

Marketplace analysis: The Effect of E-Service Quality, Product Brand Perception and Social Support on Repurchase through Consumer Satisfaction and Trust

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ABSTRACT

Technological developments have an impact on business activities and consumer behavior. This can be seen from the increasing number of online businesses. This study looks at consumer behavior by exploring the relationship between e-service quality, product brand perception, and social support on satisfaction; trust; behavioral intentions & repurchases on marketplaces in Indonesia. This quantitative research uses the Structural Equation Model (SEM) method with Lisrel 88 program. The respondents in this research are 450 X-Z generation and have filled out the online questionnaires through google form. The results of this study indicates that e-service quality has a significant effect on consumer satisfaction, product brand perception has a positive impact on trust, and social support has a direct impact on both trust and behavioral intention. Satisfaction, trust, and behavioral intentions, positively affect repurchase. This research offers significant managerial implications for companies, especially in making policy and formatting strategy of business management marketing by taking into account the aspects of customer satisfaction and trust. Companies can formulate strategies through the results of this research by creating innovative products, responsive services, wider and sustainable networks.

Keywords: E-service quality, Product brand perception, Social support, Repurchase, Satisfaction, Trust, Behavioral intentions, Marketplace

1. INTRODUCTION

The global economy is spearheading the creation of a globalized market that eliminates time and places limits. This is to meet the unlimited needs of society. As a result, the process of such globalization in the economy contributes to changes in the business and work procedures of the economy. These may include resource management, social culture, and technology [1].

Similar to the findings reported by Khattri & Singh [1], Bank Indonesia (BI) stated that financial transactions and the digital economy continue to grow [2]. Significantly, one of the internet-based economic activities, or what is also famously known as the digital economy, is a service called the marketplace. The results of the We Are Social survey in April 2021 showed that as many as 88.1% of internet users in Indonesia use marketplace services to buy certain products. Viswanathan et al. [3] revealed that the marketplace gives consumers value in the form of convenience, facilities, and experience.

These technological advances have altered consumer behavior [4]. The online purchasing process is certainly one of the changes in consumers' behavior in purchasing goods [5], [6] after the traditional offline purchases. These changes in the customers' behavior eventually made companies adapt as well [4]. An example of how companies adapt is in the service. According Sharma & Lijuan [7] and Syah & Olivia [8], the quality of service in the online environment is considered a crucial factor that may lead a marketplace to success or failure. Therefore, it is unsurprising that many companies have put the best service as a focal point to attract and retain customers [9].

Both changes in the customers' behavior and the companies' adaptation resulted in a rather interaction for both counterparts. The quality of E-Service potentially increases attractiveness, hit rate, customer retention, proximity, and positive word of mouth and can maximize competitive advantage [10]. On the other hand, customers will feel satisfied and become loyal if the service they receive exceeds their expectations [11], [12]. E-service quality can be considered one of the factors that consumers believe in online purchases. The significance of E-service is due to how service quality perceived by customers has a significant direct effect on trust and brand loyalty [13]. Another factor in addition to the E-service quality includes the product brands. Product brand perception also be an influencing factor in customers' purchasing decisions. Vásquez & Vera-Martínez [14] revealed that brand perception positively impacts repurchase, mediated by satisfaction, trust, and behavioral intention.

In addition to the service aspects in the marketplace, social roles be able to foster trust in a perplexed online environment. According to Liu et al. [15] and Makmor et al. [16], social support can affect trust and indirectly affect behavioral intentions. Also, social support has a positive effect on the quality of relationships, and is an essential factor in the promotion of product information, increasing trust through efficacy [17]. While the brand can maintain relationships and social community [18]. In the end, social relations can build trust between sellers and buyers, which will impact purchase intentions [19].

However, many previous studies have not mentioned social support in terms of its effects on repurchases. Previous studies such as Albarq [20]; Aslam et al. [21]; Nisar & Prabhakar [22]; Rita et al. [23]; Ukaj and Mullatahiri [13]; Vásquez and Vera-Martínez [14]; Vatolkina et al. [4] are several studies, to name a few, that have been carried out regarding the effect of E-service quality and brand perception on the repurchase. It is the studies of Liu et al. [15]; Makmor et al. [16]; and Yin et al. [19] revealed how social support has a significant influence on trust and purchase intention.

Social support in the marketplace is still understudied. Therefore, it is imperative to research to understand this aspect. To that matter, this study proposes a new relationship between social support and trust & behavioral intentions. This is in line with the research recommendation from Ho & Chung (2020) [24] that social factors affect customer behavior. This study aims to look at consumer behavior by exploring the relationship between e-service quality, product brand perception, and social support on satisfaction, trust, behavioral intentions & repurchases on marketplaces in Indonesia. Through this research, it is hoped that the study can contribute to the theoretical or scientific level of marketing management and have positive implications for developing marketplaces in Indonesia.

2. LITERATURE REVIEW

2.1 E-Service Quality

E-Service refers to the role of services in cyberspace through internet-based technologies [5]. According to Vatolkina et al. [4], e-service involves various activities that use the internet as a distribution channel, such as e-tailing, e-banking, e-shopping, and other digital services. For consumers, e-service quality with high standards reflects how the potential benefits of the Internet have been realized. The online environment itself have both positive and negative factors. Parasuraman et al. [25] stated that flexibility, convenience, efficiency, and enjoyment are positive factors in the online environment, while the negative aspects are security problems, risk of obsolescence, impersonality, and lack of control.

Some of the factors mentioned above are related to service quality, as stated by Santos [26]. Hemmington et al. [27] define service quality as the level of customer perception of to what extent the service received is following the expected goals. Also, it is a form of the overall evaluation of service performance. On the other hand, e-service quality describes the review and comprehensive customer assessment of the excellence and quality of electronic service delivery in the virtual market [26]. According to Si [10], e-service quality is a service provided to customers through a particular "online" environment by covering the entirety of processes such as the site browsing process, the delivery of goods, and overall customer service.

