

**REPURCHASE INTENTION OF E-COMMERCE IN THE COVID-19 ERA IN
INDONESIA: DOES COVID-19 INFLUENCE THE FACTORS OF REPURCHASE
INTENTION ON TOKOPEDIA?**

THESIS



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ABSTRACT

The coronavirus, or called the COVID-19, has affected almost all of the human life activities, including shopping activities. The restriction policy in each country, especially in Indonesia, forced people to buy the desired product through online shop platforms. With the emergence of this phenomenon, it is important to analyze whether the COVID-19 affects the aspects of Repurchase Intention on E-commerce. Thus, the aim of this study is to examine whether each aspect of Repurchase Intention namely E-service Quality, Satisfaction, and Trust, has a significant influence on Repurchase Intention in an e-commerce before and after moderation (in the COVID-19 era). Another aim is to analyze whether Online Shopping Experience moderates E-service Quality, Satisfaction, and Trust in influencing Repurchase Intention in an e-commerce, especially in the COVID-19 era. The method of this study is hypotheses testing technique, with a survey distributed online. The primary data of 137 samples were collected from Yogyakarta area, Indonesia, who created one or more transactions or purchases on the Tokopedia website or application in the past 12 months (before this study was conducted). The responses were analyzed and examined by two analytical tools; multiple linear regression analysis, and the moderated regression analysis (MRA). The multiple linear regression shows that E-service Quality would not influence Repurchase Intention in an e-commerce, while each of Satisfaction and Trust has a significant influence on Repurchase Intention in an e-commerce. Furthermore, the MRA test shows that E-service Quality and Satisfaction has a significant influence on Repurchase Intention in an e-commerce after moderation (in the COVID-19 era), while Trust would not influence Repurchase Intention in an e-commerce after moderation (in the COVID-19 era). Also, the MRA test shows that Online Shopping Experience significantly moderates or strengthens E-service Quality on influencing Repurchase Intention in an e-commerce, especially in the COVID-19 era, while it would not strengthen Satisfaction and Trust on influencing Repurchase Intention.

Keywords: Repurchase Intention, E-service Quality, Satisfaction, Trust, Online Shopping Experience, E-commerce, COVID-19.

DECLARATION OF AUTHENTICITY

Hereby I declare:

1. The originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.
2. The statement to acknowledge that; this thesis was already being tested in the thesis defence which was being conducted on 24th May 2022 for my degree in International Trade and Economics at Nanjing Xiaozhuang University, and degree in Management at Universitas Islam Indonesia.

If in the future these statements are proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Rekasi, 5th August 2022


Putera Dwi Kusumatoro.

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Bekasi, 14th May 2022

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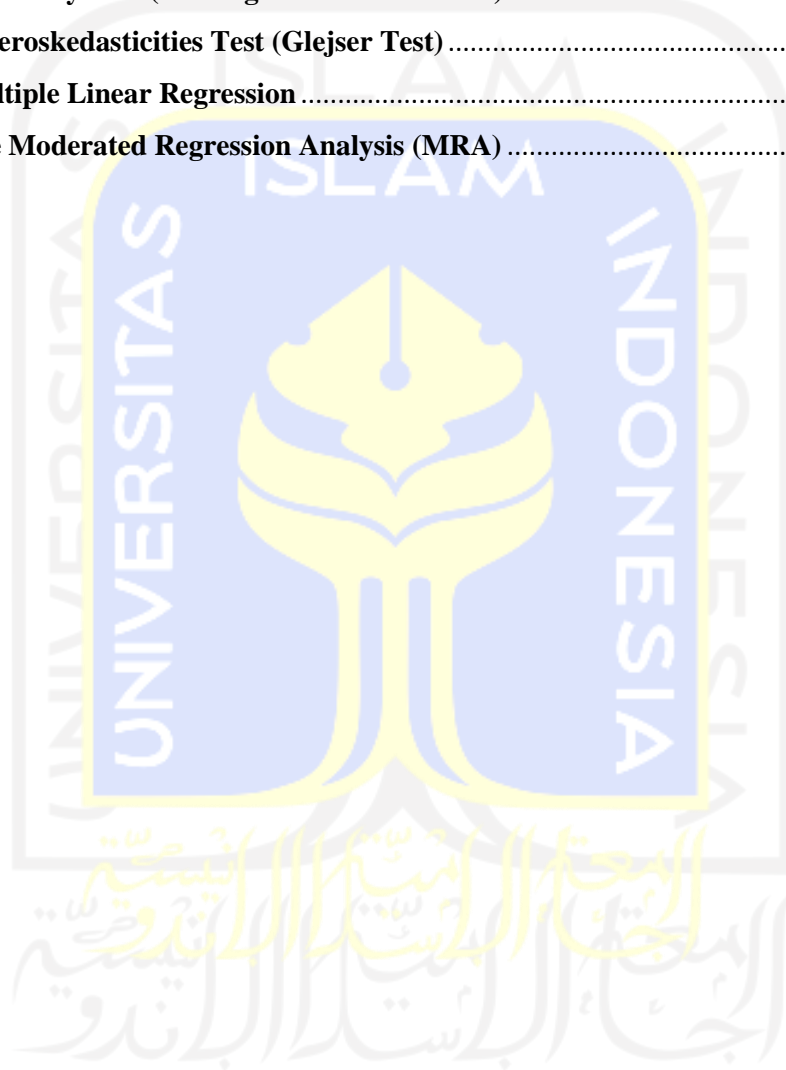
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CHAPTER I

