

The Influence of User Interface (UI), User Experience (UX), and E-Service Quality on Repurchase Intention with Customer Satisfaction as a Mediating Variable in Tokopedia E-commerce

Hanif Naufal Rafii¹, Osly Usman²

¹ Department of Management, Universitas Negeri Jakarta, Indonesia

² Department of Management, Universitas Negeri Jakarta, Indonesia

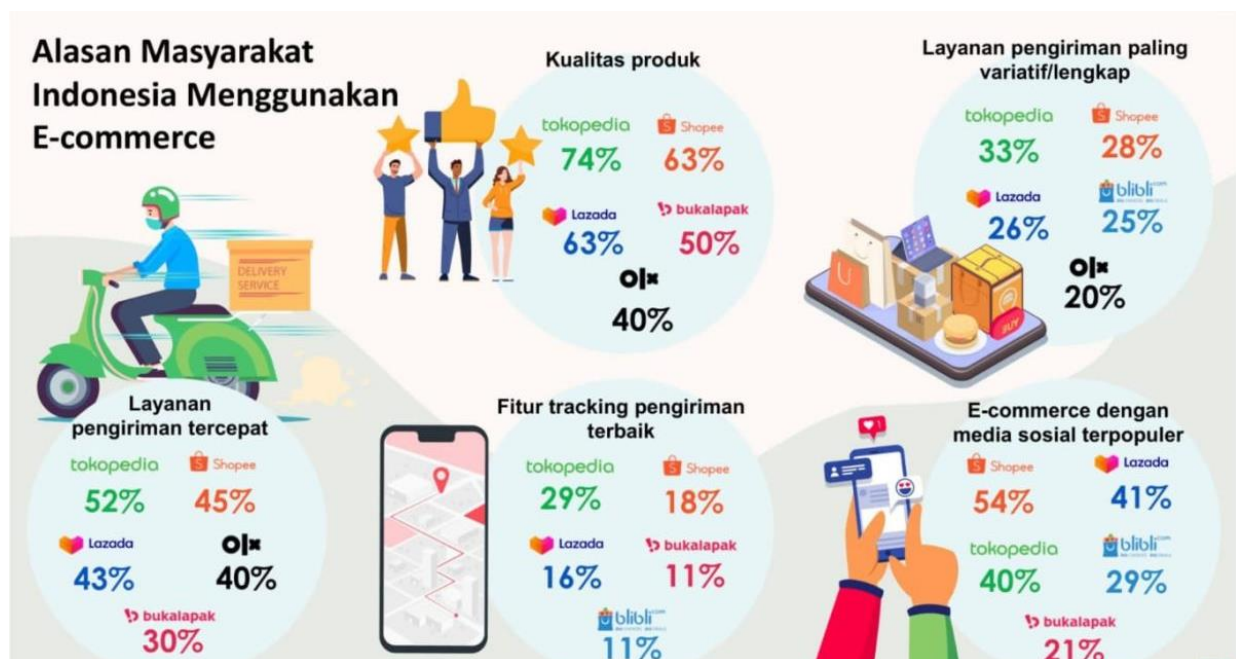
Abstract

This study aims to examine the influence of User Interface (UI), User Experience (UX), and E-Service Quality on repurchase intention, with customer satisfaction serving as a mediating variable on the Tokopedia e-commerce platform. With the rapid growth of e-commerce in Indonesia, particularly on Tokopedia, factors such as UI and UX have become crucial in influencing customer satisfaction. This research adopts a quantitative approach, using a survey method to collect data from active Tokopedia users. The analysis investigates both the direct and indirect effects of UI, UX, and service quality on repurchase intention through customer satisfaction. The results indicate that good UI and UX, along with high-quality service, significantly enhance customer satisfaction, which in turn drives the intention to repurchase on Tokopedia.

Keyword : User Interface, User Experience, E-Service Quality, Customer Satisfaction, Repurchase Intention, Tokopedia, E-Commerce

1.Introduction

A study conducted by Ipsos revealed that Tokopedia, one of Indonesia's largest e-commerce platforms, has demonstrated its advantages in terms of products and delivery services. The research highlighted that Tokopedia excels in delivery speed and service quality, which directly contribute to increased customer satisfaction. Efficient delivery speed is one of the key factors supporting a positive shopping experience for consumers. In the e-commerce world, fast and timely delivery services not only enhance user convenience but also build customer loyalty. In addition to its strengths in delivery services, the products available on Tokopedia's platform are also considered to be of adequate quality, further solidifying Tokopedia's position in the market. This study focuses on exploring how User Interface (UI), User Experience (UX), and E-Service Quality influence Repurchase Intention, with Customer Satisfaction as a mediator. This research is highly relevant given the increasing level of competition in the e-commerce industry and Tokopedia's significant role in the Indonesian market (Alviansyah Pasaribu, 2022).