E-service quality means customer's ability make purchases and receive services effectively and efficiently [28]. E-Service quality contains multi-components that reflect two attributes, namely system attributes that emphasize technology elements such as efficiency and security and service attributes such as order delivery [29]. Santos [26] added the implementation of a quality management approach that ensures the system's quality can provide the right level of e-service quality to its customers. According to Wolfenbarger & Gilly [30], E-Service quality can be measured using dimensions: website design, fulfillment/ reliability, privacy/ security, and customer service.

2.2 Product Brand Perception

Several studies portray product brand perception as the mental picture that relates to the customer. For example, this term is defined as cognitive association of the product brand offered with the promised fulfillment based on reputation and previous experience [31]. Furthermore, Widyastutir & Said [32] stated that product brand perception is a consumer's assessment of the character, nature, strengths, and weaknesses of the product brand. Kotler & Armstrong [33] states that product brand perception is a set of product brand associations formed in the minds of consumers and several consumer beliefs about product brands.

However, product brand perception can also be related to how customers conceptualize a brand. For instance, it is considered a subjective phenomenon through consumer interpretations, both reasoned and emotional [34]. Another report tied this aspect with customers' views. For example, Paul [35] stated that product brand perception is a multi-dimensional construction that combines consumer views on quality, values, attitudes, brand associations, and feelings about a product.

Therefore, product brand perception is considered significantly crucial to a product. Helal et al. [18] state that product brands play an important role in building self-identity and the growth of social identity. Thus, a brand is not only about the name, logo, or symbol but also a transaction representing the product or service provided [36]. To measure its significance, according to Paul [35], product brand perception can be measured using dimensions that include: brand knowledge & prestige, perceived quality, and excitement & status.

2.3 Social Support

When shopping online, consumers need social support when they face difficulties and lack knowledge. Hajli & Sims [37] defines social support as information or feedback from others on a platform that shows that someone cares, is interested, loves, and provides support to solve other people's problems. Makmor et al. [16] state that social support is the public perception of the information conveyed based on experience and the form of one's concern for the problems that occur. Social support is a positive resource obtained through interpersonal relationships and the act of interacting with others. It can motivate people to engage in certain actions and increase their desire to perform specific behaviors [17].

In the world of information and communication technology (ICT), social support as social implications is exchanged through communication and mediated by computers (CMC) [38]. To calculate this aspect, Liang et al. [39] suggest measuring it through two dimensions: informational support and emotional support. Regarding social interaction, informational support means providing information and advice that can help others. At the same time, emotional support is present when social media users perceive themselves to be cared for or receive empathy due to the information provided by other users [40]. Informational support can improve response efficiency and help someone control shopping risks [17].

2.4 Satisfaction

Consumer satisfaction describes the feelings, attitudes, and expectations of customers who have received good service [7]. Satisfaction is defined as overall emotional response of the customer to the perceived difference between expectations and performance after consumption [41]. According to Kulsum et al. [42], satisfaction is a customer feeling formed from the comparison between the perceived effect on the actual performance of a product or service with the expected value. Slack & Singh [12] states that satisfaction is a comparison between pre-purchase and post-purchase and the results of an assessment of consumer experience. Satisfaction is the primary means for service providers to determine success by making consumers feel happy and keeping them in the future [43]. Company's performance that exceeds customer expectations can fulfill customer satisfaction [11]. Satisfied customers tend to show loyal behavior, the intention to repurchase the same products & services, and tell friends and family about their experiences using the product or service [44]. Satisfaction can be measured using the dimensions mentioned by Horppu et al. [45], which dimensions include website satisfaction and brand satisfaction.

2.5 Trust

In electronic transactions, trust is paramount since consumers will not transact with the sellers if trust is absent [46]. Trust is defined a belief in the reliability and integrity of the seller associated with consistency, honesty, fairness, responsibility, help, and virtue [47]. Trust is also defined as consumer expectations of the seller's behavior related to their commitment to fulfill their promises [48].

Almost all transactions require an element of trust, especially in the online environment [49]. Furthermore, trust is needed in many social and economic interactions that involve uncertainty and dependence [50]. Rybak [51] states that trust is an essential factor in determining decisions about purchasing a particular product and choosing a service provider.

Several studies also emphasize trust in an online transaction. Trust is said to be a significant factor for customers i.e., when customers feel that the seller can be trusted, to make decisions in online transactions [52]. Trust also has implications for long-term relationships between customers and service providers [53]. To measure trust, a method by measuring internal dimensions, including honesty, benevolence, and competence, as Flavián et al. [54] suggested.

2.6 Behavioral Intention

Experience in shopping certainly will shape how customers will shop in the future. Behavioral intention defined as the tendency of certain behaviors in the future based on feelings of cognition or evaluation of experience [55]. In certain situations, people make plans to convince themselves of what they want to do. Behavioral intentions are partial plans that involve some form of commitment and are predicted by pre-intentional variables such as affective or conative aspects of the image [56].

Oliver [41] stated that behavioral intentions result from short-term and long-term consequences. Short-term consequences include word of mouth, recommendations, and complaints, while long-term effects include customer loyalty [57]. Loyal behavioral intentions can be shown by customers to brands, services, shops, or product categories through their thoughts, a set of attitudes, beliefs, and desires [58].

Humans tend to have goals, one of which is the aim to have a specific product in the future. Therefore, studies have tied behavioral intentions with people's choice to buy or people's will to give recommendations (i.e., sharing experiences through word-of-mouth communication) and their choices to revisit the same place [59]. Furthermore, Chen & Tsai [60] also mentioned behavioral intentions as an assessment carried out by the visitors for consuming a product in the future [61]. Behavioral intentions are demonstrated boding the possibility of revisiting the same store or the willingness of visitors to recommend the store to others. Behavioral intentions can be measured using the dimensions i.e., include loyalty, switch, pay more, external response, and internal response [62].

2.7 Repurchase

Repurchase refers to the subjective probability the customer indicates to repurchase a certain product again in the future [63], [64]. Repurchase defined as actual purchase level or frequency of buying behavior in a specific category at the same store [14]. According to Seiders et al. [65], repurchase is the behavior of customers who buy the same product or service from the same seller more than once. Olsen [66] states that repurchase is repeated consumption over time by the decision-making unit of a particular product category about one or more alternative product categories.

