

# The Influence of E-Service Quality on Repurchase Intention Through Customer Satisfaction Among Tokopedia Users in Depok City

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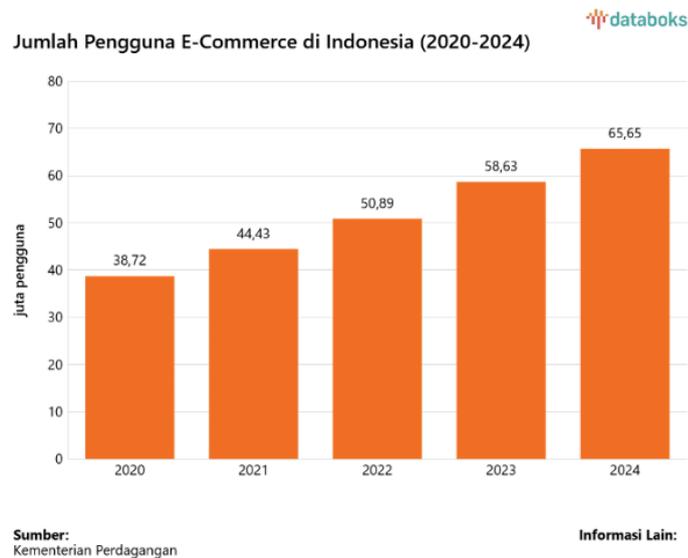
## ABSTRACT

This study aims to analyze the influence of e-service quality on repurchase intention through customer satisfaction among Tokopedia users in Depok City. In today's highly competitive digital era, the quality of electronic services has become one of the key factors influencing consumers' intention to make repeat purchases in online shopping platforms. This research applies a causal associative research design with a quantitative approach. Data were collected through an online questionnaire using Google Forms, distributed to 100 Tokopedia users residing in Depok. The data were analyzed using the Partial Least Squares – Structural Equation Modeling (PLS-SEM) technique with the SmartPLS 4.0 software. The results show that e-service quality has a significant influence on both customer satisfaction and repurchase intention. Moreover, customer satisfaction also significantly affects repurchase intention and is proven to partially mediate the relationship between e-service quality and repurchase intention. A Variance Accounted For (VAF) value of 77.4% indicates that customer satisfaction is a strong mediator in strengthening the effect of electronic service quality on consumer repurchase intention. This study highlights the importance of improving overall electronic service quality to enhance customer satisfaction and consequently encourage repeat purchases.

**Keywords:** E-Service Quality, Customer Satisfaction, Repurchase Intention.

## 1. INTRODUCTION

Technology has become increasingly important in human life due to its rapid development. Today's society benefits greatly from technological advancements, one of which is digitalization. The advancement of digital technology has influenced people's lifestyles—for example, online shopping has now become a new way of life (Setiawardani et al., 2023). One clear indication of technological and economic progress is the rise of the e-commerce industry (Maulana et al., 2024). E-commerce refers to the buying and selling of goods and services conducted online via the internet, commonly known as electronic commerce (Andriani et al., 2021). The growth of e-commerce in Indonesia over the past five years has shown a significant upward trend. According to the 2024 e-Conomy SEA report published by Google, Temasek, and Bain & Company, e-commerce remains the main driver of digital economic growth in Indonesia, recording an 11% increase in Gross Merchandise Value (GMV)—from \$59 billion in 2023 to \$65 billion in 2024. This growth is in line with the steady increase in the number of e-commerce users in Indonesia, which rose by approximately 69% during the period from 2020 to 2024.



**Figure 1.1 Number of E-Commerce Users in Indonesia (2020–2024)**  
Source: databoks.katadata.co.id

The increasing number of e-commerce users in Indonesia has intensified competition among e-commerce platforms to become the leading online marketplace (Setiawardani et al., 2023). Tokopedia is one of Indonesia’s prominent e-commerce companies that actively contributes to the development of the domestic digital trade sector (Tyasari et al., 2021). According to its official website, Tokopedia was launched on August 17, 2009, with a mission to democratize the digital economy by empowering Micro, Small, and Medium Enterprises (MSMEs) through a digital platform. Tokopedia offers a wide range of product categories, including fashion, beauty products, household goods, electronics, and food and beverages. In addition, Tokopedia provides various digital services such as mobile credit and data package purchases, airline and train ticket bookings, and payment of utility bills including electricity and water (Fadhilah et al., 2022).

