


A Preliminary Study of Consumer Behavior From the Online Marketplace in Indonesia

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ABSTRACT

The growth of the online marketplace in Indonesia is increasing. By understanding consumer behavior, online marketplaces can enhance their service quality. Consumer behaviors refer to the study of customers and how they behave while deciding to do the transaction. Consumer behavior can be evaluated from activity of repurchase intention, word of mouth, and site revisit. The purpose of this study is to understand the impact of e-service quality, customer satisfaction, and customer trust on consumer behavior of online marketplace. This study uses snowball sampling technique and fill-in through online questionnaires to online customers in Indonesia. There are 431 respondents and analyzed by structural equation modelling using Warppls 7.0 software. Customer satisfaction and customer trust affect repurchase intention and word of mouth while site revisits are influenced by customer satisfaction. Based on this finding, online marketplaces should give more attention and improve the e-service quality to increase the customer satisfaction and customer trust.

KEYWORDS

Customer Satisfaction, Customer Trust, E-Service Quality, Online Marketplace, Repurchase Intention, Site Revisit, Word of Mouth

INTRODUCTION

Technological developments and business competition make business models experience developments in transactions that can be carried out by consumers. Today's consumers can find it easier to search for products or services so that it can be enjoyed directly by consumers only from the home or location that has been determined by the consumer. This can be seen from the data submitted by WeAreSocial and Hootsuite, that internet usage around the world until 2020 has reached 4.5 billion users. In Indonesia, there are 175.4 million people who have used the internet, this number has increased by 17% or around 25 million people from 2019 (Kemp, 2020; Ramadhan, 2020). This figure shows that currently the penetration of internet use in Indonesia is growing rapidly, thus opening many business opportunities and having a major influence on changes in people's behavior in general. Increased use of the internet and technological developments in the world, especially in Indonesia, have made

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changes, especially in the trade sector. Through the internet, all people can access information widely. Trading activities using technology and the internet have developed so that an online marketplace is formed. This is because people can easily search for and find the goods and services they want.

An online marketplace can be defined as a website or online application that facilitates the buying and selling process from various stores. The online marketplace has a concept that is the same as a traditional market. Basically, online marketplace owners are not responsible for the goods sold because their job is to provide a place for sellers who want to sell and help them meet consumers and make transactions more practically and easily. The transactions themselves are regulated by the online marketplace. Then after receiving payment, the seller will send the goods to the buyer. One of the reasons why the online marketplace is famous is because of the ease and convenience of using it. The online marketplace industry can be said to be one of the big industries in Indonesia. Everyone realizes that in recent years online shopping can be done more easily. The owner of the website or application does not own any product and their business only presents other people's products to users and then facilitates it. An online marketplace is a business model where the use of a website not only helps to promote products but also bridges online transactions between sellers and buyers. In recent years, online marketplaces have become booming in Indonesia because online marketplaces make it easy for consumers to shop online. The online marketplace provides a variety of product choices so that consumers will be able to choose the goods according to their wishes. Of course, this is very beneficial for businesspeople because they do not have to bother bringing visitors to their website, this is because the online marketplace already has many visitors (Artaya & Purworusmiardi, 2019).

The development of online marketplaces in Indonesia began when internet service providers were present in 1994. At the beginning, online marketplace-based services such as *bhinneka.com* emerged; *tokobagus.com* and *Doku* which were present as electronic money services in 2007 (Adhi, 2016). And until 2020, several online marketplaces have become the top leaders for online marketplaces such as Tokopedia, Bukalapak, Shopee and Blibli. Based on data from the Merchant Machine Research Institute in 2018, Indonesia leads the world's fastest growing online marketplace (Widowati, 2019). Based on a Bank Indonesia report in 2020, Indonesia has an online marketplace transaction value of 25.51 trillion Rupiah as of July 2020. The development of online marketplaces in Indonesia cannot be separated from the factor of consumer satisfaction in the experience of buying products. This customer satisfaction is the result of the quality in the services offered by every online marketplace. Seeing that there is not only one online marketplace in Indonesia, but it also makes consumers have many choices in determining which online marketplace to use as a place to buy their needs. Therefore, the online marketplace seeks to reduce this risk and uncertainty by providing quality e-service for all consumers such as an attractive and easily accessible website appearance, online-based feedback and reviews and insurance coverage options (Liu & Tang, 2018).