INTRODUCTION

1.1 RESEARCH BACKGROUND

In recent years, the world is being hit by coronavirus pandemic, or usually called the COVID-19. This virus which first identified in 2019, has a similarity with Middle East Respiratory Syndrome (MERS-CoV), which can cause several diseases, such as *pneumonia* and high fever. Due to the quick of infection by the virus, the World Health Organization (WHO) made a declaration to consider coronavirus as international pandemic on 11 March 2020. Since then, several restriction policies were being made by each country to prevent the infection, which led to a limitation of the mobility of any activity, and affected the process in several aspects of human life.

Coronavirus was first entered Indonesia on 2nd March 2020, which was informed officially by the government of Indonesia. The rapid spread of the virus makes the daily infection cases in Indonesia was very high, which was reached for about 1,400 cases per day in 2020. As a response, the government of Indonesia created several policies to reduce or prevent the increase of coronavirus cases per day, such as “*PPKM*”, a policy which restricted the mobility of activities in some public places, and social distancing policy, to prevent direct contact which has the potential of coronavirus infection. With the establishment of those policies, and paranoia among the people, all activities almost all activities were being carried out at home, and forced people to buy their daily needs through e-commerce

Online shopping activities have actually become a crucial part of Indonesian people since the online shopping ecosystem was first introduced. However, the sales of online sales increase significantly in this pandemic era, since people tend to buy product through online shop due the restriction of physical stores (Gu et al., 2021). In the early 2021, from the total of percentage of internet users aged 16 to 64 in Indonesia, 87.3% of the total percentage visited online shop, and 87.1% bought products through online shop (Kemp, 2021). This massive enthusiasm of the people in doing online shopping activities are being followed by e-commerce platforms to create enchanting platform in the aim to attract customers to do online shopping activities in the platform.

People started to shift their shopping preference from conventional to online based since the platform of e-commerce offers more variation of product choices and able to give

more information of the product to consumers (Lestari & Ellyawati, 2019). To be able to gain more customers, each e-commerce platform is trying to develop the features of the platform such as the personalization and customization of the platform to consumers, low-cost access, and online interaction (Park & Baek, 2007). Providing an easy-to-use platform is crucial for e-commerce company, because for example, Lestari and Ellyawati (2019) found that the sales of e-ticket services have a lower amount than the conventional store due to difficulty in perceiving the procedure of ticket purchase. Thus, it can be seen that each e-commerce platform is not compete with conventional stores, but also compete with other e-commerce platforms in the aim to create a repurchase intention behaviour of customers.

With the highly competitive environment of the e-commerce platforms, it is crucial for e-commerce to obtain and maintain repurchase intention of customers, as the amount of competitors increase, which lead to a decrease in the market share (Akbar, 2013). Many studies taken before stated that repurchase intention is an individual's desire to create another purchase or services from the same enterprise (Hellier et al., 2003; Safa & Solms, 2016). Repurchase intention also can be seen as a loyalty (Amin, 2016; Safa, 2014; Zhang et al., 2011) and commitment towards e-commerce company (Safa, 2014). Wu and Chiang (2007) believe that repurchase intention is created among customers to prevent risk in buying. However, repurchase intention is difficult to understand as it is complicated behaviour (Korir et al., 2012).

