

# **THE INFLUENCE OF *E-SERVICE QUALITY* AND *BRAND TRUST* ON REPURCHASE INTENTION OF ‘*UNGGUL JAYA*’ BATIK PEKALONGAN PRODUCTS IN *SHOPEE E-COMMERCE***

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## **Abstract**

*The purpose of this study was to find out The Effect of E-Service Quality and Brand Trust on Repurchase Intentions for “Unggul Jaya” Batik Pekalongan Products on E-Commerce Shopee. The object of this research is “Unggul Jaya” Batik Pekalongan at Shopee E-Commerce with the consumer observation unit “Unggul Jaya” Batik Pekalongan at Shopee E-Commerce. The research method in this study is descriptive verification. Multiple linear regression hypothesis test. Research on data collection techniques for field research, questionnaires, and library research. The number of samples is 99 respondents. Research result is obtained that the variables E-Service Quality and Brand Trust have an effect on Repurchase Intention.*

**Keywords:** *E-Service Quality, Brand Trust and Repurchase Intention*

## **1. Introduction**

Globalisation has had a huge impact on the development of information technology. One of the developments in information technology is the use of internet media by the public. With information technology connected to the global internet network, it provides opportunities in marketing products or services. In principle, the role of technology in marketing is as a tool to facilitate the process of buying and selling between sellers and consumers even though they are not in the same place. Marketing is the most important activity in a company to fulfil the wants and needs of the community through products and services that are expected to provide benefits to consumers, and are also shown to increase profits for the company. According to the American Marketing Association (AMA) cited by Kotler and Keller (2016), Marketing is the activity set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Which means marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. With technology being the current convenience for

carrying out the online marketing process, various companies have used the internet as a means to make it easier for people to buy their products and their partners' products, through online shopping sites.

With the rapid development of technology and accompanied by the rapid growth of internet users in Indonesia, it has increasingly spurred competition between business people in cyberspace, namely by means of electronic commerce, namely the distribution, purchase, sale, marketing of goods and services through electronic systems such as the internet, www (world wide web), or other computer networks which are often known as e-commerce. With the presence of e-commerce, consumer shopping trends that were previously carried out conventionally where the physical presence of consumers and goods consumed was required over time can shop practically via the internet, telephone, even via short message service (SMS), so that this way of shopping online is very well received because it is considered more effective and efficient. (Stephen Gomory and Robert Hoch, 2008).

Indonesia is currently the largest e-commerce market in Southeast Asia, contributing up to fifty per cent (50%) of all transactions in the region. As the internet-using population grows and e-commerce penetration increases, the sector's contribution to the Indonesian economy has the potential to continue to rise. The presence of online commerce makes it easier for consumers to make purchases. Consumers do not need to come directly to the store, they only need to visit the destination site and determine the goods/services they need. Based on data sources from(www.similarweb.com, 2016) there are 50 e-commerce websites in the shopping category that are popular in Indonesia. One of the online stores that has entered to market its products and is popular in Indonesia is Shopee. The following is the logo of Shopee:



Figure 1. Shopee logo

Shopee is a company in the field of e-commerce which was founded in 2015. Shopee is now leading in Indonesia which is a means of buying and selling from consumers to consumers so that everyone can sell their goods through their own online store. Goods sold through Shopee can be both new and used items.

Table 1.

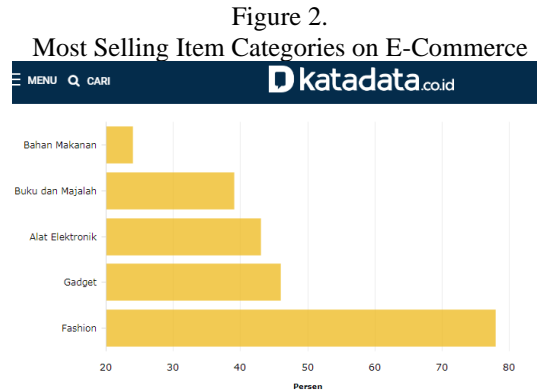
Ranking of *E-Commerce* Sites in Indonesia in the III quarter of 2024