For consumers, repurchasing involves a faster buying process because it avoids searching and comparing other alternatives to benefit the company, such as stable market demand, increasing sales volume, saving costs in attracting customers, and growing portfolio value [67]. Repurchase is also known as retention [58]. It is related to maintaining a business relationship between the seller and the customer which can be achieved by extending the sale and purchase contract for a certain period or the customer's intention to purchase in the future [68]. According to Zeithaml et al. [62] and Chou [69], repurchase can be measured using dimensions that include: store loyalty behavioral intentions and product loyalty behavioral intentions.

3. HYPOTHESIS DEVELOPMENT

3.1 Relationship between E-Service Quality and Satisfaction

Rita et al. [23] argue that E-Service quality has a positive effect on customer satisfaction. Yen & Lu [29] also confirms a significant relationship between E-Service quality and customer satisfaction. Improved E-Service quality can achieve higher customer satisfaction and retention [70]. Parasuraman et al. [25] show that efficiency is an essential element in influencing E-Service quality. Efficiency, which includes well-organized sites and information, fast transactions, ease of use, and ease of navigation, greatly influences

consumer satisfaction [7]. Consumers access all information on a site through the homepage [10]. The availability of catalogs offers a broader selection of products [71], reduces search costs, and provides advantages over traditional stores [72]. E-service quality is an antecedent of customer satisfaction and loyalty in online stores [73]. Every so often, complaints are the result of an unpleasant experience. A bad experience makes customers feel dissatisfied. At the same time, a good experience provides satisfaction for customers, which can encourage customers to repurchase [74]. Therefore, effective and efficient E-service quality is an essential factor in achieving satisfaction.

H1: E-service quality has a positive effect on satisfaction

3.2 Relationship between E-Service Quality and Trust

Previous studies have shown that E-Service quality has a positive effect on trust [75]. According to Rybak [51], good support and outstanding service quality can build customer trust. Gefen [48] also proves that the level of customer safety and comfort depends on service quality and leads to customer trust. Trust is the main factor for customers in deciding whether to buy products online or not [52]. The consumer's disposition towards trust, reputation, privacy issues, security, and quality of website information has a strong influence on consumer trust [46]. The site design effectively encourages transactions and helps build trust [54]. Several product choices with complete information make customers more interested, and suitable search results will increase trust [76]. The convenience of online shopping is judged by the ease of use of technology systems and a time-saving purchasing experience [71]. Meanwhile, transaction security will shape the perception of the reliability of a site [5]. In online commerce, accurate support from stores regarding speed, concrete answers, and clear solutions to requests are essential for customers to meet their needs [70]. Thus, E-service quality in the form of convenience, security, reliability, and responsiveness has a positive effect on customer trust.

H2: E-Service quality has a positive effect on trust

3.3 Relationship between Product Brand Perception and Trust & Behavioral Intentions

In the online buying, many customers rely on trust in the brands offered because they do not have personal contacts [76]. Their level of trust arises in certain product brands that can benefit online retailers due to the spill. Certain product brands can create a level of trust in consumers and maintain the relationship between consumers and retailers. Through these associations, retailers can make connections in the minds of consumers with the brands they carry and increase customer perceptions of the brands offered [77]. Customer perceptions of product brands have a direct effect on trust and are consistent with what was previously found in physical stores and affected consumer behavioral intentions [14]. Manufacturers and online retailers can work together to benefit from each other's brands [78]. Thus, retailers can build customer trust through a strong brand [77] so that image enhancement and pre-defined demand can be achieved [78].

H3a: Product brand perception has a positive effect on trust

H3b: Product brand perception has a positive effect on behavioral intention

3.4 Relationship of Social Support and Trust & Behavioral Intention

Social support has a positive effect on relationship quality that encourages customers to share shopping information, product knowledge, or buying experiences with their friends and influence others to buy [39]. Social interaction in the form of informational and social-emotional support is essential for consumers in building trust [15]. In an online environment full of uncertainty, consumers need social support to relieve anxiety and build trust to participate in online shopping [79]. Customer trust in the recommended product affects behavioral purchase intentions [80]. The previous literature states that social support, including public and individual support, indirectly increases trust through efficacy [17]. In research done by [16], social support affects trust and indirectly affects behavioral intentions are tested empirically. Thus, when customers trust the product recommendation, the behavioral intentions of purchasing the recommended product are stimulated

H4a: Social support has a positive effect on trust

H4b: Social support has a positive effect on behavioral intention

3.5 Relationship between Satisfaction and Trust

Satisfaction is related to previous purchasing experiences, and can build long-term customer relationships [81]. Consumer satisfaction becomes a cumulative global evaluation for the company from time to time. Satisfaction has been shown to significantly influence consumer attitudes, retention behavior, and loyalty to stores and services [82]. Studies show satisfaction to be a precursor to trust [83]. Satisfied customers tend to use the service more often than dissatisfied ones [44]. Satisfaction is an antecedent to trust [84]. In the online environment, trust is a complex phenomenon and a success factor. Pavlou [49] suggested that satisfaction has a direct effect on customer trust in online commerce. Previous studies by Flavián et al. [54] have also stated that user trust is partly dependent on their level of satisfaction and previous positive experiences.

H5: Satisfaction has a positive effect on trust

3.6 Relationship between Satisfaction and Behavioral intention

Customer satisfaction is the primary means of service providers to make consumers feel happy and keep them in the future [43]. Satisfaction can increase customer loyalty [85]. Satisfaction is the primary antecedent of loyalty measurement [86]. Satisfaction affects customer loyalty [42], [87]. Collier & Sherrell [88] empirically proves that customer satisfaction forms a positive behavioral intention to experience and use in the future. Satisfied customers will visit and repurchase at the same store and provide a word-of-mouth promotions [62], but good store quality does not guarantee customers will repurchase when they have had a more satisfying experience elsewhere [82]. Satisfaction

can make customers buy the same products and services. Satisfaction is one of the predictors of behavioral intention [62]. The results of the research done by Paiz et al. [81] show that satisfaction has a direct and positive effect on behavioral intentions.