With the rapid advancement of technology and the internet, consumer consumption patterns, especially in shopping, have changed significantly. In the past, consumers were accustomed to shopping directly at physical stores, but now more and more consumers are turning to e-commerce platforms to meet their needs. This shift is driven by the convenience offered by e-commerce, such as ease of access, a wide range of product choices, competitive prices, and the ability to shop anytime without time constraints. This phenomenon is increasingly dominating the Indonesian market, which is one of the fastest-growing internet user bases in the world.

Tokopedia, which initially started as a marketplace platform, has now evolved into one of the largest e-commerce platforms in Indonesia. As a major player in the industry, Tokopedia strives to maintain and improve the quality of its services to compete with other platforms such as Shopee, Bukalapak, and Lazada. One way to ensure customer loyalty is by maintaining an adequate quality of User Interface (UI), User Experience (UX), and E-Service Quality (Dhiya Athaya Gusfi, et al., 2024).

The User Interface (UI) is the first element seen and used by users when they access an application or website. A good UI can make it easier for users to access various features available on the platform. On Tokopedia, a responsive and intuitive interface design influences user comfort when searching for products, making transactions, and completing payments. A well-designed and user-friendly interface allows users to easily navigate the site or app without feeling confused, which in turn enhances customer satisfaction.

The importance of a good User Interface (UI) also lies in its ability to create a positive first impression. When users first access Tokopedia, they will assess whether the application's or website's appearance and interface are comfortable and easy to use. A responsive UI, clean design, and clear icons make it easier for users to find what they need. A good UI influences users' willingness to continue using the platform, which ultimately leads to increased Repurchase Intention.

While the User Interface (UI) focuses on visual design and on-screen elements, User Experience (UX) involves the overall experience users have when interacting with an e-commerce platform. UX encompasses various factors, such as ease of navigation, convenience in finding products, and the smoothness of the transaction process. Ease of transaction is critical to ensuring that users are satisfied with their shopping experience. If users find the purchasing process too complicated or requiring unnecessary steps, they may feel frustrated and switch to another platform. Therefore, good UX ensures that the shopping process—from product search to checkout—can be completed easily and quickly.

Additionally, platform speed and stability significantly impact the user experience. An application or website that responds slowly to user commands can cause frustration, leading to decreased satisfaction and a lower likelihood of repurchase. A poor user experience can result in low repurchase intention, as consumers tend to avoid unpleasant experiences. Therefore, it is

crucial for Tokopedia to continually improve UX quality by focusing on factors such as response time, ease of product search, and a smooth checkout process (Dhiya Athaya Gusfi, et al., 2024).

One factor that influences the shopping experience is E-Service Quality, or the quality of e-commerce services. E-Service Quality includes various important aspects of online shopping experiences, such as system reliability, ease of payment, and the quality of product delivery. According to Ipsos research conducted in 2022, Tokopedia has demonstrated its strengths in terms of delivery speed and system reliability. Timely delivery, which is part of E-Service Quality, is crucial in providing a satisfying experience for customers.

Fast delivery not only provides convenience but also builds consumer trust in the platform. Consumers satisfied with prompt and secure delivery are more likely to make repeat purchases. E-Service Quality also includes responsive customer service. Good customer service helps consumers resolve issues or answer their questions quickly, ultimately improving Customer Satisfaction. All elements of E-Service Quality contribute to a satisfying shopping experience, which increases repurchase intention.

Repurchase intention is an indicator of customer loyalty. When consumers are satisfied with their shopping experience, they are more likely to purchase products or services from the same platform again. Positive and satisfying experiences driven by good UI, optimal UX, and adequate E-Service Quality encourage consumers to make repeat purchases. However, Customer Satisfaction acts as a mediator in the relationship between these factors and repurchase intention (Ida Bagus Wiwekananda, et al., 2024).