Rating	Website
1	Tokopedia
2	Shopee
3	Bukalapak
4	Lazada
5	Blibli
6	Orami
7	Bhinneka
8	Ralali.com

Source: www. databoks.katadata.co.id

From Table 1. it can be seen that in 2024 in Quarter III, Shopee was ranked second for the most popular e-commerce site in Indonesia. According to data quoted from <https://databoks.katadata.co.id>, the total visitors to the Shopee buying and selling site in the fourth quarter of 2021 were 138.78 million visitors. From Table 1.1 above, it

can be concluded that the Shopee buying and selling site in the third quarter of 2024 is quite capable of beating its older competitors in terms of the popularity of frequently visited websites. The following is data regarding the best-selling item categories in e-commerce :



Source: [www.databoks.katadata.co.id](http://www.databoks.katadata.co.id)

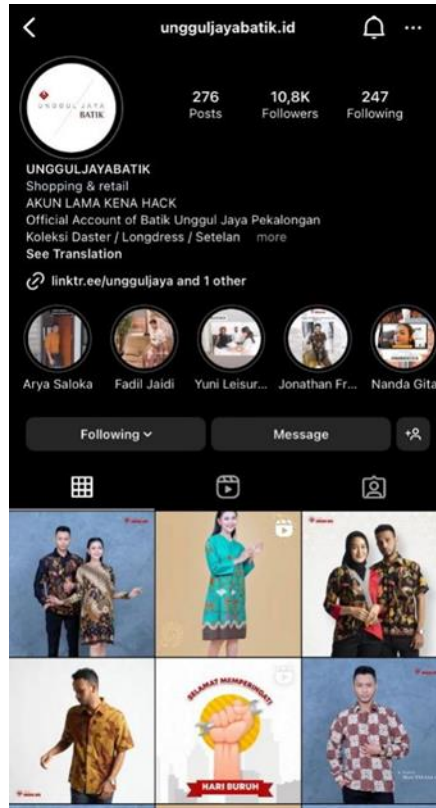
Looking at Table 1. and Figure 1. in the data above, it can be concluded that Shopee is in second place in the ranking of e-commerce sites in Indonesia in the third quarter of 2024 and the fashion category is the best-selling category sold on online buying and selling sites. By looking at the data above that the Shopee buying and selling site has become a recommendation in the online shop category for fashion goods, therefore the researcher conducted research at one of the fashion stores in Shopee e-commerce.



Figure 2.  
E-Commerce Profile of Pekalongan Batik 'Unggul Jaya' Products

In Figure 2 above is the profile of the Pekalongan Batik 'Unggul Jaya' stall in Shopee e-commerce. It can be seen in the figure, the number of followers reached 7,900 followers and sold 767 products with a rating level of 4.9/5 out of 4,200 ratings and 59% chat performance. From this feedback, it obtained a Star Seller reputation at Shopee with a delivery time of 1-2 days with the help of the internet.

Figure 3  
Profile and Products of Unggul Jaya Batik Pekalongan on Instagram



Source: [instagram.com/ungguljayabatik.id](https://www.instagram.com/ungguljayabatik.id) 2024

However, based on the results of interviews with Mr Vincentius Sugijanto as the owner of the ‘Unggul Jaya’ Batik Pekalongan *Shop at Shopee*, in 2020 and 2023 sales at the store decreased quite significantly so that this had an impact on the turnover received. To see a decrease or increase in sales, below is the financial data for the ‘Unggul Jaya’ Batik Pekalongan *Official Store at Shopee* for the last 5 years (in rupiah units), namely:

Table .2  
Financial Data of ‘Unggul Jaya’ Batik Pekalongan *Official Store at Shopee*  
for the Last 5 Years (In Rupiah Units)