According to data from the App Store and Google Play Store in 2024, Tokopedia ranked second in the top shopping applications category on the App Store with a rating of 4.8, and third on the Google Play Store with a rating of 4.6. This indicates that Tokopedia has established a strong performance and positive perception among users as a trusted online buying and selling platform. Data from the Top Brand Index for e-commerce in Indonesia, published by topbrand-award.com, shows that Tokopedia ranked second in the 2022 Top Brand Index for e-commerce. However, its position declined to third place in the 2023 and 2024 Top Brand Awards, falling behind Lazada and Shopee.

**Table 1.1 Top Brand Index (TBI) of E-Commerce in Indonesia 2022–2024**

	TBI 2022		TBI 2023		TBI 2024
Shopee	43,70%	Shopee	45,80%	Shopee	50,50%
Tokopedia	14,90%	Lazada	15,10%	Lazada	13,30%
Lazada	14,70%	Tokopedia	11,30%	Tokopedia	10,40%
Blibli	10,10%	Blibli	10,60%	Blibli	6,60%

Source: topbrand-award.com

The decline in ranking and percentage of the Top Brand Index (TBI) indicates a decrease in customer repurchase interest, as reflected in the Commitment Share indicator within the TBI. This suggests that Tokopedia has not fully succeeded in maintaining customers’ future purchase

intentions, especially when compared to its two main competitors, Lazada and Shopee. This is further supported by comparative data on the growth in the number of e-commerce visitors during Q1 and Q2 from 2022 to 2024 in the same periods, as well as data showing a decline in Tokopedia's traffic between August and December 2024. In contrast, its competitors were able to maintain or even increase their e-commerce site visits during the same period.

Repurchase intention refers to the consumer's tendency to make repeat purchases of a product or service after an initial purchase, typically within a certain time frame (Anggraini et al., 2024). One of the factors influencing repurchase intention is electronic service quality, or e-service quality (Rismawati, 2022). According to a study by Ningtias et al. (2023), e-service quality does not have a significant effect on repurchase intention among Tokopedia marketplace users. Meanwhile, research by Zaelani et al. (2024) suggests that customer satisfaction mediates the influence of e-service quality on repurchase intention among Tokopedia e-commerce users. Customer satisfaction is considered a key indicator in assessing the success of a product or service (Ermida et al., 2021). Ginting et al. (2023) state that the higher the level of satisfaction experienced by consumers, the greater their tendency to make repeat purchases. Conversely, if consumer satisfaction is low, the intention to repurchase also tends to decrease.

According to data from bps.go.id (2023), from a geographical perspective, 75.04% of e-commerce businesses in Indonesia are located on the island of Java, with the highest number in West Java Province, totaling 818,077 businesses or approximately 21.43%. In terms of business scale, the e-commerce sector is dominated by Micro, Small, and Medium Enterprises (MSMEs), accounting for 99.93%, while large enterprises make up only 0.07%. However, data from umkmdkerens.depok.go.id (2025) reveals that out of 24,332 registered MSMEs in Depok City, only 22 businesses—or around 0.09%—have utilized Tokopedia as a digital platform to operate their business. This indicates a gap between the potential and the optimal utilization of digital platforms in the digitalization of MSMEs in Depok. Therefore, this study focuses on Depok City to examine the extent to which Tokopedia's electronic service quality influences user experience at the city level, and how it relates to users' repurchase intention. The findings of this research are expected to serve as a reference for other regions in improving and enhancing the quality of their e-commerce services.