Basically, the maximum in creating customer satisfaction is the desire of every company because customer satisfaction can provide many benefits and advantages for the company. Apart from being an important factor for the company's survival, customer satisfaction can increase your competitive advantage. In a consumer-oriented industry or business, it is inevitable that service quality is one of the factors that can affect satisfaction (Tobagus, 2018). E-service quality is an important added value for an online marketplace to create customer satisfaction with the aim of maintaining consumer loyalty. Maintaining consumer loyalty is very important because maintaining consumer loyalty and increasing repurchase intention is cheaper than finding new customers (Chong et al., 2018). In addition, it can have a positive effect on the profitability of the online marketplace because it directs consumers to inform others through word of mouth, conduct site revisits on the online marketplace until repurchase intention occurs, and become loyal consumers despite similar competitors. In a very competitive business condition providing good e-service quality is the key to a sustainable competitive advantage for the online marketplace (Angelova & Zeqiri, 2011). In the limitation of shopping on the online marketplace, the main thing that consumers consider when deciding to choose a transaction place is to consider the e-service quality provided by the online marketplace.

This research will look at consumer behavior that occurs in the online marketplace, especially in Indonesia. This study will be benefit not only for online marketplace but will contribute to the body of knowledge of consumer behavior in the scope of repurchase intention, word of mouth and site revisit. The next section will elaborate variables as well as hypotheses argumentation in section literature review. And following with research method that will explain the design of this research and continue with research findings. After all data have been collected and analysis, the next section will be Discussions and Research Implications. Closing off this study will be stated Conclusions, Limitations and Future Research.

LITERATURE REVIEW

Online marketplaces for more than a decade have been a new form where millions of people buy and sell transactions over the internet. In simple terms, an online marketplace can be defined as a place where buyers and sellers meet on a website or internet-based platform that is created and managed by a service provider or service provider to allow buying and selling transactions with the help of a payment processor to process payments (Moreno-Sanchez et al., 2018). One of the things that makes online marketplaces a new option for buying and selling transactions is the convenience offered and the availability of products and complete information as needed (Echinard, 2016).

Quality is one of the most important components in a business strategy. In an effort to become a competitive online marketplace in a changing marketplace, companies must be able to continuously improve their quality and innovation. E-service quality is an important thing that consumers pay attention to and need. This statement is also supported by research (Dehghanpouri et al., 2020) which found that e-service quality is a crucial component in the relationship between companies and consumers because consumers will make purchases from companies that provide e-service quality in accordance with what they expect. This study measures the level of e-service quality by using the perception or justification received by consumers for a service. This study concluded that good service quality has a significant effect on the success of an E-CRM system.

Likewise for online marketplaces, e-service quality is an important factor because it can attract and retain consumers (Durmuş et al., 2015). 300 questionnaires were distributed to understand how e-service quality can significantly predict customer satisfaction. This study uses various components that exist in e-service quality such as efficiency, privacy, and contact to measure whether e-service quality can affect the level of customer loyalty. Until now, the dimensions or measuring instruments used to measure e-service quality have been proposed by various researchers. However (Rita et al., 2019) defines e-service quality as a research model that is best used to predict consumer behavior that has 4 (four dimensions), namely website design, customer service, security / privacy and fulfillment.

Website design is the first dimension of service quality, especially in the early stages of the shopping process carried out by consumers (Blut, 2016; Blut et al., 2015). According to (Blut, 2016), more than just measuring how many product collections are available, consumers tend to judge their shopping experience from the overall website design in online stores. If the website design is displayed according to consumer needs, it will attract attention and provide a good experience for consumers so that service quality is considered positive. Website design can be measured through the experiences felt by consumers when using the website, such as the quality of information provided, appearance and comfort when using the website, the purchase process, the choice of products presented, the price offered, personalization website and system availability (Rita et al., 2019).

Customer service is a service that helps consumers solve problems and find answers to questions they have. The main dimensions used to measure customer service are the level of service and handling or return policies (Rita et al., 2019). Customer service refers to services that are responsive in answering questions and responding to consumer complaints (Blut, 2016). A good quality online marketplace provides a high level of service in communicating with consumers and assists in the return process according to established policies. In the online marketplace, customer service is provided by providing chat services on the website, so that all consumers can communicate during orders and ask

for assistance such as returning goods or submitting complaints after ordering. It can be concluded that customer service is one of the factors in increasing customer satisfaction with e-service quality.

Security and privacy is the most concerned thing for online consumers regarding the possibility of security and privacy deviation. Online marketplaces that have high credibility should guarantee and maintain the security of their customers' personal data. Security is defined as security in credit card payments and protects personal data from misuse and fraud both during and after purchase (Blut, 2016; Blut et al., 2015). According to (Rita et al., 2019) online stores are supposed to guarantee security and privacy of consumers so that they are comfortable shopping in stores because these two things are attributes used to assess the quality of the online store. The more consumers feel distant from the store, the greater the effect of security on e-service quality (Blut et al., 2015). Security and privacy can be measured through the security and privacy dimensions.