H6: Satisfaction has a positive effect on behavioral intention

3.7 Relationship between Trust and Behavioral intention & Repurchase

Security, confidentiality, and reliability are required as the main elements of trust in a site [89]. If security and privacy are absent, customer trust will decline and cause online commerce difficult to thrive [30]. Overall, consumer trust in the site depends on company's reliability and significantly influences their behavioral intentions [90]. Customer trust can increase when online sellers can meet customer needs and expectations. Trusting customers can conveniently provide personal information and influence and build new customers' purchase intentions [7]. Usually, online customers prefer to make purchases from sites they trust. Trust builds customer loyalty [77]. When consumers find a trusted place, they are more motivated to repurchase on it. Trust is an antecedent of stronger behavioral intentions [91]. The results of previous studies also show that trust has a significant effect on the repurchase [92]. Therefore, the continuous increase in consumer trust gives consumers the value they expect and contributes to repurchase decisions [93].

H7a: Trust has a positive effect on behavioral intention

H7b: Trust has a positive effect on repurchase

3.8 Relationship between Behavioral Intentions and Repurchase

Customers consider various non-monetary aspects, such as time and effort, when purchasing [94]. The cost of time and effort is carefully considered by customers when they make an online purchase [28]. Customer retention and repeat purchases are a form of customer loyalty and provide benefits for business actors. In this case, customers are less sensitive to price, can be served at a lower cost, and even give positive recommendations to others [63]. Customers decide to repurchase on the internet, especially items that are often needed/used, because they are motivated by convenience, time, and cost efficiency. Repurchase Behavioral Intentions are measured objectively [65] and are suggested as a valid measure of store loyalty [22]. In previous studies, it was suggested that the value perceived by customers and behavioral intention affect the repurchase pattern [94]. Thus, behavioral intention is an antecedent of actual loyalty [41] and significantly contributes to the repurchase pattern [61]. Loyalty shows that customers commit to repurchasing [95].

H8: Behavioral intention has a positive effect on repurchase

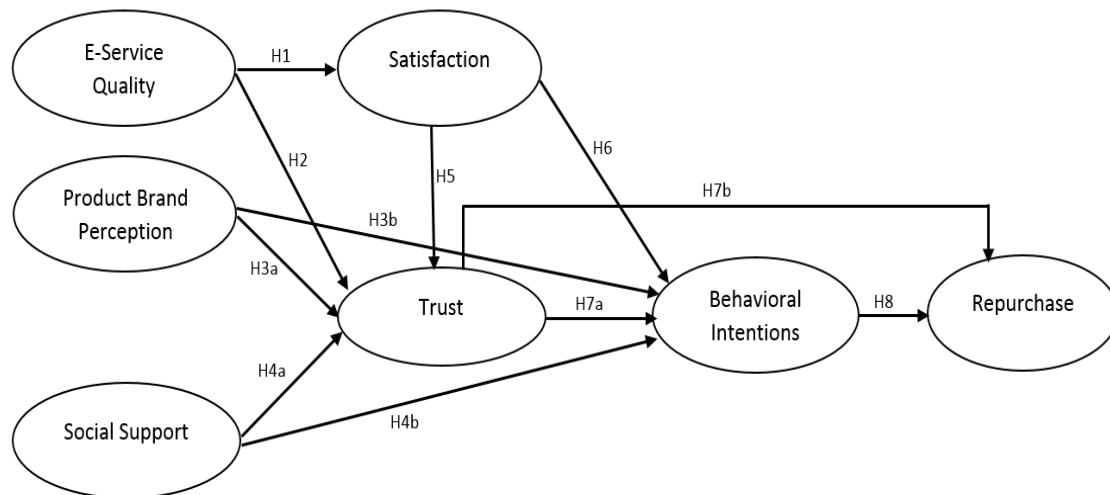


Figure 1. Research Model

4. METHODOLOGY

Data collection in this study used a survey method by distributing online questionnaires via Google Forms. In analyzing the data, latent variables are needed, and the questionnaire is designed by combining several dimensional items involved in the research. Measurements were made on a Likert scale of 1 – 5 (1 = strongly disagree and 5 = strongly agree). The measurement of the E-Service quality variable was adopted from Wolfinbarger & Gilly [30], which consisted of 7 items. The product brand perception variable consists of 6 items adapted from Paul [35], while the measurement of the social support variable uses 7 items adopted from Liang et al. [39]. The measurement of satisfaction was adopted from the study done by Horppu et al. [45], which covered 6 items, and the trust variables were adopted from Flavián et al. [54], which covered 7 items. The behavioral intention measurement was adopted from Zeithaml et al. [62], which consisted of 6 items, and the repurchase variable was adopted from an empirical study by Guenzi et al. [91]; Chou [69] with 6 items. The total measurement is 45 items which in detail can be seen in the appendix.

The number of populations in this study is unknown, and respondents were selected using purposive sampling method. The characteristics of the sample used in this study are customers from the X-Z generation with a range of birth years from 1965 to 2003 who currently live in Indonesia and have experience making purchases at least 3 times in the last 6 months. The selected marketplace is the one that is frequently visited from the 4 marketplaces (Tokopedia, Shopee, Bukalapak or Lazada). This study is a quantitative study using the Structural Equation Model (SEM) method, processing and analyzing data using SPSS 26 and Lisrel 88 software. Lisrel considers all co-variances in the data, thereby enabling all correlations, co-variances, and paths in the model when estimating the significance level and path coefficients.

Researchers conducted a factor analysis to test the validity and reliability using SPSS 26. The validity test was carried out by looking at the measurement values of Kaiser Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA). KMO and MSA values greater than 0.5, mean the factor analysis is appropriate. Reliability test using Cronbach's Alpha measurement. The closer the Cronbach's Alpha value is to 1 (one), the better [96]. After the pre-test was conducted, 45 questions from 48 questions were declared valid to be used as questionnaires in this study. All variables of social support, satisfaction, trust, and repurchase are declared valid. Meanwhile, from 8 questions in the e-service quality variable, only 7 were declared valid. From 7 questions in the product brand perception variable, only 6 were declared valid. Lastly, from 7 questions in the behavioral intention variables, only 6 were declared valid. The number of respondents required in this study is at least 5 times the number of questions in the questionnaire [96]. That means, the minimum number of respondents needed is 225 respondents, and the number of samples in this study is 450.