## **2. LITERATURE REVIEW**

### **a. E-Commerce**

In general, e-commerce or electronic commerce refers to all buying and selling transactions of goods and services conducted through electronic media connected to the internet (Yusuf et al., 2021). Trisianto (2023) explains that e-commerce is a form of commercial transaction carried out through various electronic communication channels such as fax, email, telegram, Electronic Data Interchange (EDI), and other digital media. It encompasses activities such as information exchange, advertising, marketing, contract formation, and online banking services. This phenomenon has become an essential part of the modern business world, revolutionizing the way we shop, interact with brands, and manage business operations.

### **b. E-Service Quality**

According to Kusuma (2022), e-service quality refers to a form of superior service delivered through electronic media or internet networks, encompassing the processes of service delivery, transactions, and distribution in an effective and efficient manner, so that products or services can be optimally received by customers. Vicramaditya (2022) explains that electronic services consist of a series of service activities including the provision of information related to products or services, distribution systems, purchase order procedures, and customer complaint services—all of which are provided by the company with operations primarily conducted online.

According to Rahayu (2019), there are six main indicators used to measure e-service quality, which are as follows:

1. Reliability/fulfillment
2. Responsiveness
3. Privacy/security
4. Information quality/benefit
5. Ease of use/usability
6. Web design

**c. Customer Satisfaction**

According to Saputro (2024), customer satisfaction is an emotional response that arises from the customer's evaluation of their experience in using a product or service. Widjajanta et al. (2020) explain that customer satisfaction is an individual's perception of the performance of a product or service in relation to their expectations, where each individual may have different expectations.

According to Putri (2023), there are six common approaches used to measure customer satisfaction:

1. Overall Customer Satisfaction
2. Customer Satisfaction Dimensions
3. Confirmation of Expectations
4. Repurchase Intent
5. Willingness to Recommend
6. Customer Dissatisfaction

**d. Repurchase Intention**

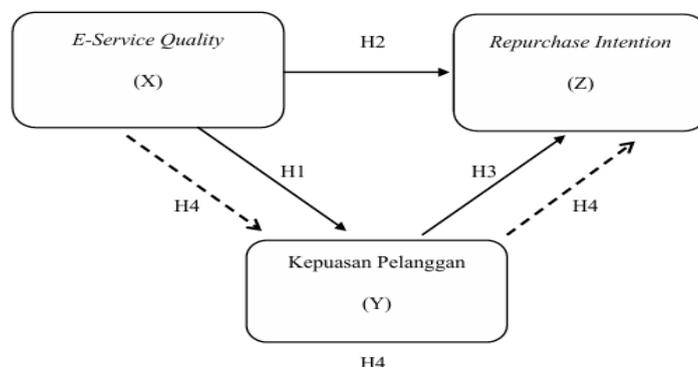
Repurchase intention occurs when customers have a positive initial experience that encourages them to make repeat purchases (Anggriani, 2022). According to Indriasari et al. (2021), repurchase intention reflects a consumer's tendency to repurchase products online, provide positive reviews, and recommend them to others.

According to Rahayu (2024), repurchase intention can be measured through the following four indicators:

1. Transactional intention
2. Referential intention
3. Preferential intention
4. Explorative intention

**e. Conceptual Framework**

In this study, the conceptual framework is developed to illustrate the relationship between Repurchase Intention (Z) as the dependent variable, which is influenced by E-Service Quality (X) as the independent variable, and mediated by Customer Satisfaction (Y) as the intervening variable. The conceptual framework is illustrated as follows:



**Figure 1.2 Conceptual Framework**  
 Source: Developed by the researcher, 2025

The research hypotheses in this study are as follows :

- H1 :** E-Service Quality has a significant effect on Customer Satisfaction among Tokopedia users in Depok City
- H2 :** E-Service Quality has a significant effect on Repurchase Intention among Tokopedia users in Depok City.
- H3 :** Customer Satisfaction has a significant effect on Repurchase Intention among Tokopedia users in Depok City.
- H4 :** E-Service Quality has a significant effect on Repurchase Intention through Customer Satisfaction among Tokopedia users in Depok City.

