234 respondents with the criteria being respondents who had purchased in the last six months through Bukalapak. The data analysis technique in this research uses Structural Equation Modeling (SEM) with SPSS version 22 software.

Keyword : Electronic Service Quality; Customer Satisfaction; Repurchase Intention

1. Introduction

With the availability of the internet network, information can be quickly delivered and received by individuals without any constraints or limitations. Many individuals today have adopted the use of the internet, in this case due to the rapid growth of the internet. Basically, the internet is a series of computers connected to each other through the use of the TCP/IP global standard system, which functions as a packet exchange protocol to serve billions of users around the world (Nasution et al., 2020).

Based on survey data from the Indonesian Internet Service Providers Association (APJII), it is stated that the number of growth in internet usage in 2023 in Indonesia is 215,626,156 people from the total population of Indonesia of 275,773,901 people. Which means that 78.19% of Indonesia's population will use the internet in 2023. Then when viewed by age level, internet users are currently used more by Indonesians aged 19-34 years as much as 97.17%. In the development of technology in Indonesia, there has been a change in the human lifestyle. Technology has also been widely utilized in various sectors, such as trade, companies, banking, education, and health, with the aim of increasing efficiency and reducing costs (Nasution et al., 2020).

On the other hand, Indonesia is also one of the largest countries in the world, has great potential as a producer and the use of technology is very large (Purba et al., n.d. 2021). Almost all companies, both private and public, involve technology in their business. The significant increase in e-commerce and online transportation services is undeniable concrete evidence of the successful use of technology in Indonesia. Especially in purchasing products online via the internet or what is commonly referred to as online shopping. Online shopping is an activity of purchasing goods or services through e-commerce. E-commerce is the practice of buying, selling, and exchanging products, services, and information electronically through the internet network (Anwar & Adidarma, n.d. 2021). The rapid growth in e-commerce in Indonesia is the result of increased public awareness of the widespread use of the internet.

According to M. Suyanto, e-commerce benefits people by allowing them to work from home without the need to go outside, enabling the sale of various goods at more affordable prices, and providing access to citizens in rural areas to enjoy a variety of

products and services that are difficult for them to obtain without e-commerce (Musatjibah T., 2021). The development of online buying and selling in Indonesia is marked by the existence of various e-commerce platforms such as Lazada, Tokopedia, Shopee, Bukalapak, and Zalora.

2. Literature Review

2.1 Repurchase Interest

The definition of repurchase interest, as explained by Swastha and Handoko in Alvian & Prabawani (2020), refers to the desire of consumers to make repurchases of products or services that have been purchased previously. Meanwhile, according to Kotler and Keller in research (Alvian & Prabawani, 2020), the desire to repurchase occurs when a consumer is satisfied with a product that meets his expectations and has the desired performance, this satisfaction encourages consumers to choose the same product or brand again in the future, and give positive recommendations to others.

Repurchase interest behavior will arise when the product successfully meets consumer needs and approval, indicating that they will return to buy and use the product in larger quantities (Martha Maharany et al., 2021). So it can be concluded that repurchase interest is a desire that arises in the mind of a consumer or buyer to repurchase the same product or service based on a satisfactory previous experience.

(Ananda et al., 2021) states that consumer repurchase interest can be assessed through four main indicators, including:

- 1) Transactional Interests, which reflect consumer interest in making repeat purchases on products they have used.
- 2) Referential Interests, which reflect consumer interest in recommending products they have used to others.
- 3) Preferential Interests, which reflect consumers' interest in always choosing the products they have used as the first choice.
- 4) Explorative Interest, which reflects consumers' interest in seeking information related to the product they want to support the specialty of the product.

2.2 Electronic Service Quality

Matsumoto dan Cao dalam Albi (2021) suggest that quality refers to the extent to which a product meets its specifications, which is an important aspect of production, quality can also be linked to the services provided to consumers (Albi, 2021). Furthermore (Albi, 2021) also states that service quality includes two qualities, namely technical quality related to what is directly received by customers, and functional quality related to how the service is carried out.

Meanwhile, the quality of electronic services in e-commerce reflects the consumer experience in shopping, purchasing, and shipping products / services. Zeithaml in research by Dinda Ayu Puspita (2023) describes electronic service quality as a measure of the efficiency and effectiveness of electronic-based services, such as applications or websites, which are used to facilitate various stages of transactions (Ayu Puspita & Rahayu Tri Astuti, n.d., 2023). In a broader context, electronic service quality includes aspects that utilize the internet to improve the transaction process and achieve customer satisfaction (Lengkay et al., n.d., 2023).