Fulfillment is an activity that ensures that consumers receive goods or services according to expectations and orders made, both from delivery to receipt, the appearance received must match the description written on the online marketplace website and the goods received by consumers are in good condition (Blut, 2016). In fulfilling orders, the online marketplace is expected to be able to ensure that the goods or services received by consumers match their expectations and orders. Fulfillment can be measured based on three attributes, namely on time delivery, order accuracy and delivery conditions (Rita et al., 2019).

Customer satisfaction is the hope of the entire online marketplace for the continuity of its business. Based on research by (Konuk, 2019), customer satisfaction can be defined as the result of consumers' emotional toward experience expectations with the resulting value being confirmed. Customer satisfaction is an important factor for a company to produce loyal consumers (Durmuş et al., 2015; Pham & Ahammad, 2017) and as an indicator of company performance appraisal (Kim & Lennon, 2010). Online marketplace has the most serious challenges, namely how to create and maintain customer satisfaction (Rita et al., 2019). Companies must be able to provide a higher level of customer satisfaction to consumers who have high expectations of the company's service satisfaction (Pee et al., 2018). Increased customer satisfaction occurs when consumers feel that the experience they feel when transacting on the online marketplace matches or even more than their expectations (Han & Ryu, 2012). So it can be assumed that customer satisfaction can enable the company to survive and succeed (Suh et al., 2013). Customer satisfaction is measured by the level of e-service quality, value more than expectations, reducing risk in transactions and the existence of trust and commitment in the context of online services (Dehghanpouri et al., 2020; Han & Ryu, 2012; Kim & Lennon, 2010; Konuk, 2019; Rita et al., 2019).

Customer trust is crucial and not easy to find online marketplaces, especially because there is no face-to-face meeting between consumers and sellers, making it difficult for consumers to give their trust. In online-based businesses, consumers pay attention to the trust they get from a company's services because customer trust can affect their relationship with the company (Chu et al., 2012). Based on previous by (Trivedi & Yadav, 2020) states that in a social relationship in online trading requires a high level of customer trust to build a good company reputation. In addition, customer trust can also build consumer interest in an online marketplace (Loureiro et al., 2018). The existence of a positive transaction experience can lead to customer trust, and high customer trust shows that the online marketplace can be said to be successful (Filieri et al., 2015). The level of customer trust is an important factor that ultimately helps companies to retain consumers by predicting consumer behavior (Liang et al., 2018; Rita et al., 2019). Even with an efficient website, consumers tend not to be motivated to make purchases without a sufficient level of customer trust (Chek & Ho, 2016). So that customer trust can be defined as the existence of consumer perceptions that are proven or supported by the success or failure of conducting transactions with sellers in an online marketplace (Liang et al., 2018). Customer trust can be measured by analyzing the quality level of online services such as meeting consumer expectations, security, privacy, accuracy and quality of information (Filieri et al., 2015; Rita et al., 2019; Trivedi & Yadav, 2020).

It is important for e-commerce companies to find out how consumers make their first purchase and repurchase intention (Trivedi & Yadav, 2020). Repurchase intention is defined by (Rita et al., 2019) as the activity of consumers who are interested in making repeat purchases because of the positive experiences they have. Repurchase intention may occur when consumers realize and feel that they have a good perception of the online marketplace (Pee et al., 2018). Therefore, well-confirmed perceptions can increase customer satisfaction so that when consumers are satisfied, they can direct consumers to repurchase intention (Pham & Ahammad, 2017). The level of repurchase intention can be measured through an analysis of the level of customer satisfaction and customer trust in an online marketplace (Liang et al., 2018; Pham & Ahammad, 2017; Rita et al., 2019). In addition, repurchase intention can be measured based on customer trust in products, and whether the e-service quality received from the online marketplace matches consumer expectations (Liang et al., 2018; Pee et al., 2018).

The end of the transaction activity that is expected by the online marketplace is the activity of providing reviews through word of mouth. Word of mouth is a communication activity by telling consumer experiences or making recommendations to others. It is very important for companies to ensure that all consumers can spread positive things about their services through word of mouth to increase market share (Konuk, 2019). That is because word of mouth is one of the important factors that influence the market, especially the online marketplace to attract and retain consumers (Han & Ryu, 2012). The existence of a high level of customer satisfaction and customer trust tends to make consumers discuss and recommend their experiences with a product or service to others (Filieri et al., 2015; Loureiro et al., 2018; Pham & Ahammad, 2017; Rita et al., 2019). Based on this statement, word of mouth can be measured by two components, namely the level of customer satisfaction and customer trust.

In contrast to repurchase intention, site revisit is the desire of consumers to revisit the website because the experience from visiting the previous website was felt well by the consumer even though he did not immediately make a transaction. While repurchase intention is the intention to make another transaction on the website or online marketplace. We can be sure that consumers who have repurchase intention will do a site revisit. The online marketplace must be able to understand consumer perceptions of their website by developing an effective website so that consumers conduct site revisions (Kim & Lennon, 2010). Research conducted by (Suh et al., 2013) shows that the desire of consumers to site revisit a website can be indicated by a level of customer satisfaction. The positive experience that consumers feel can increase the likelihood for them to do site revisits (Rita et al., 2019). So it can be concluded that site revisit can be measured by the existence of positive customer satisfaction.

