

THE ROLE OF E-SERVICE QUALITY AND E-WOM ON REPURCHASE INTENTION THROUGH E-TRUST OF TOKOPEDIA E- COMMERCE APPLICATION USERS

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Abstract: The rapid growth of Indonesia's e-commerce industry, particularly Tokopedia, presents an opportunity to study the factors that influence repurchase intention among its users. This study aims to examine how e-service quality, e-word-of-mouth (E-WOM), and customer trust affect repurchase intention through e-trust (E-Trust) as a mediator. A non-probability sampling method was used to select 100 respondents from among users of the Tokopedia program. The study employed a quantitative methodology, and Smart PLS 4.0 was the data analysis tool. The results showed that e-service quality, e-WOM, and e-trust positively influenced repurchase intention. Furthermore, E-Service Quality had an indirect impact on repurchase intention through e-trust. Similarly, E-WOM had an indirect impact on repurchase intention through e-trust. These findings suggest that companies like Tokopedia should focus on enhancing e-service quality, harnessing the influence of e-WOM, and building customer trust to boost e-trust and repurchase intention among their users.

Keywords: *E-service quality, E-WOM, Customer trust, Repurchase Intention, E-Commerce, Tokopedia.*

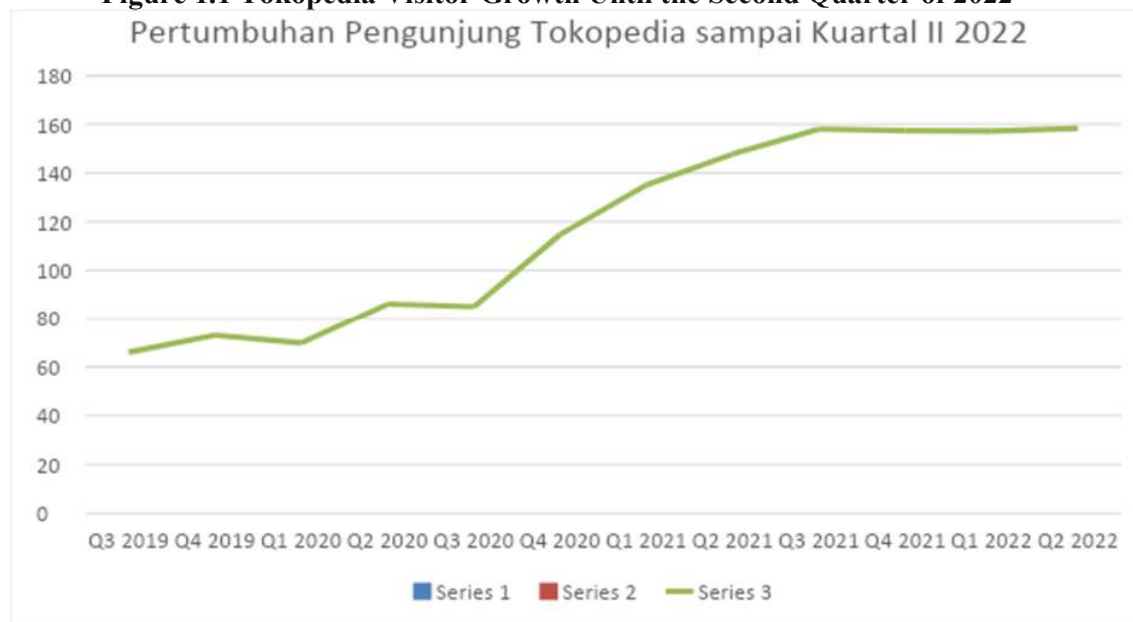
1. Introduction

The rapid growth of e-commerce platforms like Tokopedia in Indonesia has led to increased competition in the market. To maintain a competitive edge, companies must understand the factors that influence customer repurchase intention. This study aims to investigate the relationship between e-service quality, E-WOM, customer trust, and repurchase intention among users of the Tokopedia e-commerce app.