In Li & Suomi's research (2020) 5 dimensions of SERVQUAL (Service Quality) are as follows:

1. Website design: Lack of website design can result in a negative impression of the quality of the website to customers, and customers may exit the purchasing process. The website is the starting point for customers to gain trust.
2. Reliability: This dimension is the most important in e-service quality. In a virtual environment, it is very important to make customers believe that the organization will do what it promises.
3. Responsiveness: In e-service, companies provide prompt service to customers through digital media when customers have questions or problems, which makes customers more comfortable during the purchase and continues the purchase without interruption.
4. Security: Security refers to freedom from danger, risk, or doubt during the service process
5. Fulfillment: In e-services, providing customers with the right information about the availability of a product or service is important when making a purchase.

6. Personalization: In e-services, interactivity between customers and companies offers opportunities for companies to obtain information about customers, such as purchasing habits, needs, preferences, and so on, which makes it possible to offer personalized services to customers.
7. Information: In the context of e-services, the engagement between consumers and companies opens up opportunities for companies to gain insights about customers, including purchasing patterns, needs, preferences, etc., enabling them to provide services tailored to customers' individual needs.
8. Empathy: In e-services, empathy is important in customers perception of the quality of e-services without face-to-face contact.

2.3 Customer Satisfaction

Oliver in Albi's research (2021) customer satisfaction is an evaluation of feelings that arise after customers use the product or service offered, by comparing initial expectations before buying the product (Albi, n.d., 2021). Kotler and Keller in Nisha Kusumadewi's research (2020) also define customer satisfaction as a feeling that arises after comparing product performance with the expectations that customers have for the product, which can be a feeling of pleasure or disappointment (Kusumadewi et al., n.d., 2020).

So that if a purchase is able to meet consumer needs and expectations, then consumer satisfaction can be realized (Wungkana & Santoso., 2021). Kennedy in research by Dedek Kurniawan Gultom (2020) explains that the level of customer satisfaction tends to increase when customers feel that the seller has been fair in conducting transactions (Kurniawan Gultom et al., 2020).

Meanwhile (Anggraini & Budiarti, 2020) suggests that achieving customer satisfaction is the main goal of every company. Sidharta and Suzanto in Arya Nurdiasnyah's research (2022) also explain that consumer interest in using E-Commerce is also influenced by the level of satisfaction in making online transactions, this is the main indicator that determines whether consumers will like an online store and can be a reason for making repeat purchases (Nurdiansyah et al., 2022). According to Priansa in

Marisi Butarbutar (2021) the dimensions of customer satisfaction include several aspects, including:

- 1) Product: Product quality that can meet consumer tastes and expectations, measured by product variety, quality, and availability.
- 2) Price: Reflects the quality of the product as measured by the price level and the appropriateness of its selling value with price variations.
- 3) Promotion: Efforts to communicate product benefits to target consumers as measured by advertisements, discounts, and gifts.
- 4) Employee Service: Employee service: Services provided by employees in an effort to meet the needs and desires of consumers, involving politeness, friendliness, speed, and accuracy.
- 5) Ambiance: Supporting factors that create a positive impression for consumers and

3. Material and Method

This research is planned to be carried out in a span of 6 (five) months, starting from January 2024 to June 2024. Researchers conducted research in the entire Jabodetabek area, based on respondents who had been selected by researchers, namely 2020 UNJ Faculty of Economics students who live in Jabodetabek. This research was conducted online by distributing questionnaires via google form, because it made it easier for researchers to reduce the duration of time and reduce costs. The criteria for respondents in this study include students of the Faculty of Economics class of 2020, State University of Jakarta who have made purchases at least once or more through the Bukalapak application within the last 6 months.

3.1 Design Study

3.1.1 Research Methods

The type of approach used in this research is a quantitative approach. This approach aims to describe, explain, and test the relationship between variables by utilizing statistical analysis. The survey method is the method used in conducting this research. Survey research is one of the research methods that aims to obtain an overview of the characteristics of the population represented by the sample.

The sampling technique used in this study is purposive sampling. The sample selection in this study was carried out based on the criteria set by the researcher, as follows:

- 1) Students / students of the Faculty of Economics, Class of 2020, State University of Jakarta.
- 2) Making purchase transactions at Bukalapak within the last 6 months

Thereby, the number of samples required is 234 FE 2020 students of Universitas Negeri Jakarta.