The reason consumers want to revisit a company's website is satisfaction that is influenced by the e-service quality obtained (Durmuş et al., 2015). Based on research by (Rita et al., 2019), e-service quality has a positive direct or indirect effect on customer satisfaction. Another study conducted by (Dehghanpouri et al., 2020) shows that e-service quality has a relationship with customer satisfaction which has a positive effect. Thus, in this study it can be hypothesized that (H1): there is an effect of e-service quality on customer satisfaction.

Based on the results by (Rita et al., 2019) said that e-service quality has a positive effect on the level of customer trust and based on the results of the research shows that if a company has e-service quality that is considered good, the level of customer trust also increases. E-service quality has a positive influence and a direct role in maintaining trust (Chu et al., 2012). In research according to (Chek & Ho, 2016), proving that e-service quality has an influence on the level of trustworthiness of the website which can increase customer trust. Thus, in this study it can be hypothesized that (H2): there is an effect of e-service quality on customer trust.

Customer satisfaction is an important factor in generating loyalty to consumers (Pham & Ahammad, 2017; Rita et al., 2019). Based on the findings by (Pham & Ahammad, 2017), it shows that customer satisfaction with online consumers has an impact on them to lead to repurchase intention. If consumers have high expectations for an item / service and are met by the company, it will have a positive effect on customer satisfaction to repurchase intention (Pee et al., 2018). Likewise, if the

company is not able to meet consumer expectations, it will reduce the level of customer satisfaction which has a negative impact on repurchase intention. Based on this evidence, thus in this study it can be hypothesized (H3): there is an effect of customer satisfaction on repurchase intentions.

Research by (Trivedi & Yadav, 2020), it shows that customer trust is an important variable and has a significant effect on repurchase intention. So that for online business to run successfully, it is advisable to carry out the process of building customer trust. In addition, based on abstraction from research conducted by (Liang et al., 2018), customer trust is considered a link between customer satisfaction and repurchase intention. In other words, customer satisfaction accompanied by customer trust will lead to a positive level of repurchase intention. Based on these facts, this study hypothesizes (H4): there is an effect of customer trust on repurchase intention.

According to (Pham & Ahammad, 2017), it is concluded that customer satisfaction can have an impact on the possibility for consumers to convey positive words through word of mouth. In addition, according to (Konuk, 2019) explaining that the evaluation results of customer satisfaction tend to increase their intention to tell satisfaction through word of mouth than consumers who are less satisfied. Customer satisfaction is an important factor in creating consumers who can make word of mouth recommendations (Han & Ryu, 2012). Based on these findings, one of the hypotheses in this study is (H5): there is an effect of customers satisfaction on word of mouth.

In research conducted by (Filieri et al., 2015) it was concluded that customer trust describes how consumers will recommend a product through word of mouth. The results of this study show that the higher the level of customer trust on a website, the higher the desire of consumers to talk about positive things about the website to friends or closest people (Filieri et al., 2015). Consumers can be motivated to recommend a website to others if they have experienced and have confidence in the website. In addition, communication through word of mouth is an effective method and has the power to influence purchasing decisions, and a high level of customer trust can allow these consumers to recommend to others (Rita et al., 2019). Thus, in this study it can be hypothesized that (H6): there is a customertrust influence on word of mouth.

According to (Kim & Lennon, 2010), it shows customer satisfaction results that have a positive relationship with site revisits. Research by (Rita et al., 2019) stated the impact of customer satisfaction and found that consumers are more likely to site revisits on online store websites when they are satisfied with the store's overall service. Positive results are also conveyed in research conducted by (Suh et al., 2013) by showing that a high level of customer satisfaction with the service quality obtained can increase their desire to do site revisits on the website, so it can be concluded that the level of customer satisfaction very important in relation to improving site revisit. Thus in this study it can be hypothesized that (H7): there is an effect of customer satisfaction on site revisits.