A deep understanding of consumers has become essential in an ever-changing business landscape, especially in today's digital age. Advances in technology, particularly the internet, have created a revolution in the way consumers buy products and services. With only a few clicks, customers may now access a vast array of goods and services available anywhere in the world thanks to e-commerce. Platforms like Tokopedia have brought about a paradigm shift in retail and marketing, replacing traditional physical stores and providing consumers with an entirely new shopping experience. However, new challenges arise with the ease and practicality

of e-commerce platforms, especially when maintaining customer trust and encouraging them to buy back.

Figure 1.1 Tokopedia Visitor Growth Until the Second Quarter of 2022



Source:

<https://databoks.katadata.co.id/datapublish/2022/11/21/ini-pertumbuhan-pengunjung-tokopedia-sampai-kuartal-ii-2022>)

Figure 1.1 shows that in the second quarter of 2022, Tokopedia had the most visits of any Indonesian e-commerce website. Data from iPrice shows that, compared to its rivals, Tokopedia had an average of 158.3 million monthly visitors over the time in question. Tokopedia's monthly website traffic averaged only 65.9 million in the third quarter of 2019 before the epidemic hit. Since the beginning of the epidemic, it has been on an upward trajectory that slowed somewhat in the first quarter of 2020. From the third quarter of 2019 to the second quarter of 2022, Tokopedia had a growth of almost 140% in total website traffic (Databoks, 2022). The accompanying graph depicts a shaky expansion between the third quarters of 2019 and 2020. Thus, we want to investigate how e-wom, e-commerce service quality, and consumer trust all play a role in repeat purchases made by Tokopedia customers.

There is a lot of rivalry amongst the top five Indonesian e-commerce platforms (Tokopedia, Shopee, Bukalapak, Lazada, and Blibli). The popularity of an online store in Indonesia may be measured by the number of people who visit its website. It has been shown that repeat customers are more likely to make purchases (Ginting et al., 2023) than first-time customers.

Service quality has emerged as a key differentiator for brick-and-mortar companies in the digital era. The quality of an online service is often measured by how well it can be used, how safe the transactions are, how quickly problems are resolved, and how satisfied the consumer is with the whole experience. This digital age is distinct, however, because of E-WOM (Electronic Word of Mouth). E-WOM, as opposed to conventional WOM, can spread to more people in less time and hence has become an integral part of the consumer decision-making process.

While the number of people who have access to the internet and the number of online purchases have both increased in Indonesia, fewer people are actually using e-commerce platforms. The extent to which electronic service quality, E-WOM, and customer trust affect repurchase intent has not been thoroughly explored in the existing literature. (Ginting, 2023; Ginting, 2023a). It's challenging to compete with other e-commerce platforms when an e-commerce service struggles to win customers' confidence. However, e-commerce businesses may compete and even prosper in the market provided they earn their customers' trust. In order to have successful business relationships, companies must constantly work to earn their customers' trust (Mamang, 2015).

Online shoppers take a bigger chance when they make a purchase since they have less control over whether or not their order will be delivered in pristine condition (Chiou et al., 2018). Customers will avoid taking chances by continuing to shop with unreliable online merchants (Zhao et al., 2019).

Tokopedia, a leading participant in Indonesia's online retail space, has been the subject of scrutiny. What do users think of the support available via this system? How much weight do they give to E-WOM while making purchases? Do these factors influence their future intent to purchase back? The purpose of this research is to establish a connection between service quality, E-WOM, and the propensity of Tokopedia buyers to make repeat purchases.

Today, confidence in online transactions is recognized as crucial to the success of any organization. Without personal interaction, buyers and sellers cannot build trust. What variables affect people's trust, and how does it affect their buying habits? There is a lot of rivalry in the e-commerce sector, so it's important for every company, including Tokopedia, to know how to connect with their consumers. Tokopedia users from the millennial generation in Jakarta will be surveyed quantitatively for this research. Both academics and businesspeople may benefit from this research into the psychology of online shoppers. It is believed that this study will lead to a deeper appreciation of how consumers behave in the digital era and provide strategic guidance for companies in the sector to enhance the quality of their services, harness the influence of electronic word of mouth, and so boost E-Trust and repurchase intent.