Customer Satisfaction refers to the level of pleasure or dissatisfaction felt by consumers after interacting with an e-commerce platform. This satisfaction is greatly influenced by the user experience, whether in terms of UI, UX, or the services provided. The more satisfied customers are with their experience, the greater the likelihood that they will make repeat purchases in the future. Therefore, this study aims to analyze how UI, UX, and E-Service Quality affect repurchase intention through Customer Satisfaction as a mediating variable (Arnie Shabrina Zaelani, Tania Adialita, 2024).

This research is highly relevant in the context of the ever-evolving e-commerce industry, especially in Indonesia. With the increasing competition among e-commerce platforms, Tokopedia must ensure it provides the best user experience. This study is expected to provide valuable insights into how factors such as UI, UX, and E-Service Quality influence repurchase

intention through customer satisfaction. With this understanding, Tokopedia can formulate better strategies to enhance customer loyalty and strengthen its position in Indonesia's e-commerce market.

2.Literature Review

2.1Service Management

deliver value or benefits to customers in the form of services. Services themselves are a way to deliver value to customers by meeting their needs without adding certain costs or risks, with the aim of enhancing performance and reducing the obstacles faced by customers. The core of service management lies in the organization's ability to demonstrate capacity, competence, and confidence in taking action, as well as transforming existing resources into more useful services.

Some of the main functions of service management for service providers include the following:

- a. Ensuring that the services provided meet expectations from both the consumer's and the service provider's perspectives.
- b. Guaranteeing that the services meet the required needs.
- c. Understanding the value of the services provided to consumers.
- d. Understanding and managing all costs and risks associated with providing the services.
- e. Reducing or minimizing high service costs.
- f. Enhancing customer satisfaction.
- g. Increasing revenue from services.

(Rachmat Tri Yuli Yanto, Anisah Dhia Anjarsari, 2021)

2.2 E-commerce

2.2.1 Konsep E-commerce

Electronic commerce, or e-commerce, refers to the process of buying and selling conducted through electronic technology. Unlike physical marketplaces, electronic markets allow sellers to offer products and services online, while buyers seek information and complete transactions using electronic payments such as credit cards. E-commerce emerged as a result of the rapid development of internet technology.

E-commerce involves the electronic transaction of buying and selling products between companies, using computers as intermediaries. E-commerce can be viewed from four perspectives: communication, business processes, service, and online. From the communication

perspective, e-commerce encompasses the delivery of goods, services, information, or payments through computer networks. The business process perspective emphasizes the automation of transactions and workflows, while the service perspective describes how e-commerce helps reduce service costs and accelerate delivery. The online perspective highlights the ease of conducting transactions via the internet.

2.2.2 Benefit E-Commerce

E-commerce has become a significant pioneer in online trade operations, bringing notable impacts for various parties, including consumers and businesses. The presence of e-commerce provides tangible benefits for organizations, consumers, and society in general.

For marketplaces, e-commerce offers the primary benefit of significantly expanding market reach. By utilizing online platforms, businesses can access both national and international markets, removing geographical limitations and opening opportunities to acquire new customers. Additionally, e-commerce helps reduce operational costs. Transactions conducted online lower expenses related to production, distribution, storage, and costly information retrieval processes, thereby improving business efficiency.

For consumers, e-commerce offers ease in accessing product information quickly and conveniently. Consumers can compare prices, read product reviews, and get product details with just a few clicks, eliminating the need to visit physical stores. Moreover, e-commerce provides the convenience of transacting at any time, 24 hours a day, year-round. As long as internet access is available, consumers can shop without being constrained by time or location, using Wi-Fi or other data connections.

For society, e-commerce offers advantages in the form of work-from-home opportunities. Many e-commerce-related jobs, such as managing online stores, digital marketing, or customer service, can be performed from home, providing greater flexibility in managing work time and location. In addition, e-commerce allows goods to be sold at more affordable prices. Reduced distribution and operational costs lead to more competitive prices compared to physical stores, allowing consumers to purchase goods at lower prices.

2.2.3 Goals Penggunaan E-Commerce

Businesses can combine conventional and virtual services to provide quick, friendly, and informative responses to customer inquiries and complaints. This helps build stronger relationships between customers and the brand. E-commerce also allows product providers to consistently deliver up-to-date information through features such as new product notifications, stock updates, and special offers. Additionally, two-way communication between service providers and consumers makes the transaction process more interactive.