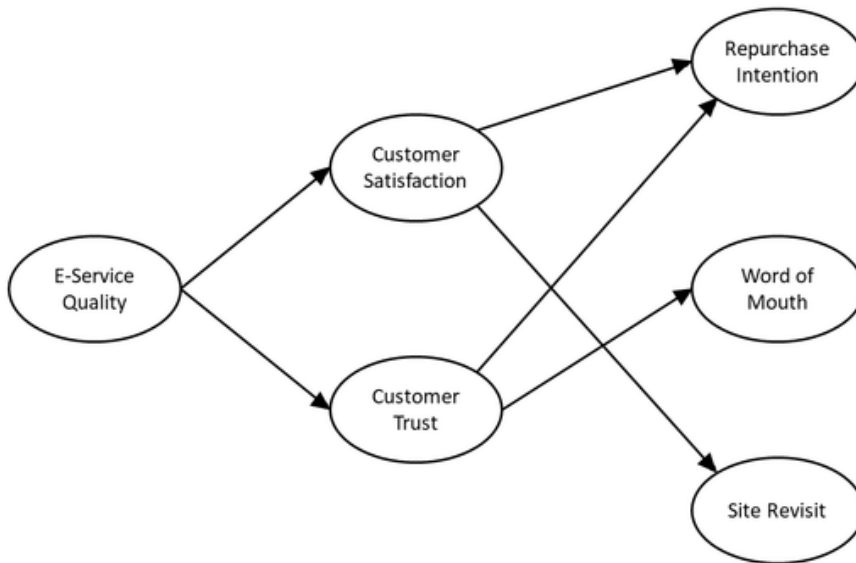
RESEARCH METHOD

This research will look at changes in consumer behavior in the online marketplace. The sampling technique used was snow-ball sampling and data collection was carried out using a survey method by distributing questionnaires to a sample of respondents (Zikmund et al., 2013). This study targets several samples based on population in adults (over 17 years), Internet users in Indonesia who have visited, purchased, or used online marketplace services in the last 6 (six) months. Measurement indicators are adapting from several previous studies to use more reliable constructs (Candra et al., 2020; Chek & Ho, 2016; Chu et al., 2012; Dehghanpouri et al., 2020; Durmuş et al., 2015; Filieri et al., 2015; Han & Ryu, 2012; Kim & Lennon, 2010; Konuk, 2019; Liang et al., 2018; Loureiro et al., 2018; Rita et al., 2019; Trivedi & Yadav, 2020). Based on the number of measurement indicators and using the rule of thumb multiplied by 10 times the number of measurement indicators, the target respondent is 440 (Gefen et al., 2000; Sekaran & Bougie, 2016; Sivo et al., 2006). The data obtained was analyzed using the structural equation modeling (SEM) analysis method, which is one type of multivariate analysis in social science (Joseph F. Hair et al., 2019; Kock, 2020). The primary data collection was done through the distribution of structured questionnaires directly to respondents.

RESEARCH FINDING

From the results of the data collection process conducted online, 456 respondents filled out the questionnaire. And as many as 431 respondents who filled out the questionnaire completely and can

Figure 1. Research model



be used for further analysis. The results of the demographics of respondents can be seen in Table 1. In general, most respondents are dominated by female gender and the average age ranges from 25 to 32 years. And from all the respondents who filled out this questionnaire, they obtained a professional background in various companies. By looking at all the data in the demographic respondent, it can be concluded that it is the generation of millennials who most dominate transactions in the online marketplace. This shows what is happening in the field in general.

Furthermore, the data analysis process will be continued to answer each hypothesis in this study. To be able to perform this analysis, it will be used with Structural equation modeling through the WarpPLS 7.0 software (Kock, 2010). There are two stages to be carried out in this analysis process, namely the measurement model test and the structural model test (Joe F. Hair et al., 2012; Urbach & Ahlemann, 2010). The measurement model test consists of two processes, namely the validity and reliability tests. The results of data processing for the validity test and reliability test can be seen in Table 2. In general, the entire process for the measurement model test meets the criteria. For the loading factor criteria with a value above 0.5 and Composite Reliability & Cronbach's Alpha is above 0.7. From the analysis process in terms of the structural model test, there are several tests carried out, namely the model fit test, R-Squared, Q-Squared and the effect size which shows the results that meet the criteria. In the final process of this statistical analysis will provide the results for each hypothesis, and the entire hypothesis meets all the criteria. The complete results of this hypothesis can be seen in Table 4. The decision on the hypothesis is seen from the p-value.

Table 1. Demographic respondents

Gender		Frequency	Percentage
	Male	112	25.99%
	Female	319	74.01%
Age			
	17-24	138	32.02%
	25-32	234	54.29%
	33-40	35	8.12%
	41-48	12	2.78%
	>48	12	2.78%
Job Roles			
	Students	67	15.55%
	Professional	239	55.45%
	Civil Workers	47	10.90%
	Entrepreneur	37	8.58%
	Housewives	15	3.48%
	Others	26	6.03%

DISCUSSIONS AND RESEARCH IMPLICATIONS

E-service quality is a crucial component in the relationship between companies and consumers because consumers will make purchases from companies that provide e-service quality in accordance with what they expect (Dehghanpouri et al., 2020). This study was structured to help online marketplaces investigate how e-service quality works in the online industry and its impact on customer trust, customer satisfaction, and ultimately affect consumers in terms of repurchase intention, site revisit, and word of mouth. This is important to understand because it can be used as a measure of the success of an online marketplace in improving and enhancing the elements that exist in e-service quality.