2. Literature review

2.1 *E-Service Quality*

E-service quality is crucial for maintaining and expanding a company's competitive edge in the electronic commerce industry. Good customer service can lead to increased customer loyalty and repeat purchases.

Information search, privacy policy, website navigation, purchase procedure, interacting with customer service, delivery, return policy, and customer satisfaction with the bought goods are all part of the electronic service quality that spans the whole electronic transaction lifecycle. (Blut, 2016). The absence of sellers (salespeople) who provide services directly to buyers, the establishment of virtual two-way communication between buyers and sellers, and buyers who perform their services are the main differences between traditional service quality and electronic service quality, as stated by L and Lin in (Nasser et al., 2015). The standards by which e-services are judged, as outlined by Ladhari (2010):

1. Traditional service quality instruments focus on reliability and execution, which are defined as the provision of a service in accordance with its description and within a specified time frame.
2. Two examples of responsiveness are the provision of several avenues for contacting the company via the website and the prompt resolution of any inquiries or complaints from consumers.
3. Usability, or the facility to facilitate access to previously acquired information. Whether or not a customer chooses to make a purchase on a website depends heavily on the usability of the site.
4. Privacy and security safeguard both financial and personal data for clients. Relevant security is the extent to which a website can provide its visitors a sense of safety. Since there is a considerable chance of financial losses and fraud in virtual transactions, this signal is spot on. Consumers are less likely to make purchases or visit unfamiliar websites if they feel unsafe.
5. Fifth, a website's catalog's quality may be judged by its design, content, and organization. Attracting people to a website requires both a well-designed interface and valuable content.
6. Six, the quality of the information users obtain when they visit a website is measured by how simple and precise that information is.

2.2 *E-Word of Mouth*

E-WOM is any informal communication directed to customers through Internet media regarding the use or specifications of products, goods, services, and sellers, which can be used online by the entire community (Hennig-Thurau et al., 2004). Goyette et al.

(2010) used the Intensity indicator to measure e-WOM. This indicator consists of

1. Intensity refers to the number of customer opinions written on the Internet;
2. Positive opinions are positive customer opinions about products, services, and brands, and
3. Opposing opinions are negative customer opinions about products, services, and brands.

These positive opinions include other users' recommendations. E-WOM is an essential factor in influencing customer trust in online transactions. Positive online reviews can convince consumers to trust online sellers, reducing their perceived risk.

2.3 E-Trust

E-trust is a significant factor in influencing customer repurchase intention. It is influenced by three factors: the positive reputation of the website, the provision of security during the transaction process, and the confidence that the website will help in the event of a breach or fraud.

According to published research (Oliveria et al., 2018; Liu & Suomi, 2018), electronic service quality is essential to increase competitive advantage in online transactions. Good customer service can also help achieve this goal (Li & Suomi, 2018). Customers will return to the business due to exceptional service excellence, which in turn will increase the sense of customer loyalty. This situation is often a security problem for online transactions, so trustworthy management is needed. Sativa et al. (2016) measured E-Trust by three metrics:

1. The positive reputation of the website
2. The provision of security during the transaction process
3. The confidence that the website will help in the event of a breach or fraud

2.4 Repurchase Intention

Repurchase intention refers to a customer's consideration of whether or not to repurchase products or services from the same supplier, given the present scenario and the possibility that it would recur in the future.

The term "repurchase intent," or RPI, refers to a customer's consideration of whether or not to repurchase products or services from the same supplier, given the present scenario and the possibility that it would recur in the future. Dharmmesta and Handoko (2000) found that when people attend events for a product or service, they are more likely to buy it again shortly after. Putri, Darwini, and Da'wah (2019) suggest the following metrics for gauging consumer interest in product recalls: There are three types of interests at play in the secondary market for used goods: (1) Transaction Interest, or the customer's desire to always buy back used products; (2) Reference Interest, or the

customer's desire to recommend used products to others so that those people can also buy based on the recommendations of others; and (3) Preference Interests, or the habits of consumers who have the option to purchase products that have been previously used.