Another advantage of e-commerce is its easy and secure electronic payment system. With various payment options such as credit cards, bank transfers, and digital wallets, transactions become more flexible and seamless. In addition, e-commerce opens up broader marketing opportunities. Unlike physical markets that are geographically limited, e-commerce enables businesses to reach consumers from various regions, even internationally. This benefits businesses that want to expand their market reach, whether in major cities or remote areas. E-commerce also allows marketers to tailor products to the specific needs of different markets, thanks to the ability to collect and analyze customer data. With these various benefits, e-commerce is increasingly becoming the primary choice for businesses to optimize operations and increase revenue. Over time, e-commerce will continue to evolve and offer innovative solutions that benefit all parties involved in the commerce ecosystem.

2.2.4 Strengths E-Commerce

The continued rapid growth of e-commerce has significantly impacted the development of online shopping sites in Indonesia. Advancements in internet technology and the ease of access offered by e-commerce make it a primary choice for many consumers and businesses. In practice, e-commerce offers various advantages that support the growth of the digital economy. Yoga (2021) categorizes the benefits of using e-commerce into three main areas: for businesses, consumers, and society. Here is a detailed explanation of these benefits.

E-commerce offers multiple advantages for businesses. First, e-commerce allows companies to reach a vast number of potential buyers on a global scale. Businesses that previously served only local customers can now access international markets, increasing opportunities for sales and business expansion. Additionally, lower advertising costs are another

advantage, as advertising through digital platforms is far more cost-effective than traditional media.

E-commerce also leverages social media to directly communicate with various parties, such as suppliers and customers, fostering better relationships. Furthermore, e-commerce enables targeted marketing based on customer preferences, as data on online shopping behavior can be used to personalize product offers and promotions. Lastly, some e-commerce platforms offer the benefit of reduced or no sales tax, lowering operational costs and making product prices more competitive.

E-commerce provides several benefits for consumers. One of the key advantages is the convenience of 24/7 shopping without time or location constraints. E-commerce also offers a wider range of products from various vendors, allowing consumers to easily compare prices, quality, and features. Additionally, consumers can purchase items at more affordable prices due to the ability to compare options and benefit from competitive offers and discounts. For digital products, e-commerce allows for near-instant delivery, providing immediate access to products or services.

E-commerce also provides quick access to information, allowing consumers to view product descriptions, reviews, prices, and technical specifications within seconds. Many e-commerce platforms feature virtual auctions, where consumers can purchase items at lower prices. Additionally, online communities on e-commerce platforms enable consumers to discuss and share their experiences with products. Open competition in e-commerce leads to lower prices and more discounts, which benefits consumers.

E-commerce also brings positive impacts to society. One key benefit is the reduction of traffic congestion and pollution, as consumers can shop from home without visiting physical stores. This helps reduce traffic jams and air pollution, addressing environmental concerns. E-commerce also makes products available at more affordable prices, allowing low-income consumers to purchase necessary items more easily.

Moreover, e-commerce provides access to goods and services for people in remote areas who previously struggled to obtain them. Now, products available in major cities can also be enjoyed by those in rural regions, promoting equal distribution of goods and services. E-commerce also supports public services and education, such as healthcare services for rural patients and more affordable, efficient educational programs.

2.2.5 Weakness E-commerce

Although e-commerce offers significant advantages for businesses, consumers, and society, this online trading system also has several disadvantages that cannot be overlooked. Some of the issues in e-commerce operations are related to security, consumer trust, and potential technical disruptions that may harm all parties involved in online transactions.

One of the biggest drawbacks is the potential for fraud or deceit. Despite e-commerce platforms being equipped with secure payment systems, the risk of fraud remains. Fraud can occur in various forms, including fake transactions, unauthorized payments, or returns of goods that do not match the agreement. The financial losses caused by such fraud are highly detrimental to businesses, which may lose money or goods due to unauthorized transactions.

Additionally, the theft of sensitive data is a critical issue in e-commerce. In many transactions, consumers must provide personal information, such as credit card numbers and addresses. If the e-commerce site's security system is not robust enough, this data could be stolen and misused for criminal purposes, harming both consumers and businesses. Such incidents can also damage the reputation of e-commerce sites, eroding consumer trust and leading to decreased sales.