5. RESULTS

The respondents of this research are Indonesian people from three generations, namely Generation X, who were born in 1965-1980. Generation Y or Millennials, who were born in 1981-1996 and Generation Z, who were born in 1997-2003. The respondent of Generation Y or Millennials dominated as there are 231 respondents (51%) and 293 female respondents. The majority of respondents, as many as 236, work as private employees (52%), while 147 respondents (33%) with an average monthly expenditure of IDR 3,000,000 – IDR 5,000,000. Of the 450 respondents, 167 respondents (37%) live in Jakarta, and 194 respondents (43%) use Tokopedia, which can be seen in full in Table 1.

Table 1. Research Respondent Data

Characteristics	Category	Amount	Percentage
Gender	Male	157	34,89%
	Female	293	65,11%
Year of Birth	1965 – 1980	142	31,56%
	1981 – 1996	231	51,33%
	1997 – 2003	77	17,11%
Occupation	Private Employees	236	52,44%
	Civil servants	15	3,33%
	Entrepreneur	98	21,77%
	Students	62	13,77%
	Others	39	8,66%
Area of Residence	Tangerang	125	27,78%
	Jakarta	167	37,11%
	Bekasi	26	5,78%
	Bogor	13	2,89%
	Others	119	26,44%
Average Expenditure per Month (IDR)	< 3.000.000	103	22,89%
	3.000.000 – 6.000.000	147	32,67%
	6.000.000 – 9.000.000	78	17,33%
	> 9.000.000	122	27,11%

Characteristics	Category	Amount	Percentage
Marketplace used	Tokopedia	194	43,11%
	Shopee	178	39,56%
	Bukalapak	26	5,78%
	Lazada	52	11,55%

The construct validity and reliability tests were carried out based on the recommendations of Hair et al. (2014). Based on the results of this research data management, the measurement of construct validity can be accepted and declared valid because all indicators in each variable have a loading factor value of more than 0.5. Only 1 indicator on the E-Service Quality variable has the lowest loading factor, namely ESQ 6, with a loading factor of 0.65. The calculation results from construct reliability and variance extracted in this study can be considered to meet the overall requirements. According to Hair et al. (2014), the construct reliability test value must meet the reliability requirements with a CR value above 0.6 and a VE value above 0.5. In this study, all of the variables calculated for CR show values above 0.6 and VE values above 0.5, including E-Service Quality (ESQ), Product Brand Perception (PBP), Social Support (SS), Satisfaction (S), Trust (T), Behavioral Intentions (BI) and Repurchase (R). More on the validity and construct reliability test can be seen in Table 3.

Table 2. Correlation and Loading Factor Table

Variable	Correlation	Loading Factor
ESQ1	0.915	0.80
ESQ2	0.908	0.80
ESQ3	0.900	0.80
ESQ4	0.901	0.81
ESQ5	0.923	0.82
ESQ6	0.922	0.65
PBP1	0.915	0.83
PBP2	0.913	0.76
PBP3	0.912	0.85
PBP4	0.907	0.76
PBP5	0.894	0.90
PBP6	0.910	0.85
SS1	0.933	0.87
SS2	0.908	0.91
SS3	0.926	0.86
SS4	0.928	0.92
SS5	0.892	0.78
SS6	0.861	0.79
SS7	0.927	0.69
S1	0.933	0.87
S2	0.887	0.88
S3	0.902	0.91
S4	0.862	0.92
S5	0.887	0.90
S6	0.946	0.89
T1	0.947	0.88

Variable	Correlation	Loading Factor
T2	0.932	0.90
T3	0.926	0.90
T4	0.893	0.87
T5	0.905	0.87
T6	0.916	0.87
T7	0.918	0.82
BI1	0.924	0.83
BI2	0.891	0.92
BI3	0.916	0.88
BI4	0.897	0.90
BI5	0.942	0.75
BI6	0.944	0.79
R1	0.903	0.88
R2	0.892	0.89
R3	0.876	0.90
R4	0.885	0.89
R5	0.949	0.78
R6	0.948	0.84

Table 3: Construct Reliability (CR) and Variance Extracted (VE)

Variable	Construct Reliability	Variance Extracted
ESQ	0.904	0.654
PBP	0.928	0.682
SS	0.941	0.697
S	0.964	0.818
T	0.957	0.762
BI	0.938	0.716
R	0.950	0.762

Table 4. Result of R Square Test

Variable	R Square Adjusted
S	0.92
T	0.93
BI	0.90
R	0.88

The value of R^2 in each equation can be known through structural test analysis and shows how much the independent variable can explain the dependent variable. SEM analysis indicated firstly, Satisfaction is influenced by the E-Service Quality with an R^2 value of 0.92, and the remaining 8% can be explained by other variables not included in this study. In the second analysis, Trust is simultaneously influenced by the variables of E-Service Quality, product brand perception, social support, and satisfaction, with an R^2 value of 0.93. The third analysis, Behavioral Intentions is influenced by the product brand perception, social support, satisfaction, and trust variables with an R^2 value of 0.90. In the fourth analysis, repurchase is influenced by trust and behavioral intention, with an R^2 value of 0.88.

Based on the analysis of the suitability test, most of the tests showed a good fit, including Chi-Square, ECVI, AIC, CAIC, Fit Index, Critical N, and Goodness of Fit. Based on the analysis results, it is shown that there is a match between the entire model (Goodness of Fit), although some of them are still at the marginal fit level. The complete data can be seen in Table 5.