2.5 Research Framework and Hypotheses

2.5.1 The Effect of E-Service Quality on E-Trust

Alrubaiee and Alkaa'ida (2011) found that customer trust increases as a result of good service quality. Online shopping relies on trust between consumers and computer systems (Lee & Turban, 2001). Trust helps reduce uncertainty in situations where security mechanisms are insufficient (Wu et al., 2018). Previous studies have shown that electronic trust increases when electronic services are of high quality (Saodin et al., 2019).

H1: The Influence of E-Service Quality on E-Trust

2.5.2 The Effect of E-WOM on E-Trust

E-WOM and E-Trust are practical efforts often used by buyers to reduce risk when they purchase goods online. Research by Lu et al. (2016) shows that positive online reviews are crucial in convincing consumers to trust online sellers. By using information from e-WOM messages, shoppers seek to reduce their perceived risk by increasing trust in online stores. For example, Kim and Song (2010) found that trust becomes more critical online because transactions occur virtually. Buyers typically use e-WOM to evaluate the trustworthiness of online transactions. Posts on social media have a significant impact on consumer trust in the company, according to Ladhri and Michaud (2015).

H2: E-WOM has a positive impact that significantly affects the level of trust (E-Trust)

2.5.3 The Effect of E-Service Quality on Repurchase Intention

Two recent studies (Oliveria et al., 2018; Liu & Suomi, 2018) agree that providing high-quality electronic services is crucial for maintaining and expanding an organization's competitive edge in the realm of electronic commerce. Customers will feel more loyal to the company as a result of the positive experiences they've had there. Customer loyalty is increased when consumers have a positive experience with a company (Liu, 2018). Long-term success or failure hinges on a company's ability to provide high-quality electronic services (Parasuraman et al., 2017). Hongdiyanto, Sugiyanto, and Tjiong (2019)

H3: There is a positive influence of E-Service Quality on Repurchase Intention

2.5.4 The Effect of E-WOM on Repurchase Intention

Testing of hypotheses reveals that e-WOM influences Indonesian e-commerce customers' desire to repurchase in a positive and statistically significant way. In other words, the longer it takes for a buyer to complete an online transaction, the more e-WOM they earn. There is a substantial correlation between electronic word of mouth (E-WOM) and the intent to repurchase, as shown by Ginting et al. (2022). Early purchase choices and repurchase possibilities are influenced by positive evaluations and recommendations from other customers. Both are essential to a company's long-term development and prosperity.

H4: The positive influence of E-WOM on Repurchase Intention

2.5.5 The Effect of E-Trust on Repurchase Intention

Evidence of a favorable connection between trust and buyback was discovered by Chek and Ho (2016). Customers' confidence in a web store's reliability is crucial to the success of that store. The three aspects of competence, honesty, and compassion were used by Oliveira et al. (2017) to evaluate consumers' trust. Customers who had a similar worldview were also more inclined to make repeat purchases from the same online store.

H5: The effect of E-Trust on Repurchase Intention

2.5.6 The Effect of E-Service Quality on Repurchase Intention through E-Trust as Mediation

E-trust, short for electronic trust, connects the perceived value of an online service to the likelihood that a customer would use it again. The results of Zhou et al. (2009) are corroborated by this evidence. Boosting confidence and subsequent repurchase intent, good service is essential. Trivedi and Yadav (2020) found that e-trust connects the satisfaction with e-commerce services to the likelihood of a return.