Technical disruptions pose another significant challenge for e-commerce. Systems that heavily rely on stable technology and internet connections can be disrupted by issues like server downtime, power outages, or software errors. These disruptions can result in lost business opportunities, especially during peak periods such as promotions or major sales events, potentially causing near-completed transactions to fail. Consumer trust may also be affected if issues arise with product delivery, product quality that does not match advertisements, or breaches of personal data. Once lost, consumer trust is extremely difficult to regain, potentially leading to a decrease in customers and sales revenue.

Another potential drawback is unexpected additional costs. E-commerce companies may have to bear the costs of fixing operational issues, resolving technical disruptions, or issuing refunds to dissatisfied customers. Additionally, changes in government policies or regulations, such as new taxes or stricter data protection requirements, can disrupt e-commerce operations.

Companies that fail to adapt to market trends or meet consumer needs may also lose valuable business opportunities.

Cyberattacks, such as hacking or data breaches, pose a significant threat to e-commerce platforms. These attacks can cause substantial damage to operational systems and company reputations. Customer data theft, system damage, or site shutdowns can result from hacking incidents, requiring companies to spend significant amounts to improve security systems and recover lost or corrupted data. Moreover, companies that experience breaches may face lawsuits or fines.

2.2.5.1 E-Commerce Weakness Impact

Although e-commerce offers many benefits, its disadvantages must be seriously considered by both businesses and consumers. Business owners must continuously strive to improve their security systems and services in order to minimize the risks associated with online transactions. Additionally, consumers need to be more cautious when choosing e-commerce sites and ensure that these sites have adequate security systems and a trustworthy reputation.

For businesses, the losses caused by fraud or hacking can be minimized by maintaining strong technological infrastructure, providing employee training to handle transactions professionally, and strengthening customer data protection systems. Consumers, on the other hand, should ensure they only transact on sites with clear privacy policies and use secure payment methods.

2.2.6 Type of E-Commerce

In its early development, the online trading or e-commerce system only involved two main types of transactions. However, with technological advancements and the growing needs of the market, there are now more than five types of e-commerce categorized based on the transaction types and relationships between the parties involved. According to Pratama (2015), e-commerce can be distinguished into several types, each with different characteristics, processes, and implementation examples. Below is the classification of e-commerce types based on transaction types:

1. **E-Commerce Business to Consumer (B2C)**

Model e-commerce *Business to Consumer* (B2C) merupakan jenis e-commerce yang paling umum dan banyak dikenal di masyarakat. B2C adalah model e-commerce yang melibatkan transaksi antara perusahaan atau organisasi bisnis dengan konsumen akhir. Pada model ini, perusahaan menawarkan produk atau layanan mereka kepada konsumen melalui platform online, seperti website atau aplikasi e-commerce.

2. **E-Commerce Business to Business (B2B)**

Business to Business (B2B) E-Commerce is a type of e-commerce that involves transactions between companies or businesses. In this model, companies sell their goods or services to other businesses, rather than directly to end consumers.

3. **E-Commerce Customer to Business (C2B)**

In the Customer to Business (C2B) model, consumers or customers play an active role in e-commerce transactions by offering goods, services, or information to businesses. Unlike B2C, where businesses offer products or services to consumers, in C2B, consumers can make offers to businesses based on their needs. C2B involves three main components: the e-commerce website or platform, the business organization, and the consumer.

4. **E-Commerce Customer to Customer (C2C)**

The Customer to Customer (C2C) e-commerce model occurs when consumers sell goods or services to other consumers. In this model, transactions happen between individuals rather than between businesses and consumers. C2C is typically facilitated by online platforms that allow consumers to post advertisements or offers for their goods and services.

5. **E-Commerce Government to Citizen (G2C)**

The Government to Citizen (G2C) e-commerce model involves transactions between the government and citizens or individuals. In G2C e-commerce, the government provides certain services that can be accessed and processed online by citizens. These services include various aspects such as tax payments, document or permit processing, and other public services (Ines Willemyns, 2021).