Year (Period/Year)				
2019	2020	2021	2022	2023
348.259.000	469.488.200	582.387.599	298.231.000	137.764.000

Source: Financial Data of ‘Unggul Jaya’ Batik Pekalongan on *E-Commerce Shopee*

In Table 2 based on 5 years of financial data for the period 2019 - 2023, it can be described that in 2019 it was IDR. 348,259,000, - and experienced an increase in 2020 with a value of IDR. 469,488,200, - as well as in 2021 experienced another increase to IDR. 582,387,599, - but experienced a significant decline in 2021 to IDR. 298,231,000, - and experienced a decline again in 2023 of IDR. 137,746,000, - so that sales turnover decreased dramatically. According to Mr Vincentius Sugijanto, it is still very rare for consumers to make repeat purchases at his shop. Consumers shop by expecting products in the form of goods and services that can be received and enjoyed with good and satisfying service. Repurchase intentions that arise from consumers will manifest in the form of repurchase behaviour. Commitment from customers to intend to make repeat purchases is usually driven by the quality service they receive, while cancellation to make repeat purchases is motivated by the low quality of service received by customers (Tandon et al., 2017).

Good *online* or *e-service* quality will result in satisfaction for consumers. Consumers will feel satisfied with the services provided by the company if they feel the quality of service that can meet their expectations, but dissatisfaction arises when consumers feel dissatisfied after using the goods or services purchased and feel that the product performance of both goods and services is not as expected. From this dissatisfaction, a negative attitude arises from consumers towards brands and service providers, including negative *word of mouth*, reducing the likelihood of consumers to make repeat purchases, and switching consumers to other *brands* (*brand switching*).

In this study, the repurchase intention indicator refers to the opinion according to Ferdinand in the Saidani and Arifin journal (2018) that repurchase intention can be identified through the following dimensions: Transactional Value, Preferential Value, Explorative Value Judging from the fact that there are still problems on the *Shopee* buying and selling site as a popular buying and selling site, it has not been balanced with problems from the aspects of security, product quality, consumer satisfaction in shopping, complaint response services, guarantees, and discrepancies between the products promised for its users. And with the cases of fraud committed by parties who take advantage of the popularity of the *Shopee* buying and selling site, it will damage the trust of its consumers to buy products on the *Shopee* buying and selling site.

An important factor that can influence *online* purchase intentions is the trust factor. The *trust* factor in a brand or *brand trust* is a key factor in every *online* sale and purchase (Baskara and Hariyadi, 2014). The higher consumer confidence, the decision to make a purchase of a product will increase (Murwatiningsih and Apriliani, 2013). *Online* companies must create a good quality site in order to create consumer trust so that it raises the intention to buy on the site. This statement is also supported by research conducted by Margee Hume & Gillian Sullivan Mort (*Department of Marketing, Griffith University, Brisbane, Australia*), (2010) with the research title '*The consequence of appraisal emotion, service quality, perceived value and customer satisfaction on repurchase intent in the performing arts*', stating that service quality and customer satisfaction directly affect repurchase intentions. In repurchase intention, one of the factors of *brand trust* has a huge influence on the sustainability of a brand, because if a brand is no longer trusted by consumers, products with that brand will be difficult to develop in the market. But on the other hand, if the brand is trusted by consumers, then products with that brand will be able to continue to grow in the market.