### 3. RESEARCH METHOD

This research employs a causal associative research type with a quantitative approach. The quantitative approach is used to analyze collected data through statistical techniques in order to describe phenomena and test the hypotheses previously formulated.

#### Population & Sample

The population in this study is unknown in number, as it includes all Tokopedia users in Depok City who have made purchase transactions for products and services through the website or mobile application on their smartphones. The sampling technique used in this study is non-probability sampling with an incidental sampling method. A total of 100 respondents were selected as the sample, calculated using Cochran's formula (Sugiyono, 2022). The data collection technique employed in this research is a questionnaire distributed online via Google Forms. Responses were measured using a Likert scale, with each item scored from 1 to 5—where a score of 5 represents the highest level of agreement, and 1 represents the lowest.

### 4. RESULTS AND ANALYSIS

The data analysis technique in this study employed the Structural Equation Modeling (SEM) method using the Partial Least Squares (PLS-SEM) approach, processed with the assistance of SmartPLS software version 4.0.

#### a. Outer Model

##### 1) Convergent Validity Test

The results of the validity test, with the criterion that each item's outer loading  $> 0.708$  and the AVE value  $\geq 0.5$  (Wardani, 2023), can be seen in the following table.

**Table 1.3 Outer Loading Value of Validity Test**

Variable	Indikator	Outer Loading	Note
E-Service Quality	ESQ1	0.888	Valid
	ESQ2	0.870	Valid
	ESQ3	0.905	Valid
	ESQ4	0.899	Valid
	ESQ5	0.813	Valid
	ESQ6	0.865	Valid
	ESQ7	0.892	Valid
	ESQ8	0.913	Valid
	ESQ9	0.908	Valid
	ESQ10	0.903	Valid
	ESQ11	0.844	Valid
	ESQ12	0.871	Valid
	ESQ13	0.865	Valid
Customer Satisfaction	CS1	0.820	Valid
	CS2	0.845	Valid
	CS3	0.903	Valid

	CS4	0.783	Valid
	CS5	0.854	Valid
	CS6	0.913	Valid
	CS7	0.897	Valid
	CS8	0.922	Valid
	CS9	0.878	Valid
	CS10	0.902	Valid
	CS11	0.924	Valid
	CS12	0.888	Valid
Repurchase Intention	RI1	0.915	Valid
	RI2	0.923	Valid
	RI3	0.902	Valid
	RI4	0.924	Valid
	RI5	0.923	Valid
	RI6	0.920	Valid
	RI7	0.838	Valid
	RI8	0.817	Valid

Source: Results of Data Processing Using SmartPLS 4.0, 2025

**Table 1.4 Average Variance Extracted (AVE) Value of Validity Test**

Variable	Average Variance Extracted (AVE)	Note
E-Service Quality	0.775	Valid
Customer Satisfaction	0.772	Valid
Repurchase Intention	0.803	Valid

Source: Results of Data Processing Using SmartPLS 4.0, 2025

## 2) Discriminant Validity Test

The results of the discriminant validity test, based on the criterion that the cross-loading values of each indicator on its associated construct must be higher than its cross-loading values on other constructs (Handayani et al., 2020), are presented in the following table:

**Table 1.5 Cross-Loadings Values of Validity Test**

Variable	Indicator	Cross-Loadings			Note
		ESQ	CS	RI	
<i>E-Service Quality</i>	ESQ1	0.888	0.869	0.875	Valid
	ESQ2	0.870	0.810	0.817	Valid
	ESQ3	0.905	0.850	0.847	Valid
	ESQ4	0.899	0.848	0.836	Valid
	ESQ5	0.813	0.713	0.677	Valid
	ESQ6	0.865	0.774	0.737	Valid
	ESQ7	0.892	0.814	0.816	Valid