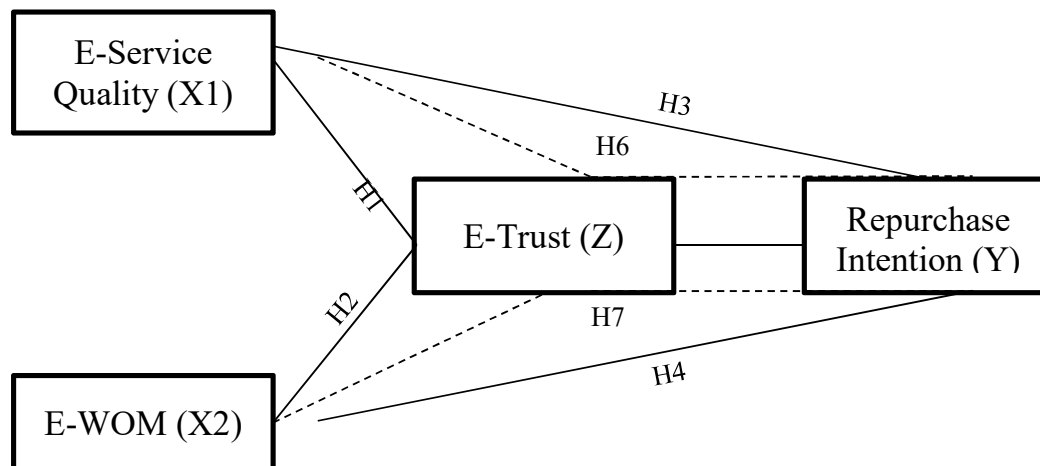
H6: E-trust acts as an intermediary between E-Service Quality and Repurchase intention

2.5.7 The Effect of E-WOM on Repurchase Intention through E-Trust as Mediation

By functioning as a partial mediation variable, e-trust can significantly influence the eWOM and repurchase intention variables. For consumers who buy Argo Sindoro train tickets on KAI Access, e-trust can also affect the eWOM variable (Putri & Pradhanawati, n.d.).

H7: E-trust acts as an intermediary between E-WOM and Repurchase intention

Framework



3. Research method

This study employed a quantitative methodology and used Smart PLS 4.0 as the data analysis tool. A non-probability sampling method was used to select 100 respondents from among users of the Tokopedia program. The study found that e-service quality, e-WOM, and e-trust positively influenced repurchase intention. Furthermore, E-Service Quality had an indirect impact on repurchase intention through e-trust. Similarly, E-WOM had an indirect impact on repurchase intention through e-trust.

This study will quantify the influence of e-service quality, e-word of mouth, and customer trust in influencing repeat purchases among Jakarta users of the Tokopedia e-commerce app. This approach incorporates both descriptive and correlational research. One hundred people might be included in a non-probabilistic sample. This study used axial sampling, a kind of non-probability sampling. According to Sugiyono (2014, 218), any sampling method in which each member of the population does not have an equal chance of being included in the sample is considered non-probability sampling. As stated by Hair et al. (2014, 100), "the researcher generally would not factor analyze a sample of fewer than 50 observation, and preferably the sample size should be 100 or large." The study will take a random sample of 100 people. So, we're going to survey a hundred folks in and around Jakarta. Structural Equation Modeling (SEM) was used to analyze the data, with the dependent variable being repurchase intent and the independent components being service quality, word-of-mouth, and customer trust. The computations in this study are carried out using a quantitative

approach with the help of the Smart PLS program, version 4.0. The poll was presented as a list of assertions, and respondents were asked to indicate how much they agreed or disagreed with each claim using a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree."

4. Results and discussion

4.1 *Validity and Reliability Testing*

From the SmartPLS-assisted calculation, the following results were obtained:

Table 2. Square Root of AVE and Correlation Between Variab

Variabel	AVE	Root of AVE
E-Service Quality	0.783	0.885
E-WOM	0.752	0.867
E-trust	0.858	0.926
Repurchase Intention	0.826	0.909

According to Table 2, the square root of the average value of each variable's correlation coefficient is less than. This is a good result considering the validity of each contributing component. The validity determinant tests indicated that all of the variables were valid since their AVE values were more than 0.50. These variables were Location E-Service Quality, E-WOM, E-Trust, and Repurchase Intention. (J. Noor, 2014).

4.1.1 *Reliability Testing*

If the overall dependability value is more than, then the structure may be considered trustworthy. (0.60; Sekaran, 2003). Table 3 displays the results of the reliability tests conducted for this study.