2.3 User Interface (UI)

User Interface (UI) adalah desain antarmuka yang digunakan oleh pengguna untuk berinteraksi dengan perangkat atau aplikasi. UI mencakup elemen-elemen visual seperti tombol, menu, ikon, dan layout yang memudahkan navigasi dan penggunaan aplikasi. Tujuan utama UI adalah menciptakan tampilan yang intuitif dan menarik, agar pengguna dapat dengan mudah mengakses dan menggunakan fungsionalitas yang disediakan. Desain UI harus mempertimbangkan konsistensi, kejelasan, dan keterbacaan untuk meningkatkan pengalaman pengguna. UI yang baik dapat meningkatkan produktivitas pengguna dan mengurangi tingkat kesalahan. Penggunaan warna, tipografi, dan elemen grafis yang tepat adalah bagian penting dari desain UI yang efektif. Desain UI yang menarik juga dapat mempengaruhi persepsi pengguna terhadap kualitas produk atau layanan (Ngurah Rangga Wiwesa, 2021).

2.4 User Experience (UX)

User Experience (UX) refers to the overall experience that users have when interacting with a product or service. UX encompasses various factors such as ease of use, functionality, and system responsiveness. The primary focus of UX is on user comfort and satisfaction, which affects how easy and enjoyable a product or service is to use. The UX design process involves user research, usability testing, and evaluation of user interactions with the system. A good UX can foster user loyalty and enhance customer retention. In the digital world, UX plays a crucial role in improving conversion rates and enhancing service quality. Effective UX design considers users' needs, expectations, and behaviors to create an optimal experience (Rizky Adytia Ivan Rahman, et al., 2022).

2.5 E-Service Quality

E-Service Quality merujuk pada kualitas layanan yang diberikan oleh platform e-commerce atau layanan online lainnya. Ini mencakup berbagai elemen seperti kecepatan, keandalan, kenyamanan, dan kemampuan untuk memberikan layanan yang sesuai dengan kebutuhan pelanggan. Kualitas layanan elektronik sangat bergantung pada ketersediaan platform, responsivitas, dan keamanan data pengguna. Sebuah platform yang menyediakan pengalaman belanja yang mulus, transaksi yang aman, dan dukungan pelanggan yang responsif dianggap memiliki kualitas layanan yang tinggi. E-Service Quality juga mencakup kemudahan dalam navigasi, pengambilan keputusan pembelian, dan proses pembayaran yang efisien. Kualitas

layanan yang baik akan meningkatkan kepuasan pengguna dan mendorong pembelian ulang. Oleh karena itu, pengelolaan dan peningkatan kualitas layanan sangat penting dalam bisnis e-commerce (Farida Veryani, Sonja Andarini, 2022).

2.6 Repurchase Intention

E-Service Quality refers to the quality of service provided by e-commerce platforms or other online services. It encompasses various elements such as speed, reliability, convenience, and the ability to deliver services that meet customer needs. The quality of electronic services heavily depends on platform availability, responsiveness, and user data security. A platform that offers a seamless shopping experience, secure transactions, and responsive customer support is considered to have high service quality. E-Service Quality also includes ease of navigation, decision-making for purchases, and efficient payment processes. Good service quality will enhance user satisfaction and encourage repeat purchases. Therefore, managing and improving service quality is crucial in the e-commerce business (Farida Veryani, Sonja Andarini, 2022).

2.7 Kepuasan Pelanggan

E-Service Quality refers to the quality of service provided by e-commerce platforms or other online services. It encompasses various elements such as speed, reliability, convenience, and the ability to deliver services that meet customer needs. The quality of electronic services heavily depends on platform availability, responsiveness, and user data security. A platform that offers a seamless shopping experience, secure transactions, and responsive customer support is considered to have high service quality. E-Service Quality also includes ease of navigation, decision-making for purchases, and efficient payment processes. Good service quality will enhance user satisfaction and encourage repeat purchases. Therefore, managing and improving service quality is crucial in the e-commerce business (Farida Veryani, Sonja Andarini, 2022).

3. Material and Method

The methods in this research provide detailed explanations to allow other researchers to replicate the experiment if they wish to verify the results or apply the same approach. This section presents all the methodological information, which includes the research design, sample, research instruments, research procedures, and data analysis techniques used. Each part should be explained systematically, clearly, and in accordance with scientific research standards. Below is a more detailed explanation of each part of the research methodology