### 1.1. Objective

This research aims to determine The Influence Of *E-Service Quality* And *Brand Trust* On Repurchase Intention Of 'Unggul Jaya' Batik Pekalongan Products In *Shopee E-Commerce*

## 2. Literature Review

Zeithaml et al (2012): *E-Service Quality* is the consumer's perception of the internet's ability to facilitate the desired service, overcome difficulties in finding information, and provide a fast and accurate response. *E-Service Quality* is an extension of the ability of a site to facilitate shopping, purchasing, and distribution activities effectively and efficiently and will satisfy or not satisfy customers because the quality of service provided by the company affects the level of customer satisfaction. Based on Chase in The Winner Journal (2013), there are five dimensions of *E-Service Quality* measurement, namely: *Information Quality, Security, Website Functionality, Customer Relationship, Responsiveness & Fullfillment*. *Online companies must create a good quality site in order to create consumer trust so that it raises the intention to buy on the site. This statement is also supported by research conducted by Margee Hume & Gillian Sullivan Mort (Department of Marketing, Griffith University, Brisbane, Australia), (2010) with the research title 'The consequence of appraisal emotion, service quality, perceived value and customer satisfaction on*

repurchase intent in the performing arts', stating that service quality and customer satisfaction directly affect repurchase intentions. In repurchase intention, one of the factors of brand trust has a huge influence on the sustainability of a brand, because if a brand is no longer trusted by consumers, products with that brand will be difficult to develop in the market. But on the other hand, if the brand is trusted by consumers, then products with that brand will be able to continue to grow in the market.

According to Delgado, in Philius Mamahit et al (2015) the definition of *Brand Trust* is a feeling of security that consumers have as a result of their interactions with a brand, which is based on the perception that the brand is reliable and responsible for the interests and safety of consumers. *Brand Trust* or Brand Trust is a consumer behaviour whose interactions with a brand are expected to be reliable, responsible and can provide positive results. The dimensions of *Brand Trust* referring to Ferrinadewi, in Danny Alexander Bastian (2014) which consists of: *Brand Reliability* and *Brand Intentions*. According to Chi, Yeh, and Chiou in Jammy (2016) say that '*Brand Trust* means consumers who believe that a specific brand will offer a highly reliable product, such as complete functions, quality assurance, and after sales service to them'. Research conducted by Lianda in Baskara et al. (2014), where the results of the study show that brand trust plays a role in consumer repurchase intentions.

According to Kotler (2015) *Repurchase intention* is the action of consumers to want to buy or not buy a product. *Repurchase Intentions* is an impulse that arises in a person to repurchase goods or services by measuring attitudes towards certain product groups or brands. According to (Ferdinand, 2002) in the journal (Saidani and Arifin, 2012) *Repurchase Intentions* can be identified through the following dimensions: Transactional Value, Referential Value, Preferential Value, Explorative Value. Another study conducted by Muhammad Abid Saleem, Sadaf Zahra & Asif Yaseen (University of Queensland Brisbane Australia), (2016) with the research title '*Impact of service quality and trust on repurchase intentions-the case of Pakistan airline industry*', states that service quality directly and positively affects repurchase intentions.

The following below is a framework between the variables E-Service Quality (X1), Brand Trust (X2), and Repurchase Intention (Y):

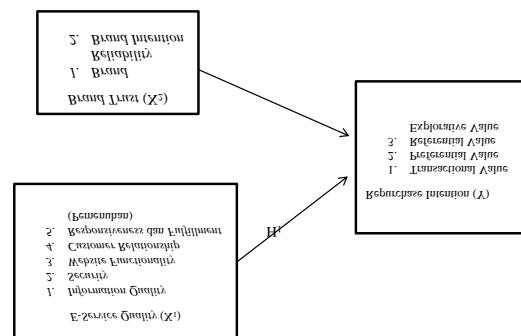


Figure 4, Research design

Hypothesis :

H 1: The Effect of E-Service Quality on Repurchase Intention.