	ESQ8	0.913	0.845	0.850	Valid
	ESQ9	0.908	0.862	0.849	Valid
	ESQ10	0.903	0.839	0.822	Valid
	ESQ11	0.844	0.814	0.807	Valid
	ESQ12	0.871	0.842	0.841	Valid
	ESQ13	0.865	0.825	0.793	Valid
Customer Satisfaction	CS1	0.768	0.820	0.764	Valid
	CS2	0.753	0.845	0.770	Valid
	CS3	0.860	0.903	0.869	Valid
	CS4	0.701	0.783	0.726	Valid
	CS5	0.763	0.854	0.808	Valid
	CS6	0.835	0.913	0.889	Valid
	CS7	0.837	0.897	0.873	Valid
	CS8	0.852	0.922	0.904	Valid
	CS9	0.842	0.878	0.861	Valid
	CS10	0.869	0.902	0.878	Valid
	CS11	0.900	0.924	0.897	Valid
	CS12	0.874	0.888	0.863	Valid
Repurchase Intention	RI1	0.862	0.892	0.915	Valid
	RI2	0.882	0.894	0.923	Valid
	RI3	0.852	0.873	0.902	Valid
	RI4	0.836	0.896	0.924	Valid
	RI5	0.865	0.882	0.923	Valid
	RI6	0.843	0.869	0.920	Valid
	RI7	0.749	0.795	0.838	Valid
	RI8	0.736	0.777	0.817	Valid

Source: Primary data processed by the researcher, 2025

### 3) Reliability Test

The results of the reliability test, based on the criteria that the Composite Reliability value must be  $\geq 0.7$  and Cronbach's Alpha must be  $\geq 0.6$  (Wardani, 2023), are presented as follows:

**Table 1.6 Cronbach's Alpha and Composite Reliability Values of Reliability Test**

Variable	<i>Cronbach' Alpha</i>	<i>Composite Reliability</i>	Note
E-Service Quality	0.976	0.978	Reliable
Customer Satisfaction	0.973	0.976	Reliable
Repurchase Intention	0.965	0.970	Reliable

Source: Results of Data Processing Using SmartPLS 4.0, 2025

### b. Inner Model (R-square)

The R-square ( $R^2$ ) test in this study is used to determine the proportion of variance in the relationship among the variables E-Service Quality, Customer Satisfaction, and Repurchase Intention. According to Wardani (2023), R-square values of 0.75, 0.50, and 0.25 indicate substantial, moderate, and weak levels of influence, respectively. The results of the R-square test, analyzed using SmartPLS 4.0 software, are presented as follows:

**Table 1.7 R-square Value of the Inner Model**

Variable	<i>R-square</i>	<i>R-square adjusted</i>	Note
Customer Satisfaction	0.878	0.877	Substantial
Repurchase Intention	0.928	0.927	Substantial

Source: Results of Data Processing Using SmartPLS 4.0, 2025

Based on the data in Table 1.7, the adjusted R-square value for Customer Satisfaction is 0.877 (substantial), indicating that the E-Service Quality variable is able to explain 87.7% of the variance in Customer Satisfaction. It can be concluded that E-Service Quality has a strong influence in explaining Customer Satisfaction. Furthermore, the adjusted R-square value for Repurchase Intention is 0.927 (substantial), meaning that the variables E-Service Quality and Customer Satisfaction together explain 92.7% of the variance in Repurchase Intention. Therefore, it is concluded that E-Service Quality and Customer Satisfaction both have a significant influence in explaining Repurchase Intention.

### c. Hypothesis Testing

According to Handayani et al. (2020), the criteria for hypothesis testing at a 5% significance level are as follows: if the p-value < 0.05 and the t-statistic > 1.96, then the hypothesis is accepted. The results of the direct effect hypothesis testing between research variables, analyzed using SmartPLS 4.0 software, are presented in the Direct Effects table as follows:

**Table 1.8 Hypothesis Testing of Direct Effects**

Variable	Original sample	Standard deviation	T statistics	P values	Note
E-Service Quality -> Customer Satisfaction	0.937	0.015	61.832	0.000	Accepted
E-Service Quality -> Repurchase Intention	0.209	0.082	2.560	0.010	Accepted
Customer Satisfaction -> Repurchase Intention	0.765	0.083	9.231	0.000	Accepted