Table 5. The Goodness of Fit Analysis Results

Group	Indicator	Value	Description
1	<i>Degree of Freedom</i>	753	<i>Good fit</i>
	<i>Minimum Fit Function Chi</i>	1415.69	
	<i>Normal Theory WLS Chi Square</i>	1331.81	
	NCP	578.81	
	<i>Confidence Interval</i>	481.02; 684.44	
2	RMSEA	0.041	<i>Marginal fit</i>
	<i>Confidence Interval</i>	0.038; 0.045	
	<i>P Value</i>	1,00	
3	<i>ECVI Model</i>	3.83	<i>Good fit</i>
	<i>ECVI Saturated</i>	4.21	
	<i>ECVI Independence</i>	392.59	
4	<i>AIC Model</i>	1717.81	<i>Good fit</i>
	<i>AIC Saturated</i>	1892.00	
	<i>AIC Independence</i>	176271.21	
	<i>CAIC Model</i>	2703.90	
	<i>CAIC Saturated</i>	6725.35	
5	<i>CAIC Independence</i>	176490.90	<i>Good fit</i>
	NFI	0.99	
	NNFI	1.00	
	PNFI	0.83	
	CFI	1.00	
	IFI	1.00	
6	RFI	0.99	<i>Good fit</i>
	<i>Critical N</i>	269.39	
7	RMR	0.081	<i>Marginal fit</i>
	SRMR	0.027	
	GFI	0.88	
	AGFI	0.85	
	PGFI	0.70	

The following is an illustration of the T-Value diagram showing the results of this study:

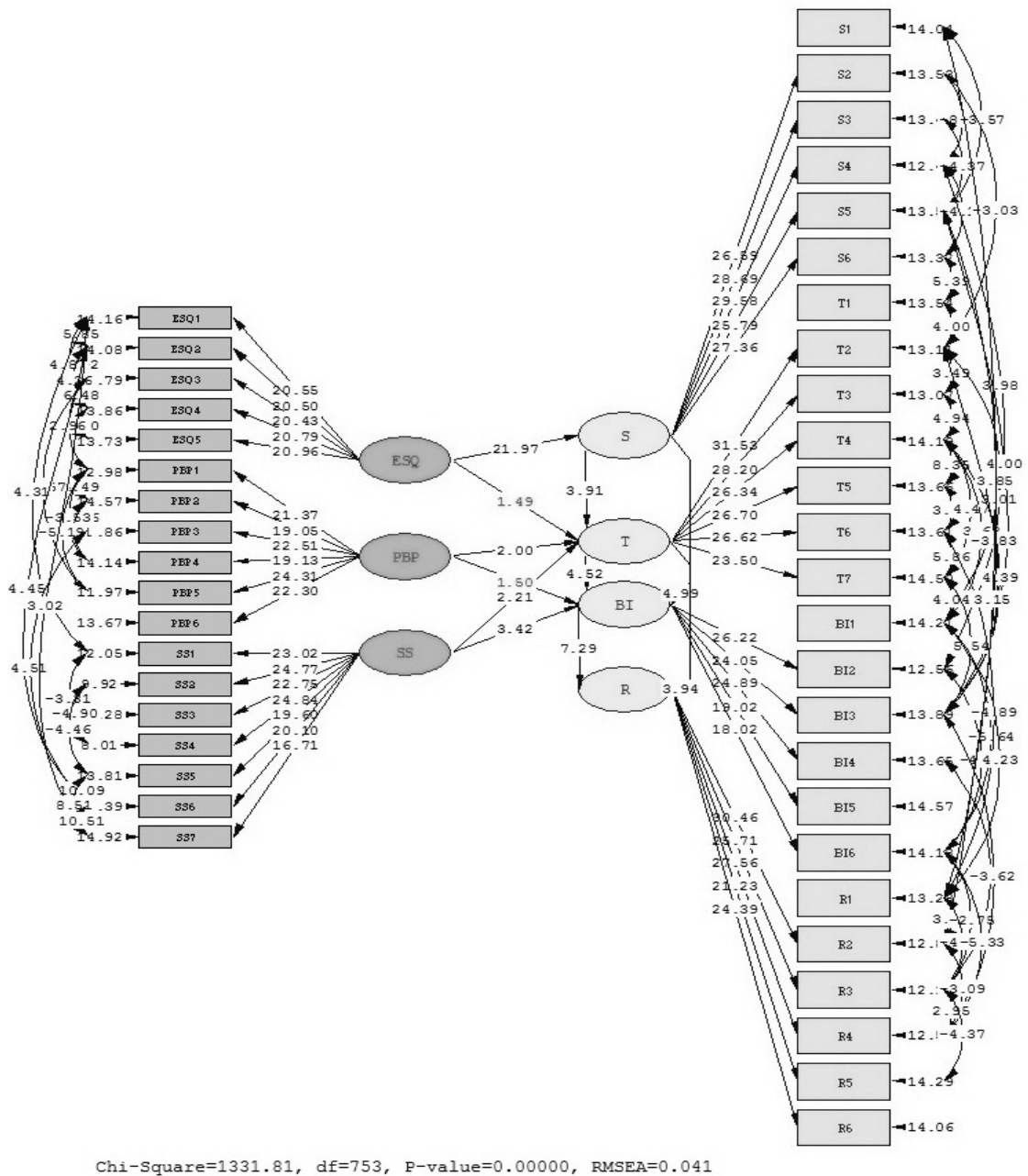


Figure 2. Path Diagram T- Value

Based on the T-Value Path Diagram, as shown in Figure 2 above, the hypothesis testing of the research model can be presented as follows:

Table 6: Research Model Hypothesis Test

Hypothesis	Hypothesis Statement	T-Value	Description
H1	<i>E-Service Quality (ESQ)</i> has a positive effect on <i>Satisfaction (S)</i>	21,97	Data support the hypothesis
H2	<i>E-Service Quality (ESQ)</i> has a positive effect on <i>Trust (T)</i>	1,49	Data do not support the hypothesis
H3a	<i>Product Brand Perception (PBP)</i> has a positive effect on <i>Trust (T)</i>	2,00	Data support the hypothesis
H3b	<i>Product Brand Perception (PBP)</i> has a positive effect on <i>Behavioral Intentions (BI)</i>	1,50	Data do not support the hypothesis
H4a	<i>Social Support (SS)</i> has a positive effect on <i>Trust (T)</i>	2,21	Data support the hypothesis
H4b	<i>Social Support (SS)</i> has a positive effect on <i>Behavioral Intention (BI)</i>	3,42	Data support the hypothesis
H5	<i>Satisfaction (S)</i> has a positive effect on <i>Trust (T)</i>	3,91	Data support the hypothesis
H6	<i>Satisfaction (S)</i> has a positive effect on <i>Behavioral Intention (BI)</i>	4,99	Data support the hypothesis
H7a	<i>Trust (T)</i> has a positive effect on <i>Behavioral Intention (BI)</i>	4,52	Data support the hypothesis
H7b	<i>Trust (T)</i> has a positive effect on <i>Repurchase (R)</i>	3,94	Data support the hypothesis
H8	<i>Behavioral Intentions (BI)</i> have a positive effect on <i>Repurchase (R)</i>	7,29	Data support the hypothesis

Based on the data listed in the hypothesis test table above, it is known that the hypothesis that has a T-Value value above 1.96 is H1 to H8 except for H2 and H3b. This means that the data support all hypotheses except H2 and H3b.

6. DISCUSSION

This research intends to explore further the effect of e-service quality, product brand perception, and social support on repurchase mediated by satisfaction, trust, and behavioral intentions. According to Ryu & Han [85], good service quality can increase customer satisfaction. Vatolkina et al. [4] stated that when consumers have positive experiences with e-service quality, they will get satisfaction. The hypothesis test H1 provides results that are in line with their statement and research conducted by Nisar & Prabhakar [22]; Rita et al. [23]; Sharma & Lijuan [7]; Yen & Lu [29] that e-service quality has a significant effect on satisfaction. Research respondents are satisfied with the marketplace they use if the level of service quality provided is to the respondent's wishes, such as clear information, fast response, friendly service, transaction security, and convenience.

The better the e-service quality of a company, the higher the customer's trust. Rita et al. [23] and Wu et al. [75] stated that providing good service quality can increase customer trust. The results of hypothesis testing H2 show that e-service quality does not affect trust. This can be interpreted that e-service quality in Indonesia is less trusted by respondents from this study, so it does not increase trust. These results offer different findings compared to the previous research by Rita et al. [23]; Ukaj & Mullatahiri [13]; and Wu et al. [75]. Respondents' distrust of e-service quality can be influenced by several things, such as having a bad experience in transactions, information on the marketplace that is unclear and difficult to understand, the availability of features and products that are inadequate, or the respondent's data being misused by the product or service provider.

Product brand perception refers to how customers tend to check the catalog quality of a product [20]. If the customer has a positive perception of a product, then the customer will trust the product. In this study, the results of hypothesis testing H3a indicate that product brand perception has a positive effect on trust. This is in line with research of Albarq [20]; Aslam et al. [21]; Vásquez & Vera-Martínez [14]. Aslam et al. [21] stated that the influence of a brand greatly affected brand trust and emphasized that the pleasant feeling and love of consumers for a brand, of course develops trust in the brand. Therefore, companies need to build a good product perception in the minds of consumers to increase trust. On the other hand, the result of the H3b hypothesis test indicates that product brand perception does not affect behavioral intentions. Demographic differences resulted in these findings in contrast to previous studies [14]. If the previous research was conducted in Mexico City which showed that respondents agreed with web stores that offered well-known products and leading brands, this time it was conducted in Jabodetabek city which showed that many respondents did not agree with this. In addition, several reasons make product brand perception not affect consumer behavior, such as consumers not needing the product or economic factors that do not support it such as not having money.

Liu et al. [15] said that social support is an essential factor in influencing trust, which indirectly affects consumers' buying intentions. According to Liang et al. [39], social support plays an essential role in facilitating online commerce, improving the quality of relationships, and influencing the environment. This study resulted in findings consistent with their statement that social support had a positive effect on trust and behavioral intention. In testing the H4a hypothesis, it was found that social support has an effect on trust and is in line with research conducted by Hsiao et al. [80]; Liu et al. [15]; Makmor et al. [16]; Yin et al. [19]. The H4b hypothesis test, which examines the effect of social support on behavioral intentions, also resulted positively and in line with the research by Hsiao et al. [80]; Liang et al. [39]; Liu et al. [15]; Makmor et al. [16]; Yin et al. [19]. They confirmed that social support positively influences users' intention to continue using the platform. Thus, trust and behavioral intentions qualify as mediating variables in building consumer relationships, which means that most of the respondents in this study have trust and intend to revisit the marketplace in Indonesia.

In this study, the function of the mediator satisfaction was observed, because it was between the perceived level of e-service quality and trust. The results of this study show

how perceived service quality has a direct and profound effect on the level of consumer satisfaction on the platform. Furthermore, the level of satisfaction acts positively and directly on trust. The results of hypothesis testing (H5) state that satisfaction has a positive effect on trust. This is in line with previous research by Flavián et al. [54] and Zboja & Voorhees [77]. The satisfaction-trust relationship found in previous research also applies to the marketplace in this study. Finally, it was found that the user's trust partly depends on consumer satisfaction with the marketplace.

The results of the sixth hypothesis test (H6) show that satisfaction has a positive influence on behavioral intentions. The satisfaction mediation test has been successful, and these findings are consistent with previous studies [57], [43]. Therefore, it highlights the importance of buyer satisfaction in mediating the relationship between e-service quality and behavioral intentions. The quality of online services is a major determinant of customer satisfaction and the sustainability of a company [7]. According to Rita et al. [23], customers who are satisfied with the quality of service received will show behavioral intentions in the form of repurchasing intentions, word of mouth, and revisiting a site. The results of this study are in line with their statement that respondents who are satisfied with the services provided by a marketplace, then they will show loyal behavior and influence others to make purchases.