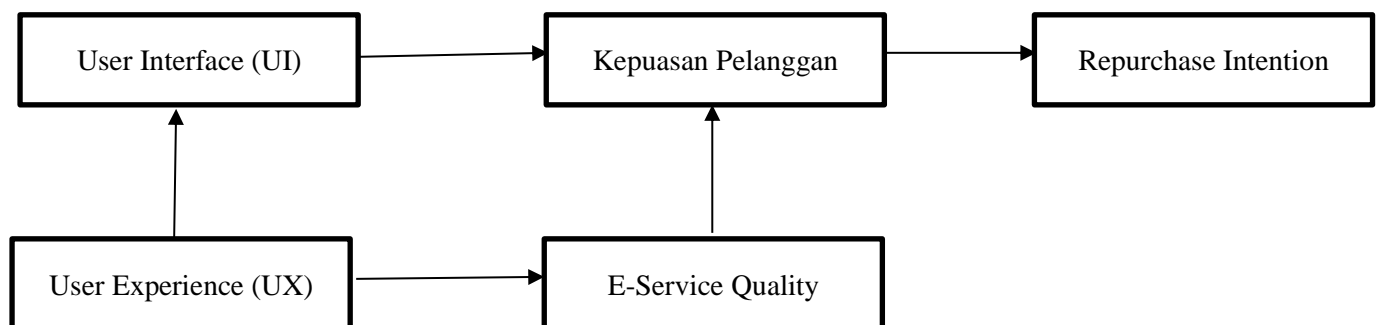
3.1 Design Study

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3.2 Data Analysis

The data collection process will be carried out by distributing an online questionnaire through social media to reach the targeted respondents. After an adequate sample size is collected, the data will be analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) through Smart PLS 3.0 software (Niken Probondani Astuti, Rizal Bakri, 2021). This method allows for the analysis of complex relationships between various variables, such as the direct impact of UI, UX, and E-Service Quality on Repurchase Intention, as well as the mediating role of Customer Satisfaction in the context of Tokopedia e-commerce.

Figure 1. Research Model



4 Result

4.1.1 Hasil Respondonen Berdasarkan Jenis Kelamin

Category	Frequency	Presentation (%)
Gender		
Male	30	40%

Perempuan	70	60%
Total	100	100%

According to the table, the respondents' gender characteristics are divided into two groups: male and female. There are 30 male respondents (30%), and 70 female respondents (70%)

4.1.2 Berdasarkan Rentang Usia

Rentang Usia	Frequency	Presentasion (%)
< 18 years	3	22%
18-25 years	46	34,1%
25-30 years	73	54,1%
30-35 years	1	0,7%
>35 years	12	8,9%
Total	107	100%

Based on the age distribution data, the respondents are divided into five categories. There are 3 respondents (2.2%) under the age of 18, while the majority of respondents fall within the 18-25 year age range, totaling 46 respondents (34.1%). A total of 73 respondents (54.1%) are in the 25-30 year age group, 1 respondent (0.7%) is in the 30-35 year age group, and 12 respondents (8.9%) are over 35 years old. This shows that the majority of respondents in this study are young individuals who are actively using Tokopedia.

4.1.3 Berdasarkan Pekerjaan

Pekerjaan	Frekuensi	Persentase (%)
Pelajar atau Mahasiswa	69	51,1%
Wirausaha	19	14,1%
Pegawai Swasta	7	5,2%
Pegawai Negeri Sipil	40	29,6%

Based on the employment data, the respondents are divided into several categories. The majority of respondents are students with a total of 69 respondents (51.1%). There are 19 respondents (14.1%) who are entrepreneurs, followed by 7 respondents (5.2%) who work in private companies, and 40 respondents (29.6%) who are civil servants. This shows that the majority of respondents are students

4.2.1 Test Validation Data

	Customer Satisfaction	Repurchase Intention	User Experience	User Interface	e-Service Quality
X1.1				0.789	
X1.2				0.756	
X1.3				0.749	
X1.4				0.860	
X1.5				0.784	
X2.1			0.684		
X2.2			0.855		
X2.3			0.700		
X2.4			0.847		
X2.5			0.782		
X3.1					0.733
X3.2					0.670
X3.3					0.763

X3.4					0.753
X3.5					0.754
Y.1	0.782				
Y.2	0.772				
Y.3	0.754				
Y.4	0.769				
Y.5	0.835				
Z.1		0.888			
Z.2		0.818			
Z.3		0.873			
Z.4		0.838			
Z.5		0.786			