Tabel 3. Reliability Indicator

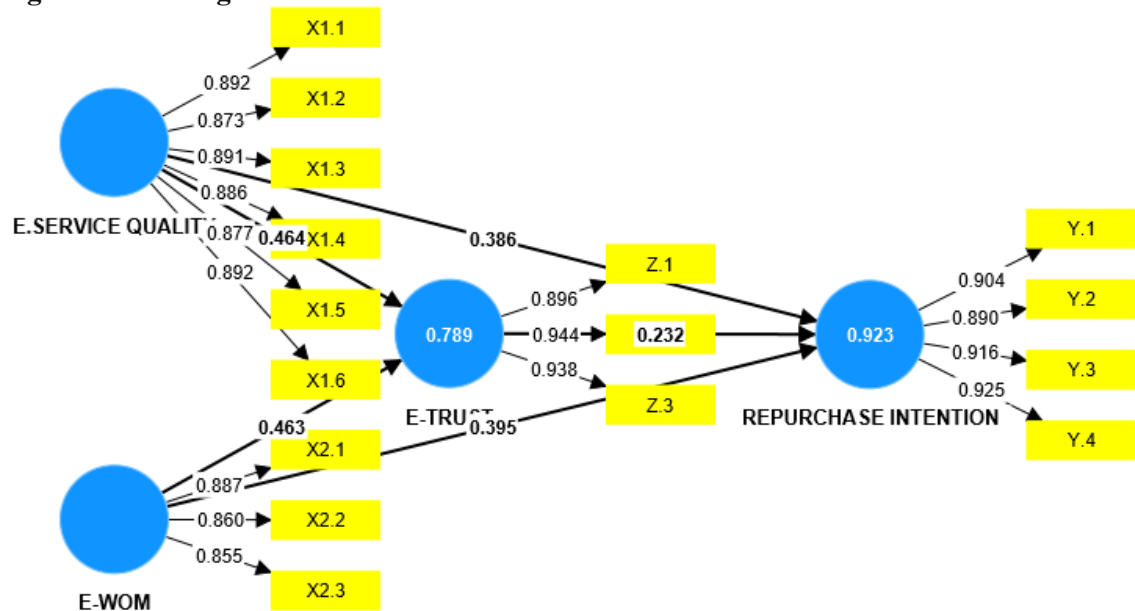
Variabel	Composite Reliability	Cronbarch's Alpha	Result
E-Service Quality	0.956	0.945	Reliable
E-WOM	0.901	0.836	Reliable
E-Trust	0.948	0.917	Reliable
Repurchase Intention	0.950	0.930	Reliable

Since the obtained value was more than 0.60, we may conclude that the dependability of the construct was high.

4.1.2 Validity Testing

Based on the results of the convergent validity assessment shown in Figure 2, all indicators assessing the concept were accepted as valid for having an outer loading factor of > 0.60. (Sekaran, 2003)

Figure 2. PLS Algorithm



4.2 Direct Effect

The strong correlation between the two parameters is seen in Figure 2. To accept the hypothesis at the 5% level of significance, the T count had to be more than 1.98 (T table), and the probability of a false negative had to be less than 0.5. Table 4 displays the outcomes of hypothesis testing using bootstrapping in smartpls.

Table 4. Path Coefficients and T-values

Path		Original Sample(0)	T Statistics	P Values	Results
E-Trust Repurchase Intention	>	0.232	3.015	0.001	Accepted
E-WOM > E- Trust		0.463	5.278	0.000	Accepted
E-WOM Repurchase Intention	>	0.395	5.663	0.000	Accepted
E-Service Quality > E- Trust		0.464	4.495	0.000	Accepted
E-Service Quality Repurchase Intention	>	0.386	4.217	0.000	Accepted

According to Table 4, Repurchase Intention was influenced by E-Trust with a T count of $3.015 > 1.98$. Additionally, it demonstrates that at 0.232, Repurchase Intention was directly impacted by E-Trust. E-WOM had a T count of $5.278 > 1.98$, which had an impact on E-Trust. Repurchase Intention was directly impacted by The E-Trust at 0.463. Repurchase Intention was impacted by the E-WOM with a T count of $5.663 > 1.98$. It demonstrates that Repurchase Intention at 0.395 was directly impacted by E-WOM. E-Service Quality had a T count of $4.495 > 1.98$, which also affected E-Trust. E-Trust was directly impacted by E-Service Quality at 0.464. Last but not least, T count of $4.217 > 1.98$ indicates that E-Service Quality also had an impact on Repurchase intention. Repurchase intention was directly impacted by the E-Service Quality at 0.386. It can be concluded that the five hypotheses are accepted.