3.1.2 Data Collection Technique

In this study, researchers collected data through a survey approach using a questionnaire. Researchers distributed questionnaires via google form to respondents of Jakarta State University Faculty of Economics students who had transacted at Bukalapak E-Commerce in the last 3 months. Then the data obtained from the questionnaire is primary data. In addition, researchers also utilise secondary data consisting of information obtained from articles, journals, and other references.

3.2 Data Analysis

After obtaining the data, the researcher analyses the data to obtain the results and conclusions of the variables to be tested. In analysing the data, researchers used multiple linear regression analysis methods using statistical software, namely SPSS (Statistical Package for the Social Sciens). The analysis method used is descriptive analysis, validity test and reliability test. In data analysis using multiple liner analysis, coefficient of determination test, normality test, linearity test, multicollinearity test, heteroscedasticity test. In hypothesis testing using the t test and F test.

4. Result

Table 4. 1 Descriptive Statistics Test results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Kualitas Pelayanan Elektronik	234	25.00	55.00	48.1923	4.69789
Kepuasan Pelanggan	234	25.00	45.00	39.4573	3.93732
Minat Beli Ulang	234	16.00	45.00	38.4744	4.75961
Valid N (listwise)	234				

Source : Data processed by researchers

Based on the data that has been obtained, the following is the data distribution:

1. Service Quality Variable (X1), obtained a minimum value of 25, a maximum value of 55, an average value of 48.19 and a standard deviation of 4.697.
2. Customer Satisfaction Variable (X2), obtained a minimum value of 25, a maximum value of 45, an average value of 39.45 and a standard deviation of 3.937.
3. Repurchase Interest Variable (Y), obtained a minimum value of 16, a maximum value of 45, an average value of 38.47 and a standard deviation of 4.759.

Based on the validity test that has been carried out, the results for the Repurchase Interest questionnaire can be seen in Table 3.2 below.

Table 4. 2 Validity Test of Repurchase Interest Variable

Variable	Indicator	Statement items	Rcalculate	Rtable	Results
Repurchase Interest	Explorative Interest	1	0.734	0.128	<i>Valid</i>
		2	0.610	0.128	<i>Valid</i>
	Preferential Interest	3	0.798	0.128	<i>Valid</i>
		4	0.789	0.128	<i>Valid</i>
	Transactional	5	0.766	0.128	<i>Valid</i>

	Interest	6	0.762	0.128	<i>Valid</i>
		7	0.732	0.128	<i>Valid</i>
	Referential Interest	8	0.673	0.128	<i>Valid</i>
		9	0.753	0.128	<i>Valid</i>

Source : Data processed by researchers

The results of the validity test of the repurchase interest variable show that all statement items are said to be valid because the Rcount value is greater than the Rtable value, so all items of the repurchase interest variable can be used as data collection tools in this study.

Table 4. 3 Validity Test of Electronic Service Quality Variable

Variable	Indicator	Statement items	Rcalculate	Rtable	Results
Electronic Service Quality	<i>Realibility</i>	1	0.588	0.128	<i>Valid</i>
		2	0.590	0.128	<i>Valid</i>
		3	0.607	0.128	<i>Valid</i>
	<i>Responsiveness</i>	4	0.645	0.128	<i>Valid</i>
		5	0.697	0.128	<i>Valid</i>
		6	0.607	0.128	<i>Valid</i>
	<i>Privacy/ Security</i>	7	0.664	0.128	<i>Valid</i>
		8	0.615	0.128	<i>Valid</i>
	<i>Web Design</i>	9	0.618	0.128	<i>Valid</i>
		10	0.645	0.128	<i>Valid</i>
	<i>Personalization</i>	11	0.660	0.128	<i>Valid</i>

Source : Data processed by researchers

The results of the validity test of the electronic service quality variable show that all statement items are said to be valid because the Rcount value is greater than the Rtable value, so all electronic service quality variable items can be used as data collection tools in this study.

Table 4. 4 Customer Satisfaction Variable Validity Test

Variable	Indicator	Statement items	Rcalculate	Rtable	Results
Customer Satisfaction	Kinerja (Perceived Performance)	1	0.755	0.128	Valid
		2	0.659	0.128	Valid
		3	0.647	0.128	Valid
	Harapan (Expectations)	4	0.666	0.128	Valid
		5	0.726	0.128	Valid
		6	0.618	0.128	Valid
	Kepuasan Menyeluruh (Overall Satisfaction)	7	0.718	0.128	Valid
		8	0.665	0.128	Valid
		9	0.704	0.128	Valid

Source : Data processed by researchers

The results of the validity test of the customer satisfaction variable show that all statement items are said to be valid because the Rcount value is greater than the Rtable value, so all items of the customer satisfaction variable can be used as data collection tools in this study.