5 Conclusion

Based on the data analysis results presented in Chapter IV, the following are the conclusions from the ten hypotheses tested in this study regarding the effects of User Interface (UI), User Experience (UX), and E-Service Quality on Repurchase Intention, with Customer Satisfaction as a mediating variable on the Tokopedia e-commerce platform:

1. Effect of UI on Customer Satisfaction: UI has a significant positive effect on Customer Satisfaction. This indicates that an accessible and attractive interface improves user satisfaction.
2. Effect of UX on Customer Satisfaction: UX has a significant positive effect on Customer Satisfaction. A pleasant and interactive user experience contributes to higher customer satisfaction.
3. Effect of E-Service Quality on Customer Satisfaction: E-Service Quality has a significant positive effect on customer satisfaction. Customers who feel the service they receive is adequate are more likely to be satisfied.
4. Effect of UI on Repurchase Intention: UI has a positive impact on Repurchase Intention. An interface that facilitates navigation can encourage users to return to the Tokopedia platform.
5. Effect of UX on Repurchase Intention: Good UX significantly increases users' intention to repurchase, as a positive experience builds trust and loyalty.
6. Effect of E-Service Quality on Repurchase Intention: E-Service Quality has a direct positive effect on Repurchase Intention, especially when the service meets users' needs and expectations.
7. Role of Customer Satisfaction in Mediating the Effect of UI on Repurchase Intention: Customer Satisfaction strengthens the relationship between UI and Repurchase Intention, meaning that an interface that satisfies users increases the likelihood of repurchase.

5.1.1 Implication

The results of this study provide several important implications for Tokopedia's management and other e-commerce business actors in efforts to maintain and enhance customer loyalty through the optimization of digital elements such as UI, UX, and e-service quality. Below are some practical implications based on the findings of this research:

1. Enhancing UI to Drive Satisfaction and Loyalty: A user-friendly, consistent, and visually appealing UI is one of the key factors in creating a positive first impression for users. A simple, responsive interface that facilitates navigation provides comfort for users in searching for products, making transactions, and exploring other features. Tokopedia can maintain a responsive UI by adopting the latest technology and updating features based on user needs.
2. Developing UX to Enhance Positive Experience and User Satisfaction: Optimal UX not only affects user satisfaction but also their loyalty to return to the platform. An experience tailored to user preferences through personalization features such as product recommendations and pages customized based on purchase or search history will create

an emotional connection with the platform. Tokopedia and other platforms can improve UX by considering user feedback, conducting A/B testing on designs, and fixing elements that disrupt user flow.

3. Focusing on Improving E-Service Quality to Meet User Expectations: Good e-service quality, such as service speed, product information accuracy, flexibility in payment methods, and reliable delivery, is key to maintaining customer satisfaction. Tokopedia is expected to enhance efficiency in these services, including speeding up response times in customer service, increasing server capacity to reduce downtime during major campaigns, and ensuring transparency at every stage of the purchasing process. By doing so, users will feel supported, which ultimately strengthens their loyalty.
4. Customer Satisfaction as a Loyalty Enhancer: The research shows that customer satisfaction plays a crucial role as a mediator between UI, UX, e-service quality, and repurchase intention. By improving customer satisfaction, e-commerce platforms can create a positive cycle that strengthens loyalty. This highlights the importance for Tokopedia to not only focus on visual or technical aspects but also to maintain the overall quality of customer interactions with the platform.
5. Implications for Digital Marketing and Branding Strategies: With increased user satisfaction through good UI, UX, and quality services, Tokopedia can build a strong brand image. A positive experience will encourage customers to recommend the platform to others through positive reviews, star ratings, and word-of-mouth promotion, which are highly influential in digital marketing strategies. Therefore, managing UI, UX, and service quality not only improves customer experience but also plays a role in shaping a positive brand perception

5.1.2 Recommendation

For Tokopedia Management: There is a need to improve the consistency of UI design and optimize the user experience across different devices so that users can feel more comfortable and loyal.

For the Development of E-Service Quality: Improvements in customer service responsiveness and data security should be prioritized to build trust and user satisfaction.

For Future Research: Future research can include additional variables such as price and promotions, or expand the study to other e-commerce platforms outside of Tokopedia to examine the differences and similarities in the impact of UI, UX, and e-service quality. The sample size can also be expanded by not limiting the respondents' domicile to the Jabodetabek area only. Additionally, other variables that may influence repurchase intention in e-commerce can be used.

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