Source: Results of Data Processing Using SmartPLS 4.0, 2025

The results of the hypothesis testing on the indirect effect between the independent variable (E-Service Quality) through the mediating variable (Customer Satisfaction) on the dependent variable (Repurchase Intention) were obtained from the indirect effects table, with the results as follows:

**Table 1.9 Hypothesis Testing Indirect Effects**

Variable	Original sample	Standard deviation	T statistics	P values	Note
E-Service Quality -> Customer Satisfaction -> Repurchase Intention	0.717	0.077	9.254	0.000	Accepted

Source: Results of Data Processing Using SmartPLS 4.0, 2025

The testing of the indirect effect to determine the strength of the mediating variable's role was conducted using the Variance Accounted For (VAF) value. According to Hikmah et al. (2021),

$$VAF = \frac{\text{Indirect Effect}}{\text{Direct Effect} + \text{Indirect Effect}} \times 100\%$$

$$VAF = \frac{0.717}{0.209 + 0.717} \times 100\%$$

$$VAF = 0.774 \times 100\%$$

$$VAF = 77.4\%$$

the VAF value is obtained through the following calculation:

Based on the calculation results, the VAF (Variance Accounted For) value obtained was 0.774 or 77.4%. According to Wardani (2023), a VAF value above 80% indicates full mediation, between 20%–80% indicates partial mediation, and below 20% indicates no mediation effect. Therefore, it can be concluded that partial mediation occurred in this study. This means that Customer Satisfaction partially mediates the effect of E-Service Quality on Repurchase Intention, as the direct effect of E-Service Quality on Repurchase Intention is also statistically significant, as shown in Table 1.8. Moreover, Table 1.9 demonstrates that the indirect effect is statistically significant, with a t-statistic value of 9.254 > 1.96 and a p-value of 0.000 < 0.05, confirming that Customer Satisfaction as a mediating variable is accepted.

## DISCUSSIONS

### The Influence of E-Service Quality on Customer Satisfaction Among Tokopedia Users in Depok City (Accepted)

The hypothesis testing results for the variable E-Service Quality on Customer Satisfaction showed a t-statistic value of 61.832 > 1.96 and a p-value of 0.000 < 0.05, indicating that H1 is accepted, meaning that E-Service Quality has a significant effect on Customer Satisfaction. The original sample value of 0.937 indicates that the direct influence of E-Service Quality on Customer Satisfaction is 93.7%. This finding suggests that the better the digital service quality provided by Tokopedia, the higher the level of customer satisfaction. These results are consistent with previous studies conducted by Effendi et al. (2023), Saputro et al. (2023), and Sya'diah et al. (2025), which also found a significant relationship between E-Service Quality and Customer Satisfaction.

### **The Influence of E-Service Quality on Repurchase Intention Among Tokopedia Users in Depok City (Accepted)**

The hypothesis testing for the effect of E-Service Quality on Repurchase Intention yielded a t-statistic value of  $2.560 > 1.96$  and a p-value of  $0.010 < 0.05$ , indicating that H2 is accepted, meaning that E-Service Quality has a significant influence on Repurchase Intention. The original sample value of 0.209 indicates that the direct effect of E-Service Quality on Repurchase Intention is 20.9%. This result suggests that improvements in aspects such as website reliability, interface design, security, ease of use, and information satisfaction can directly encourage user loyalty by increasing their repurchase intention. These findings are consistent with previous studies by Rahman et al. (2024), Devaraell et al. (2024), and Fazil et al. (2024), which also confirmed a significant influence of E-Service Quality on Repurchase Intention.