H 2: The Effect of Brand Trust on Repurchase Intention

### 3. Methods

research uses quantitative research methods. Quantitative research methods are research approaches that have data in the form of numeric or numbers and exact knowledge to answer research hypotheses (Waruwu, 2023). This research is included in descriptive research. Descriptive research is research that uses data or samples collected accurately to present or share descriptions of the research object (F. N. Aulia et al., 2023). The research was conducted in 2023 by testing allegations regarding the The Influence Of E-Service Quality And Brand Trust On Repurchase Intention Of ' Unggul Jaya' Batik Pekalongan Products In Shopee E-Commerce . Multiple Linear Regression Analysis To analyze the relationship between dependent and independent variables (Hendayana & Afifah, 2021), multiple linear regression analysis is needed in this research. According to (Sulton et al., 2023) multiple regression analysis can

determine the dominance of the independent variable which influences the dependent variable. F Test (Model Test) (Ghozali, 2018 in (F. N. Aulia et al., 2023) states that the F test aims to find out whether the independent variable has an influence on the dependent variable when they are considered together. If  $F_{count} > F_{table}$ , then there is a simultaneous influence or research model test Fit, the F test is as follows The Influence Of E-Service Quality And Brand Trust On Repurchase Intention Of ‘Unggul Jaya’ Batik Pekalongan Products In Shopee E-Commerce in e-commerce . T Test (Model) T test (Partial) The t test is used in this research to answer the hypothesis. If  $t_{count} > t_{table}$  then the hypothesis is accepted, conversely if  $t_{count} < t_{table}$  then the hypothesis is rejected (Azizah & Fikriyah, 2023). Sampel 99 responden. consumers of ‘Unggul Jaya’ Batik Pekalongan on e commerce.

## 4. Result And Discussion

### 4.1. Validitas and Reabilitas

- Validity Test

It is known that all question items for the *The Influence Of E-Service Quality And Brand Trust On Repurchase Intention Of ‘Unggul Jaya’ Batik Pekalongan Products In Shopee E-Commerce* are declared valid. By paying attention to the r count in the validity test, it can be obtained that each indicator is higher than the r table of 0.166.

- Reliability Test

Based on table 2. it is known that the variables *e-Word of Mouth*, *Celebrity Endorser*, *Brand Image* and *Purchase Intention* are declared reliable. So, it can be concluded that by paying attention to the *Cronbach's Alpha* value, it is obtained that each variable has a *Cronbach's Alpha* value  $> 0.6$ , so that all variables are declared reliable.

Table 3. Reliability Test Results

Variabel	Cronbach's Alpha	Keterangan
<i>E-Service Quality</i>	.975	Reliabel
Brand Trust	.897	Reliabel
Repurchase Intention	.903	Reliabel

### 4.2. Numerical Results

- Analisis Regresi Berganda

Tabel 4, Uji Regresi Linier Berganda  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	17,267	2,121		8,142	,000
	E_Service_Quality (X <sub>1</sub> )	,274	,055	,495	4,971	,000
	Brand_Trust (X <sub>2</sub> )	,521	,125	,416	4,180	,000

a. Dependent Variable Repurchase Intention (Y)

Based on the above output then:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 17.267 + 0.274X_1 + 0.521X_2 + e$$

With the following information:

1. The constant value of 17.267 indicates Repurchase Intention of 17.267 if not influenced by *E-Service Quality* and *Brand Trust*.
2. The *E-Service Quality* value is 0.274, this shows a positive direction, therefore if *E-Service Quality* increases, the Repurchase Intention variable will increase by 0.274.
3. The *Brand Trust* value is 0.521, this indicates a positive direction, therefore if the product *Brand Trust* variable increases, the Repurchase Intention variable will increase by 0.521.

- Correlation Test and Determination Test

Table 5. Correlation Test and Determination Test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 <sup>a</sup>	.628	.620	.54071

a. Predictors: (Constant), Brand\_Trust (X<sub>2</sub>), E\_Service\_Quality (X<sub>1</sub>)

b. Dependent Variable: Repurchase Intention (Y)

The correlation coefficient between E-Service Quality (X<sub>1</sub>) and Brand Trust (X<sub>2</sub>) with Repurchase Intention (Y) is 0.792, indicating a strong relationship because it is between 0.60 - 0.799. To determine the effect of E-Service Quality (X<sub>1</sub>) and Brand Trust (X<sub>2</sub>) on Repurchase Intention (Y), seen from the coefficient of determination (R square) is 0.628 or 62.8%, which means that Repurchase Intention is determined by E-Service Quality (X<sub>1</sub>) and Brand Trust (X<sub>2</sub>) by 62.8% while the remaining 37.2% is influenced by other variables not examined.