4.3 Indirect Effect

Table 5 demonstrates that E-Trust acted as a moderator between E-Service Quality and E-WOM with regards to repurchase intent.

Table 5. Indirect Effect

Effect	Original Sample (0)	T Statistics	P Vales	Results
E-WOM > E-Trust > Repurchase Intention	0.108	2.607	0.005	Accepted
E-Service Quality > E-Trust > Repurchase Intention	0.108	2.345	0.010	Accepted

First, a T count of $2.607 > 1.98$ was found using the Sobel test with a 5% level of significance and PValues 0.005 to indicate that E-Trust indirectly affected the E-WOM toward Repurchase intention. Finally, the T count of $2.345 > 1.98$ from the Sobel test at the 5% significant level and P-Values of 0.010 showed that E-Trust also indirectly affected the E-Service Quality toward Repurchase intention. Conclusion E-WOM and E-Service were shown to have independent impacts on repurchase intent, while E-Trust was able to mediate these relationships.

4.4 Goodness of Fit Test

Table 6 provides cutoffs for R-squared, with 0.75 being a very high correlation, 0.50 a moderate one, and 0.25 a poor one.

Table 6. R Square

Variable	R2	Results
E-Trust	0.789	Strong
Repurchase Intention	0.923	Strong

The structural model fit can be seen from the Q-squared as follows:

$$Q^2 = 1 - (1 - 0,789) (1 - 0,923) = 0,98$$

The obtained Q-squared value was 0.98. The model was shown to have good predictive significance since Q-squared was greater than 0.

Discussion

The Influence of E-Trust on Repurchase Intention

Because the T statistic was $3.015 > 1.96$ and the P value was 0.0010.5, it was determined that the null hypothesis that e-trust does not influence repurchase intention was supported. Users of the Tokopedia app seem to have a favorable and statistically significant correlation between e-trust and repurchase intent. The positive correlation between trust and repurchase shown here concurs with that found by Chek and Ho (2016). Consumers' propensity to buy from merchants they don't feel they can trust is substantial.

The Influence of E-WOM on E-Trust

The results of this research provide evidence in favor of the null hypothesis, which states that E-WOM does have an influence on repurchase intent. Users of the Tokopedia app have a positive and significant relationship between E-WOM and repurchase intention, as shown by the T statistic value of $5.663 > 1.96$ and the p-value of 0.000 0.5. This finding is in line with previous research by (Ginting et al.,) which revealed that E-WOM significantly affects consumer purchasing decisions and has a high correlation with repurchase intent.

The Influence of E-WOM on Repurchase Intention

This study's findings that E-WOM affects Repurchase Intention are supported by the T-statistic of $5.663 > 1.96$ and the P-value of 0.000 0.5. These results show that among Tokopedia app users, there is a positive and statistically significant link between E-WOM and RPI. The results of this investigation are in line with previous research (Ginting et al., 2022). The probability that a consumer will make a repeat purchase increases significantly when they hear positive feedback about the product or service via electronic word of mouth.

The Influence of E-Service Quality on E-Trust

T statistics of $4.495 > 1.96$ and P values of 0.000 0.5 indicate that the null hypothesis, that there is no relationship between E-Service Quality and E-Trust, is rejected. Users of the Tokopedia app show a favorable and statistically significant correlation between E-Service Quality and E-Trust. Good service quality, as shown by this study, increases patron confidence, as discovered by Alrubaiee and Alkaa'ida (2011).