### **The Influence of Customer Satisfaction on Repurchase Intention Among Tokopedia Users in Depok City (Accepted)**

The hypothesis testing for the effect of Customer Satisfaction on Repurchase Intention yielded a t-statistic value of  $9.231 > 1.96$  and a p-value of  $0.000 < 0.05$ , indicating that H3 is accepted, which means that Customer Satisfaction has a significant influence on Repurchase Intention. The original sample value of 0.765 shows that the direct effect of Customer Satisfaction on Repurchase Intention is 76.5%. This result indicates that as customers become more satisfied with their experience on Tokopedia, the likelihood of making repeat purchases also increases, highlighting the importance of customer experience quality. These findings are consistent with previous research by Rahma et al. (2023), Ramadhan et al. (2024), and Alfiah (2024), who also found that Customer Satisfaction significantly affects Repurchase Intention.

### **The Influence of E-Service Quality on Repurchase Intention Through Customer Satisfaction Among Tokopedia Users in Depok City (Accepted)**

The hypothesis testing for the effect of E-Service Quality on Repurchase Intention through Customer Satisfaction yielded a t-statistic value of  $9.254 > 1.96$  and a p-value of  $0.000 < 0.05$ , indicating that H4 is accepted, meaning that there is a significant indirect effect of E-Service Quality on Repurchase Intention through Customer Satisfaction. The original sample value of 0.717 indicates that the magnitude of the indirect effect is 71.7%. This result aligns with previous studies by Purnamasari et al. (2023), Pramesti & Budiatmo (2023), and Ramadhan (2024), which also found that E-Service Quality significantly affects Repurchase Intention through Customer Satisfaction.

Furthermore, the Variance Accounted For (VAF) value of 77.4% indicates that Customer Satisfaction partially mediates the relationship between E-Service Quality and Repurchase Intention. In other words, although E-Service Quality has a significant direct effect on Repurchase Intention, the mediating role of Customer Satisfaction is crucial in strengthening this relationship. This is also supported by the results of the specific indirect effect analysis, which reinforces the importance of customer satisfaction in enhancing users' intention to repurchase through improved digital service quality.

## **CONCLUSION**

The findings of this study indicate that E-Service Quality significantly influences Customer Satisfaction, with a high coefficient value of 93.7%. This suggests that dimensions such as reliability, responsiveness, security, information quality, ease of use, and web design play a critical role in shaping customer satisfaction with Tokopedia's digital services. Furthermore, E-Service Quality also has a statistically significant but smaller direct effect on Repurchase Intention (20.9%),

indicating that some users base their repeat purchase decisions on service quality alone. However, this direct effect is weaker compared to the effect mediated by customer satisfaction, suggesting that while service quality is important, it may not be the primary driver of repeat purchases without the presence of a satisfying shopping experience.

Customer Satisfaction itself has a strong and significant impact on Repurchase Intention, with a coefficient value of 76.5%. Satisfied users are more likely to remain loyal and continue transacting on Tokopedia, driven by positive experiences across various aspects such as service, pricing, and efficiency. Additionally, the mediation analysis shows that Customer Satisfaction partially mediates the relationship between E-Service Quality and Repurchase Intention, with a Variance Accounted For (VAF) value of 77.4%. This highlights the importance of ensuring not only the technical and functional aspects of service quality but also delivering an emotionally satisfying experience. In a competitive e-commerce environment like Depok, Tokopedia must continuously evaluate and improve its service performance to maintain user satisfaction and encourage long-term loyalty.

## RECOMMENDATIONS

Based on the research findings, it is recommended that Tokopedia optimize its E-Service Quality, particularly in the area of web design, by improving product descriptions, navigation features, and the accuracy of seller information to enhance the overall user experience. Given that customer satisfaction significantly influences repurchase intention, Tokopedia should implement customer experience-based strategies, such as loyalty programs, incentive schemes for repeat purchases, and a responsive feedback loop system. Additionally, future researchers are encouraged to expand the research scope beyond Depok to broader areas such as Jabodetabek or the national level, and to incorporate relevant external variables such as user experience, UI/UX design, or brand image. Comparative studies involving other e-commerce platforms are also suggested to provide a more comprehensive understanding of user perceptions across different services.

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