- Correlation Test

To find out how strong the relationship between E-Service Quality and Brand Trust is with Repurchase Intention, a correlation test analysis was carried out, the results of which can be seen in the following table:

Table 6. Correlation Test

Correlations				
		Repurchase Intention (Y)	E_Service_Quality (X <sub>1</sub> )	Brand_Trust (X <sub>2</sub> )
Pearson Correlation	Repurchase_Intention (Y)	1,000	,736	,775
	E_Service_Quality (X <sub>1</sub> )	,736	1,000	,831
	Brand_Trust (X <sub>2</sub> )	,775	,831	1,000
Sig. (1-Tailed)	Repurchase_Intention (Y)	.	,000	,000
	E_Service_Quality (X <sub>1</sub> )	,000	.	,000
	Brand_Trust (X <sub>2</sub> )	,000	,000	.
N	Repurchase_Intention (Y)	99	99	99
	E_Service_Quality (X <sub>1</sub> )	99	99	99
	Brand_Trust (X <sub>2</sub> )	99	99	99



Based on the results of the *Pearson Product Moment* correlation calculation, the value for the relationship between *E-Service Quality* and Repurchase Intention is 0.736. Because the value is between 0.60 - 0.799, the relationship between *E-Service Quality* and Repurchase Intention can be said to be strong. Based on the results of the *Pearson Product Moment* correlation calculation, the value for the relationship between *Brand Trust* and Repurchase Intention is 0.775. Because the value is between 0.60 -0.799, the relationship between *Brand Trust* and Repurchase Intention can be said to be strong.

- Uji Hipotesis

To find out how strong the relationship between *E-Service Quality* and *Brand Trust* is with Repurchase Intention, a correlation test analysis was carried out, the results of which can be seen in the following table:

Table 7. Significance value of t test  
Coefficients<sup>a</sup>

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,156	,182		6,353	,000
	<i>E_Service_Quality</i> ( <i>X</i> <sub>1</sub> )	,230	,087	,296	2,641	,010
	<i>Brand_Trust</i> ( <i>X</i> <sub>2</sub> )	,424	,090	,529	4,721	,000

a. Dependent Variable: Repurchase Intention (Y)

From the calculation of the t test statistics above, the  $t_{\text{count}}$  for *E-Service Quality* = 2.641 is greater than the  $t_{\text{table}} = 1.661$ , then  $H_a$  is accepted and  $H_o$  is rejected. This means that there is a positive influence between *E-Service Quality* on Repurchase Intention.

#### .4.4. Proposed Improvements

The research results can be used as reference material for use in further research, especially regarding the basic implications of Marketing theory related to The Influence Of *E-Service Quality* And *Brand Trust* On Repurchase Intention, which can be applied especially to the fashion business or other businesses. as well as being input for other variables or basic marketing theories which in this research are not yet perfect. In addition, it is important to broaden the research target with an international scope in entering the global era.

## 5. Discussion

- From the results of this study in accordance with the hypothesis proposed by the author, namely: *E-Service Quality* has a positive and significant effect on Repurchase Intention, *Brand Trust* has a positive and significant effect on Repurchase Intention and *E-Service Quality* and *Brand Trust* have a positive and significant effect on Repurchase Intention, the results of *E-Service Quality* have an effect on Repurchase Intention. This is supported by previous research conducted by Felien Putra Dewi entitled 'The Effect of *E-Service Quality* on Repurchase Intention to Use *Gopay*' found that the *e-service quality* variable has a significant and positive effect on the repurchase interest variable so that the hypothesis regarding the effect of *e-service quality* on repurchase interest can be accepted. This means that the higher the level of *e-service quality* provided, the higher the repurchase interest. Analysis results The descriptive analysis of the *e-service quality* variable shows that the indicator of the *E-Service Quality* variable that has the most influence on Repurchase Interest is trust. In accordance with the facts in the field, this happens because consumers are more likely to use *e-wallets* that they only trust. Meanwhile, consumer trust does not just appear, but through several considerations.