The Influence of E-Service Quality on Repurchase Intention

With a T-statistic of $4.217 > 1.96$ and a P-value of 0.000 0.5, it can be concluded that E-Service Quality does, in fact, have an influence on Repurchase Intention in this research. Users of the Tokopedia app show a favorable and statistically significant correlation between E-Service Quality and Repurchase Intention. This study's findings are consistent with those of previous studies (Parasuraman et al., 2017). One of the most important factors in maintaining a competitive edge is the quality of electronic services, which will have far-reaching consequences for a company over time.

The Influence of E-WOM on Repurchase Intention through E-Trust as mediation

Because T Statistics $2.607 > 1.96$ and P Value $0.005 < 0.5$, it can be concluded that E-Trust does, in fact, have an indirect influence on E-WOM on Repurchase Intention. This data suggests that among users of the Tokopedia app, there is a positive and statistically significant association between E-Trust and both E-WOM and Repurchase Intention. This study's findings are consistent with those of Zhou et al. (2009). E-trust, or electronic trust, mediates between the quality of a company's electronic services and the likelihood that a customer would repurchase those services.

The Influence of E-Service Quality on Repurchase Intention through E-Trust as mediation

T statistics of $2.345 > 1.96$ and P values of $0.010 < 0.5$ indicate that the hypothesized relationship between E-Trust and E-Service Quality and Repurchase Intention is supported by the data. This data suggests that among users of the Tokopedia app, E-Trust acts as a moderating variable between E-Service Quality and Repurchase Intention. The findings of this investigation are consistent with those of previous studies (Putri & Pradhanawati n.d.). E-trust acts as a partial mediator between eWOM and repurchase intent, and it has a considerable impact on both. E-trust may also impact the eWOM variable for customers purchasing Argo Sindoro rail tickets via KAI Access. The results of the study showed that e-service quality, e-WOM, and e-trust positively influenced repurchase intention. Furthermore, E-Service Quality had an indirect impact on repurchase intention through e-trust. Similarly, E-WOM had an indirect impact on repurchase intention through e-trust. These findings suggest that companies like Tokopedia should focus on enhancing e-service quality, harnessing the influence of e-WOM, and building customer trust to boost e-trust and repurchase intention among their users.

5. Conclusion

The results of the hypothesis test indicate that higher values in E-WOM, E-Trust, and Tokopedia Trust services correlate with increased customer confidence. It is anticipated that this will increase the frequency of app usage and repurchases. Positive customer reviews and recommendations, which have a strong impact on customer trust in e-platforms or services, further show that e-WOM greatly influences electronic trust. Furthermore, the study shows that the quality of e-services is critical in indirectly affecting the intention to repurchase through electronic trust mediation, serving as a link between customer intent and heightened trust. Notably, e-WOM additionally amplifies the favorable influence of e-WOM on repurchase intent by indirectly influencing electronic repurchase intent through electronic trust mediation, highlighting the mediating function of electronic trust in the relationship between e-WOM and

consumer repurchase intent. The study concluded that e-WOM and e-service quality have an independent impact on repurchase intention, while e-trust acts as a mediator in these relationships. These findings provide valuable insights for e-commerce companies like Tokopedia to enhance their services, leverage e-WOM, and build customer trust to boost e-trust and repurchase intention among their users.

6. Implications

Researchers propose that Tokopedia should attract users with improved features and functions so that customers are more efficient to use the Tokopedia application because based on statistical data E-WOM has the lowest results, therefore the increase in features and functions is very influential on E-WOM.

From the results of this study, it can be a reference for Tokopedia as an improvement and maintenance of Electronic service quality (E-service Quality) and applications, especially in the features and functions so that it affects E-WOM which has an impact on online shopping trust (E-Trust) so that it can cause Repurchase intention in online shopping service users.

7. Research limitation

This research has several limitations that can be used as a reference for future research to produce good research, namely:

1. This research was conducted by distributing questionnaires to Tokopedia application users in Jakarta
2. This study only used 100 respondents who had used the Tokopedia application more than twice
3. This study used non probability sampling technique.

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