Table 4. 5 Reliability Test

Variabel	Cronbach's Alpha	Reliabilitas (ri)	Hasil
Minat Beli Ulang (Y)	0.912	0.60	Realibel
Kualitas Pelayanan	0.936	0.60	Realibel

Elektronik (X1)			
Kepuasan Pelanggan (X2)	0.912	0.60	Realibel
Kriteria = (r _i)>0.60			Realibel

Source : Data processed by researchers

Based on the results of the reliability test, it states that the repurchase interest questionnaire, electronic service quality and overall customer satisfaction are reliable because $(r_i) > 0.60$.

Table 4. 6 Monte Carlo Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		234	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	.86928968	
Most Extreme Differences	Absolute	.086	
	Positive	.049	
	Negative	-.086	
Test Statistic		.086	
Asymp. Sig. (2-tailed)		.000 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.061 ^d	
	99% Confidence Interval	Lower Bound	.055
		Upper Bound	.068

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 743671174.

Source : Data processed by researchers

Based on the results of normality testing, the Monte Carlo significance value is $0.061 > 0.05$, meaning that the data used is normal.

Table 4. 7 Repurchase Interest Linearity Test Results on E-Service Quality

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli Ulang * Kualitas Pelayanan Elektronik	Between Groups	(Combined)	21.870	22	.994	4.640	.000
		Linearity	15.473	1	15.473	72.228	.000
		Deviation from Linearity	6.397	21	.305	1.422	.110
	Within Groups		45.202	211	.214		
	Total		67.071	233			

Source : Data processed by researchers

The significance level of the repurchase interest variable is $0.00 < 0.05$, meaning that there is a linear relationship between the electronic service quality variable and repurchase interest in Bukalapak application users in UNJ Faculty of Economics students.

Table 4. 8 Repurchase Interest Linearity Test Results on Customer Satisfaction

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli Ulang * Kepuasan Pelanggan	Between Groups	(Combined)	12.727	7	1.818	7.561	.000
		Linearity	10.180	1	10.180	42.334	.000
		Deviation from Linearity	2.547	6	.425	1.765	.107
	Within Groups		54.344	226	.240		
	Total		67.071	233			

Source : Data processed by researchers

The significance level of the customer satisfaction variable is $0.00 < 0.05$, meaning that there is a linear relationship between the customer satisfaction variable and repurchase interest in Bukalapak application users in UNJ Faculty of Economics students.

Table 4. 9 Multicollinearity Test Results

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	KUALITAS PELAYANAN	.839	1.191
	ELEKTRONIK		
	KEPUASAN PELANGGAN	.839	1.191

a. Dependent Variable: MINAT BELI ULANG

Source : Data processed by researchers

Based on the results of the multicollinearity test between the variables of electronic service quality and repurchase interest, it is known that the significance value is $1.191 < 10.00$. So it can be concluded that there are no symptoms of multicollinearity. In customer satisfaction and repurchase interest, it is known that the significance value is $1.191 < 10.00$. So it can be concluded that there are no symptoms of multicollinearity.

Table 4. 10 Table of Heteroscedasticity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.923		.551	.582
	KUALITAS PELAYANAN ELEKTRONIK	.004	.008	.032	.450	.653
	KEPUASAN PELANGGAN	.000	.024	-.001	-.009	.993

a. Dependent Variable: ABS_RES

Source : Data processed by researchers

The results of the heteroscedasticity test show that the electronic service quality variable has a sig value of 0.653, the customer satisfaction variable has a sig value of 0.993, it clearly shows that the regression model does not contain heteroscedasticity, so H0 is accepted (no heteroscedasticity). This is seen from the significant probability above the significance of 0.05.