The survey results that have been conducted in this study indicate that e-service quality has a strong influence on customer satisfaction and customer trust in line with previous research by (Rita et al., 2019) which shows that customer satisfaction and customer trust appear because of e.-service quality. Most respondents think that the better the e-service quality they get from the online marketplace, the higher the level of customer satisfaction they feel and vice versa.

Thus, to increase satisfaction to create loyal consumers, a manager in the online marketplace can improve the e-service quality provided to consumers, such as providing a pleasing appearance and easy use both on websites and mobile applications, so that they do not encounter problems when use it and feel satisfied when choosing the online marketplace as a place for them to transact.

In addition, what an online marketplace can improve on its e-service quality is a service that is always ready every day to receive complaints and questions from every consumer, so that when they do not feel confused and immediately get the solution they need. That way, consumers can get satisfaction and feel comfortable transacting on the online marketplace. The maximum level of e-service quality can provide a pleasant experience to consumers so that they do not feel disappointed and do not feel the wrong choice of an online marketplace. When consumers are very satisfied, it increases their loyalty to the online marketplace and provides added value. Another thing that can be done is by providing various choices of payment methods so that consumers can transact using their

Table 2. Measurement model test

	Constructs	Validity Test		Reliability Test	
		Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
	e-Service Quality		0.662	0.916	0.9
	I can easily find what I need in the online marketplace	0.409			
	I found organized information on the online marketplace	0.622			
	Online marketplaces load fast	0.587			
	The online marketplace allows me to choose a delivery service	0.609			
	The promised goods are very accurate	0.698			
	The online marketplace is honest with its offerings	0.697			
	Online marketplaces deliver goods on time	0.726			
	There were no problems or after I entered the order information	0.648			
	I have had a great shopping experience from this online marketplace	0.695			
	The quality of the online marketplace service is very good	0.752			
	The online marketplace notifies me that my transaction cannot be processed	0.485			
	The products and services offered in the online marketplace are attractive	0.631			
	The products and services offered by the online marketplace are very important to me	0.615			
	Using mobile apps or websites on the online marketplace makes me comfortable	0.577			
	Shopping on the online marketplace saves time	0.491			
	The online marketplace has an interactive system	0.672			
	The online marketplace offers free consumer service	0.649			
	Customer Satisfaction		0.75	0.9	0.87
	I feel that the online marketplace represents the ideal online marketplace	0.731			
	I found what I needed in the online marketplace	0.695			
	I believe that my decision was right in choosing this online marketplace	0.747			
	I am satisfied with the entire buying process on the online marketplace	0.777			
	Shopping on the online marketplace is a wise decision.	0.756			
	I am satisfied with the service quality of the online marketplace	0.783			
	The online marketplace lived up to my expectations	0.757			
	Customer Trust		0.77	0.897	0.862
	I feel that transactions on the online marketplace are safe	0.771			
	The online marketplace can be trusted	0.79			
	The online marketplace gives off a promising and committed impression.	0.793			
	I think the online marketplace has high integrity.	0.793			
	I feel that the information presented by the online marketplace is honest	0.798			
	Reviews in online marketplace forums are trustworthy	0.669			

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Table 2. Continued

	Constructs	Validity Test		Reliability Test	
		Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
	Repurchase Intention		0.758	0.89	0.851
	I will be more intense shopping on the online marketplace	0.765			
	I might just make a repurchase on the online marketplace	0.734			
	The online marketplace is my first choice whenever I want to make a purchase.	0.784			
	I intend to explore (browse) the online marketplace first for my next purchase.	0.662			
	I intend to do more transactions on the online marketplace.	0.811			
	My desire to shop again at this online marketplace is very high.	0.781			
	Word of Mouth		0.77	0.877	0.822
	I would recommend the online marketplace only when someone asks	0.546			
	I will write positive reviews about the online marketplace in other social forums	0.82			
	I will write positive reviews on the online marketplace	0.817			
	I will invite other people to shop on the online marketplace	0.793			
	I make sure other people know that the online marketplace is reliable	0.837			
	Site Revisit		0.795	0.837	0.707
	I intend to return to the online marketplace later	0.789			
	I will return to the online marketplace only if I want to shop for the same product	0.737			
	If needed, I will return to visit the online marketplace	0.855			