This study also found that e-service quality has a positive effect on repurchase through satisfaction, trust, and behavioral intention. The results of the H7a test show that trust has a positive effect on behavioral intention, and the H7b test also shows that trust has a direct impact on repurchase. Rybak [51] explained that people would often buy online if they have more experience using the platform and have a higher level of trust also stated that the trust of customers towards the brand has a significant effect on loyalty. Ukaj & Mullatahiri [13] also noted that the trust of customers in the brand substantial impact on loyalty. The findings from this study are in line with their statement that when consumers get a positive experience with the services and products they receive, the satisfaction and the trust of consumers in a brand increases, which directly has a positive effect on behavioral intentions and repurchase.

This study also discusses the relationship between behavioral intentions and repurchases. Behavioral intentions can be captured by intentions to recommend and revisit [59]. Neither revisits intention nor purchase intention is an attitude measure but an observable accurate behavioral measure like repurchase [14]. In various previous literature, there is still little that discusses the relationship between behavioral intention and repurchase, and the results of the H8 hypothesis test indicate that Behavioral Intentions have a significant effect on repurchase. The results of this study can be explained that the customer's behavioral intentions based on satisfaction with electronic services, trust in product brands, and social support can affect repurchase in a marketplace in Indonesia.

7. CONCLUSION AND LIMITATION

The results of the study can be concluded that (1) e-service quality has a significant effect on customer satisfaction but does not directly affect customer trust. (2) Product brand perception has a positive effect on trust but does not affect behavioral intentions. (3) Social support has a direct effect on trust, and behavioral intention. (4) The role of mediation in the form of satisfaction, trust, and behavioral intentions positively affects repurchase. When consumers are satisfied with e-services, believe in brands, and get social support, they are motivated to repurchase.

This research has important managerial implications for companies, especially in the market. That it can increase consumer satisfaction and trust to repurchase. Companies can improve the quality of electronic services, such as providing clear product and service information, safe and fast transactions, consistency in orders, and utilizing SEO or SEM so that products are easy to find. Companies can also build product brand perceptions, for example offering products that are much needed by the public by paying attention to the quality and brand of certain products. Apart from that, companies also need to provide social support by creating a wide network such as creating members so that the platform is easily known and used by many people.

Good experience and perception of the product or service will influence consumer behavior to repurchase. The number of customers who repurchase guarantees a long-term relationship and shows that the company has high performance. The results of this study are expected to expand knowledge and share information with members of the organization. In addition, the results of this study can also be used by companies, especially marketing management, in making policies and formulating business strategies by considering aspects of satisfaction and trust so that the company's goals to increase sales transactions, build long-term relationships with consumers and win a competition in the market can be achieved.

There are several limitations in this study. Firstly, the data collected using only one method, namely an online questionnaire survey, which it could be a weak screening or the subjects did cheating. Second, these studies only focus on the scope of the marketplace in Indonesia and it did not consider other markets. Third, when this questionnaire survey was conducted, most of these questionnaires were filled in by people around Jabodetabek, Indonesia, which could potentially limit or change the composition of the sample population. This certainly affects the quality of the data because all regions were not represented. Fourth, research cannot guarantee that respondents answer questions honestly. Therefore, the questionnaire may suffer from subjective factors. Fifth, the criteria for the Z generation respondents in this study were limited to the year of birth 1997-2003 because they saw the respondent's ability to understand the questionnaire.

This research can be developed further. Further research can expand the scope of research to other fields, for example property, banking or transportation, and it can also expand geographical coverage by conducting research outside Jabodetabek or outside Indonesia

particularly the conclusions of this study can be made more generalizable. Different experimental methods can also be used to reduce the influence of subjective factors on the questionnaire by using various other survey methods such as offline or telephone sample collection. In addition, the further research can be expected to develop variables and to expand the year of birth Z generation responden, from 1997 to 2012.

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APPENDIX QUESTIONNAIRE

Scale to answer the following questions from 1 (strongly disagree) to 5 (strongly agree).

Variables	Items
<i>E-Service Quality</i>	<p>I can clearly and up-to-date product and service information on the platform</p> <p>I find it easy to find products on the Platform</p> <p>I can complete transactions on the Platform quickly and safely</p> <p>My needs are met with the completeness of the available features</p> <p>The item I received is exactly what I ordered</p> <p>The time period for receiving the goods I ordered was in accordance with the promised time</p> <p>I feel my privacy is protected by the Platform</p>
<i>Product Brand Perception</i>	<p>The platform offers my preferred product brands</p> <p>The platform offers products from well-known brands in different countries</p> <p>This platform offers products from brands known to be of high quality</p> <p>I will pay any price for the product brand I want on the Platform</p> <p>Product brands on this platform are very attractive compared to product brands in other places</p> <p>This platform offers products from “Booming” brands in Indonesia</p>
<i>Social Support</i>	<p>Friends/family:</p> <p>Recommend to use Platform</p> <p>Sharing information about shopping on the Platform</p> <p>Suggest me to shop on Platform</p> <p>Convinced me that shopping on the Platform is more economical</p> <p>Help me when I have trouble using the Platform</p> <p>Help me find a solution when I face problems in shopping</p> <p>Help me when I have trouble finding a product</p>
<i>Satisfaction</i>	<p>I am satisfied with:</p> <p>My decision to use the Platform</p> <p>The features offered by the Platform</p> <p>Services provided by the platform</p> <p>Products I bought on the platform</p> <p>I enjoy the products I buy on the platform</p> <p>I have a good shopping experience buy on the Platform</p>
<i>Trust</i>	<p>I believe that:</p> <p>My assumptions about this Platform are in accordance with the</p>

Variables	Items
	commitments given This platform provides accurate information The statements made by this platform are real Platform shows honest and clear service This platform benefits all parties, both buyers and sellers This platform pays attention to my current and future needs Platform works well
<i>Behavioural Intentions</i>	Platform is my first choice when I shop online I share positive impressions about the Platform to others I recommend the Platform to someone who asks me for advice I invite friends and relatives to shop on the Platform Whatever the price I spend for the product I need on the Platform I will complain if I have problems with Platform services
<i>Repurchase</i>	I like using Platform I chose the Platform because the types of products offered according to my needs I will continue to shop on the Platform For me Platform is the best place to shop online I visit the Platform more than once a month I will not switch to another platform if the Platform can maintain its performance