- In addition, from this study it was found that there is a positive influence between *Brand Trust* on Repurchase Intention. This is in line with research conducted by Itsna Ainin entitled 'Analysis of the Influence of Decisions and *Brand Trust* on *Pantene* Repurchase Interest (Case Study on *Young Female Semarang*)' with the result that *Brand Trust* has a positive and significant effect on Repurchase Interest. Similarly, Hawkins, Mothersbaugh, and Best (2007) say that repurchase is a repurchase activity carried out by consumers of a product with the same brand because consumers have put their trust in the product.

## 6. Conclusion

1. From the results of the Descriptive E-Service Quality (X1) research, an overall average value of 3.34 was obtained, which means it is quite high because it is in the interval 2.60 – 3.39. The highest score is in the Website Functionality dimension, namely in the statement "The level of ease in finding information about the "Unggul Jaya" Batik Pekalongan product on Shopee E-Commerce is very easy". This shows that information about the "Unggul Jaya" Batik Pekalongan product on Shopee E-Commerce is quite easy for consumers to obtain. Then the lowest score is in the Information Quality dimension, namely in the statement "Shopee's E-Commerce service level for sales of "Unggul Jaya" Batik Pekalongan is accurate." and the statement "The level of availability of information regarding Shopee E-Commerce transaction stages for the sale of "Unggul Jaya" Batik Pekalongan is very complete." This means that the Pekalongan Batik "Unggul Jaya" Shop service on Shopee E-Commerce is still very lacking in providing information services regarding transaction stages.
2. From the results of descriptive research *Brand Trust* (x2) obtained an overall average value of 3.40 which means high because it is in the interval 3.40 - 4.19. The highest score is the *Brand Intention* dimension, namely in the statement 'I believe that "Unggul Jaya" Batik Pekalongan at *E-Commerce Shopee* will respond to every complaint from consumers.' and the statement 'I believe "Unggul Jaya" Batik Pekalongan always gives unexpected bonuses to customers at *E-Commerce Shopee*' meaning that the 'Unggul Jaya' Batik Pekalongan shop at *E-Commerce Shopee* responds well to every customer complaint and always gives unexpected bonuses to its customers. The lowest score is in the *Brand Reliability* dimension, namely in the statement 'I am sure the level of shopping satisfaction with product sales compared to other competitors'. meaning that there are some customers who are not satisfied when shopping at 'Unggul Jaya' Batik Pekalongan in *E-Commerce Shopee*.
3. "Unggul Jaya" Pekalongan Batik on Shopee E-Commerce. From the results of the Descriptive Repurchase Intention (Y) research, the overall result was 3.35, which means that the Repurchase Intention for Batik Pekalongan Official Store "Unggul Jaya" products is said to be quite low because it is in the interval 2.60 – 3.39. The highest score is in the Transactional Intention dimension, namely in the statement "The level of my need to repurchase the Batik Pekalongan "Unggul Jaya" shoe product on Shopee E-Commerce." This means that customers re-purchase "Unggul Jaya" Pekalongan Batik on Shopee E-Commerce because of their needs. The lowest score is in the Preferential Intention dimension, namely in the statement "The level at which I always invite other people to buy "Unggul Jaya" Batik Pekalongan products on E-Commerce Shopee" means that the customer's intention is to invite other people to purchase "Unggul Jaya" Batik Pekalongan on E-commerce. -Shopee commerce is still lacking.
- 4.

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