Table 3. Structural test

Model Fit Indicator		Rules	Results
	Average Path Coefficient (APC)	$P < 0.05$ Good	0.552, $P < 0.001$
	Average R-Squared (ARS)	$P < 0.05$ Good	0.572, $P < 0.001$
	Average Block VIF (AVIF)	$P < 0.05$ Good	2.423
	Average Adjusted R-Square (AARS)	$AVIF < 5$ Good	0.570, $P < 0.001$
	Average Full Collinearity VIF (AFVIF)	$AFVIF < 5$ Good	3.151
	Tenenhaus GoF (GoF)	Small 0.1 - 0.24; Medium 0.25 - 0.35; Large Above 0.35	0.569
	Simpson's Paradox Ratio (SPR)	$SPR > 0.7$ Good; Ideal if = 1	1
	R-Squared Contribution Ratio (RSCR)	$RSCR > 0.9$ Good; Ideal if = 1	1
	Statistical Suppression Ratio (SSR)	$SSR > 0.7$ Good	1
	Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	$NLBCDR > 0.7$ Good	1
R-Squared		Rules	Results
	e-Service Quality to Customer Satisfaction	Weak 0.19 Moderate 0.33 Substantial 0.19	0.696
	e-Service Quality to Customer Trust		0.546
	Customer Satisfaction to Site Revisit		0.467
	Customer Satisfaction to Repurchase Intention		0.625
	Customer Trust to Repurchase Intention		0.625
	Customer Trust to Word of Mouth		0.525
Q-Squared		Rules	Results
	Customer Satisfaction	Weak 0.19 Moderate 0.33 Substantial 0.19	0.694
	Customer Trust		0.544
	Repurchase Intention		0.624
	Word of Mouth		0.523
	Site Revisit		0.464
Effect Size		Rules	Results
	e-Service Quality to Customer Satisfaction	Weak 0.02; Medium 0.15; Large 0.35	0.696
	e-Service Quality to Customer Trust		0.546
	Customer Satisfaction to Repurchase Intention		0.44
	Customer Trust to Word of Mouth		0.26
	Customer Satisfaction to Site Revisit		0.467
	Customer Trust to Repurchase Intention		0.185
	Customer Trust to Word of Mouth		0.265

Table 4. Hypotheses results

Hypotheses	P-Value	Path Coefficients	Decisions
e-Service Quality to Customer Satisfaction	<0.001	0.834	Accepted
e-Service Quality to Customer Trust	<0.001	0.739	Accepted
Customer Satisfaction to Repurchase Intention	<0.001	0.569	Accepted
Customer Trust to Word of Mouth	<0.001	0.382	Accepted
Customer Satisfaction to Site Revisit	<0.001	0.683	Accepted
Customer Trust to Repurchase Intention	<0.001	0.264	Accepted
Customer Trust to Word of Mouth	<0.001	0.39	Accepted

own payment methods, either through m-banking, ATM, debit card, credit card from various types of banks or using e-wallet applications.

Likewise, in terms of the level of customer trust, most respondents thought that e-service quality affects their level of customer trust and vice versa. In obtaining customer trust, a manager in the online marketplace can provide good e-service quality by ensuring that the information that consumers get is true, such as the accuracy of colors, materials, shapes, and quality of products / services offered, so that consumers do not feel cheated. This can be done by displaying product images and information honestly. Another thing that an online marketplace can do to improve e-service quality to get the maximum level of customer trust is to ensure that information about consumers such as date of birth, address, Mobile Phone, Citizen Identity, and their debit card or credit card number is guaranteed safe, because it is very confidential.

These things show the importance of the online marketplace to pay attention to every component that can improve e-service quality, such as several things in the survey conducted, namely the level of website efficiency, order accuracy, customer service, to an interactive system. The better an online marketplace is in improving e-service quality, the higher the level of customer trust and customer satisfaction.

From the results of this study, most respondents have the view that the higher the level of customer satisfaction, the higher the level of their repurchase intention. This is in line with previous research by (Pham & Ahammad, 2017) which shows that satisfaction with online consumers has an impact on them to lead to repurchase intention. Based on the survey conducted, most respondents who are satisfied with the online marketplace services because of meeting expectations, tend to intend and want to make repurchases in the future. This can be used as a wise reference for the online marketplace to be able to attract loyal consumers to generate added value for the company.

A manager in an online marketplace can turn off that the level of customer satisfaction that the company has is considered good, in a way when e-service quality is felt to have been improved, to find out the position of the customer satisfaction level, namely by conducting surveys or asking questions to all consumers or users of the online marketplace when they finished the transaction. In addition, besides asking about the level of satisfaction they feel, it would be better if the online marketplace asked consumers for criticism and suggestions, that way they will feel heard and prioritized, to create customer satisfaction. When it can be ascertained that the level of customer satisfaction on the online marketplace is good, based on the results of the research, there is a big chance for consumers to have repurchase intention.

Previous research conducted by (Konuk, 2019) explained that the evaluation results of customer satisfaction tended to increase their intention to tell satisfaction through word of mouth rather than less satisfied consumers. The results of this study are also indicated by most respondents who have the view that the level of customer satisfaction is directly proportional to the level of word of mouth.