Table 4. 11 Multiple Linear Analysis Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	35.758	.606		59.001	.000
	KUALITAS PELAYANAN ELEKTRONIK	.043	.005	.455	8.169	.000
	KEPUASAN PELANGGAN	.083	.016	.290	5.209	.000

a. Dependent Variable: MINAT BELI ULANG

Source : Data processed by researchers

Table 4. 12 T Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	35.758	.606		59.001	.000
	KUALITAS PELAYANAN ELEKTRONIK	.043	.005	.455	8.169	.000
	KEPUASAN PELANGGAN	.083	.016	.290	5.209	.000

a. Dependent Variable: MINAT BELI ULANG

Source : Data processed by researchers

1. The significance value (Sig) of the electronic service quality variable (X1) is 0.000 <0.005, it can be concluded that H1 is accepted. This means that there is an effect of electronic services (X1) on repurchase interest (Y). And the t value is 8.169 > t table 1.651, it can be concluded that H1 is accepted. This means that there is an effect of electronic service quality (X1) on repurchase interest (Y).
2. The significance value (Sig) of the customer satisfaction variable (X2) is 0.000 <0.005, it can be concluded that H1 is accepted. This means that there is an effect of

customer satisfaction (X2) on repurchase intention (Y). And the t value of 5.209 > t table 1.651, it can be concluded that H1 is accepted. This means that there is an effect of customer satisfaction (X2) on repurchase intention (Y).

Table 4. 13 F Test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.540	2	9.270	76.171	.000 ^b
	Residual	28.112	231	.122		
	Total	46.652	233			

a. Dependent Variable: Minat Beli Ulang

b. Predictors: (Constant), KEPUASAN PELANGGAN, KUALITAS PELAYANAN ELEKTRONIK

Source : Data processed by researchers

The results of the F test in the table obtained Fhitung of 76,171 > Ftabel 3.03, with a p value of 0.000 < 0.05, it can be concluded that the variables of electronic service quality and customer satisfaction have a significant effect on repurchase interest.

Table 4. 14 Results Coefficient of Determination test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.630 ^a	.397	.392	.349

a. Predictors: (Constant), KEPUASAN PELANGGAN, KUALITAS PELAYANAN ELEKTRONIK

Source : Data processed by researchers

The result shows that the Adjusted R Square value is 0.392, this means that electronic service quality and customer satisfaction are able to influence repurchase interest by 39.2%, after adjusting for the sample and independent variables. While the rest is explained by other variables outside the study.

5. Discussion

The Influence of Electronic Service Quality on Repurchase Interest

The t test between X1 (Electronic Service Quality) and Y shows the t value of 8.169 > t table 1.651 and seen from the sig value with test results 0.000 < 0.05. So it can be concluded that there is a positive and significant effect on the quality of electronic services (X1) on repurchase interest (Y).

The results showed that the quality of electronic services has a significant influence on repurchase interest. This shows that the better the quality of electronic services will further increase repurchase interest in Bukalapak users.

The Influence Customer Satisfaction on Repurchase Interest

The t test between X2 (Customer Satisfaction) and Y shows the t value of 5,209 > t table 1,651 and seen from the sig value with test results 0.000 < 0.05. So it can be concluded that there is a positive and significant effect on customer satisfaction (X2) on repurchase interest (Y).

The results showed that customer satisfaction has a significant and significant influence on repurchase interest. This shows that the higher the customer satisfaction, the higher the level of repurchase interest in Bukalapak users.

The Influence of Electronic Service Quality and Customer Satisfaction Simultaneously on Repurchase Interest

Based on the results of calculations carried out in SPSS 26, it is found that the Fcount value is 76,171 > Ftable 3.03 while the p value is 0.000 < 0.05. So it can be concluded that the variables of electronic service quality (X1) and customer satisfaction (X2) have a significant effect on repurchase interest (Y).

The results of this study indicate that electronic service quality and customer satisfaction have a simultaneous influence on repurchase interest. This shows that the better the quality of electronic services and customer satisfaction, the higher the level of repurchase interest in Bukalapak users.

6. Conclusion, Implication, and Recommendation

Based on the results of research data analysis and statistical data processing that has been carried out on 234 samples of students of the Faculty of Economics, State University of Jakarta through distributing questionnaires as a tool for research using google form and with the help of SPSS version 26, this research can be concluded as follows:

1. The results showed that electronic service quality has a significant and significant influence on repurchase interest. This shows that the better the quality of electronic services will further increase repurchase interest in Bukalapak users.
2. The results showed that customer satisfaction has a significant influence on repurchase interest. This shows that the higher the customer satisfaction, the higher the level of repurchase interest in Bukalapak users.
3. The results of this study indicate that electronic service quality and customer satisfaction have a simultaneous influence on repurchase interest. This shows that the better the quality of electronic services and customer satisfaction, the higher the level of repurchase interest in Bukalapak users.

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