Increasing customer satisfaction will help the online marketplace get new consumers because based on the results of the research, most consumers with a high level of customer satisfaction will invite or recommend others to shop on the online marketplace.

The large number of online marketplaces in Indonesia is a challenge for each of the online marketplace companies in getting consumers. Recommendations through word of mouth are one of the things that consumers pay attention to in choosing an online marketplace, so it is important for a manager in an online marketplace to increase positive word of mouth is to ensure that consumers are satisfied and because based on research shows that the word of Positive mouth is influenced by a good level of customer satisfaction. Therefore, when the online marketplace has provided good e-service quality, then has a high level of customer satisfaction, another thing that can be done is to provide a place or feature for consumers to give positive testimonials then the online marketplace can also increase satisfaction by providing additional points or more advantages if they are willing to recommend the online marketplace.

Most respondents in this study have the view that the higher the level of customer satisfaction, the higher the level of site revisit, and vice versa. This is in line with previous research by (Suh et al., 2013) which shows that a high level of customer satisfaction with the quality of service obtained can increase their desire to do site revisits on the website, so it is concluded that the level of customer satisfaction is very important. to improve site revisits. Site revisit as an important step before consumers make a repurchase can be improved by increasing the quality of the factors that affect customer satisfaction. The importance of the site revisit level in an online marketplace is to increase traffic visiting the website or mobile application because the more traffic you have, the higher the possibility for consumers to buy and the more opportunities for the online marketplace to communicate the promo you want to deliver. Therefore, a manager in an online marketplace can make efforts or strategies to increase customer satisfaction first to create a good site revisit level. Things that can be done are to maximize e-service quality on online marketplace, such as always finding out what consumers want and need, what consumers are not satisfied with so that it can be minimized.

Customer trust is important and has a significant effect on repurchase intention (Trivedi & Yadav, 2020). Companies that can build a good reputation in the eyes of consumers will have a positive impact on a consumer's repurchase intention. This is indicated by the results of the study that most respondents have a high level of repurchase intention because they feel that the online marketplace provides honest information so that it can be trusted. To be able to generate repetitive spending, companies must be able to build trust, image, and a positive impression in the eyes of consumers.

If consumers believe in the online marketplace, they will tend to generate repurchase intention for these consumers. Therefore, it is important for a manager in an online marketplace to ensure that the information they have about consumers can be kept confidential. In addition, an online marketplace should always be honest with what it offers to consumers so that they have a good experience and are not disappointed when transacting, in this way, there is a big possibility for consumers to shop again on the online marketplaces. One of them is being honest with consumers about the promos given, so that they do not feel like being cheated or do not feel fulfilled by the promos that have been promised and this can also increase repurchase intention to consumers.

Communication through word of mouth is an effective method and has the power to influence purchasing decisions, and a high level of customer trust can allow these consumers to recommend to others (Rita et al., 2019). The results of this study indicate that most respondents have the view that the higher the level of customer trust, the higher the likelihood of them doing word of mouth. This shows that consumers will tend to recommend the online marketplace to others after they have had a shopping experience and believe in the online marketplace. This research is also in line with research conducted by (Filieri et al., 2015) which shows that consumers will talk about positive things about online marketplaces that they trust and have a good reputation. This is very relevant, especially to get new consumers, of course word of mouth is one of the important factors to pay

attention to, whether there are recommendations and positive reviews from consumers who already have experience transacting in the online marketplace.

CONCLUSIONS, LIMITATIONS AND FUTURE RESEARCH

For e-service quality, it is expected that the company must be able to offer good, easy, and interactive customer service so that a close relationship is formed that will make consumers feel closer, so that communication will run effectively and affect customer satisfaction and loyalty. To increase customer trust so that an online marketplace can be trusted, these companies need to increase the level of honesty with the offers provided, such as encouraging consumers to want to provide reviews when they are done transacting on the online marketplace, so that other consumers can see these reviews and increase their trust and sense of security for visit and transact in the online marketplace.

To achieve a high level of repurchase intention, word of mouth, and site revisit, online marketplace companies need to increase customer satisfaction to be accepted as an ideal online marketplace representation to increase the desire to shop again at the online marketplace, the interest to recommend it to people. others, as well as the desire to revisit the online marketplace. Companies need to ensure that the online marketplace is trustworthy so that it can increase consumer desire to shop again and recommend the online marketplace to others.

This study only focuses on online marketplace consumers in Indonesia aged 17 years and over. Cultural differences in each country should be considered to determine whether this research can be used in other countries or not. The non-probability sampling method is limited to consumers who have already shopped at online marketplaces so that the results of this study tend not to be used as a reference for the population or consumers at large. This study analyzes e-service quality in the online marketplace in general, not on certain segments or product types. Future research may consider conducting research that focuses on certain segments or types of products to get a picture of specific consumer behavior.

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