One of the aspects which affect repurchase intention is service quality, which according to Parasuraman, Zeithaml, and Berry (1985) stated that service quality is the excellence of delivery or high level of service to meet customers expectation. This term was developed into e-service quality or e-servqual by several studies, which has a meaning of an overall assessment and evaluation about the quality and excellence of service delivery on online transaction (Santos, 2003; Yen & Lu, 2008). An excellent service quality in e-commerce can lead to repurchase intention (Ellyawati 2017; Wen et al., 2011), and recognized as a key factor of loyalty and customers satisfaction (Gummerus et al., 2004; Ribbink et al., 2004). Also, it can be an effective method for e-commerce in obtaining competitive advantage (Zeithaml et al., 2002).

In e-commerce industry, repurchase intention is a form customer loyalty or retention, which it is a crucial activity to do, since the intensity of the competition is high. To obtain repurchase intention of customers, company has to increase the satisfaction of customers as it is a key to retain customers from switching to competitors (Ferrel & Hartline, 2008). In online

shopping, Anderson and Srinivasan (2003) developed a term satisfaction into e-satisfaction, which means an enjoyment of shopping experience through online. Satisfied customers will not only create another purchase, but will tell their relatives about the shopping experience (Akbar, 2013).

Another factor that influencing repurchase intention is trust of customers, as it is a crucial factor in the success of e-commerce platform (Lestari & Ellyawati, 2019; Safa & Solms, 2016). Trust is a form of customer confidence in online shopping (Safa & Solms, 2016) which can decrease mistrust or disbelief in buying activities in e-commerce (Lestari & Ellyawati, 2019), and stimulates customers to involve in transaction process (Safa & Ismail, 2013). Iglesias-Pradas et al. (2013) found that one of the most notable factors that make customers mistrust to shop in e-commerce is trust. The term of trust was being developed into e-trust by Lestari and Ellyawati (2019) specifically for e-commerce, which in the previous study by Windi & Ellyawati (2015) stated that e-trust has a significant influence to purchase intention of customers.

Beside e-servqual, e-satisfaction, and trust, experience of customers becomes another crucial factor online retailers, as it will affect in the forming of customers' perception to the retailers (Pappas et al., 2014). This factor, or online shopping experience in e-commerce context, is the powerful indicator of self-efficacy (Bandura, 1986; Giannakos et al., 2011; Dabhokar & Sheng, 2009), and will form positive perspectives and create positive future intentions, while a negative future intention will be made if the customers have a bad experience. Liang and Huang (1998) explained that positive experiences of customers in the transaction activity will increase the possibility of another purchase.

The massive enthusiasm of Indonesian customers in using e-commerce platforms in fulfilling online shopping activities lead to the significant increase of the competition of e-commerce platforms. Tokopedia is one of the e-commerce platforms in Indonesia, which also one of the biggest e-commerce companies in Indonesia. In the 3rd quarter of 2021, Tokopedia claimed the first position of the most visited e-commerce platform in Indonesia, with the number of about 158 million visits. Yogyakarta becomes one of the largest internet active users among other cities in Indonesia. According to the Central Statistics Agency of Indonesia in 2021, Yogyakarta was claimed to be the highest number of e-commerce entrepreneur (*Badan Pusat Statistik*, 2021).

1.2 PROBLEM FORMULATIONS

Based on the explanation of the introduction, for the formulation of the problem in this study are:

1. Does E-service Quality have a significant influence on Repurchase Intention in an e-commerce?
2. Does E-service Quality have a significant influence on Repurchase Intention in an e-commerce after moderation (in the COVID-19 era)?
3. Does Satisfaction have a significant influence on Repurchase Intention in an e-commerce?
4. Does Satisfaction have a significant influence on Repurchase Intention in an e-commerce after moderation (in the COVID-19 era)?
5. Does Trust have a significant influence on Repurchase Intention in an e-commerce?
6. Does Trust have a significant influence on Repurchase Intention in an e-commerce after moderation (in the COVID-19 era)?
7. Does Online Shopping Experience moderate or strengthen E-service Quality on Repurchase Intention in an e-commerce?
8. Does Online Shopping Experience moderate or strengthen Satisfaction on Repurchase Intention in an e-commerce?
9. Does Online Shopping Experience moderate or strengthen Trust on Repurchase Intention?

1.3 RESEARCH OBJECTIVES

Based on the problem formulation above, this study aims to:

1. To analyze whether E-service Quality has a significant influence on Repurchase Intention in an e-commerce.
2. To analyze whether E-service Quality has a significant influence on Repurchase Intention in an e-commerce after moderation (in the COVID-19 era).
3. To analyze whether Satisfaction has a significant influence on Repurchase Intention in an e-commerce.
4. To analyze whether Satisfaction has a significant influence on Repurchase Intention in an e-commerce after moderation (in the COVID-19 era).
5. To analyze whether Trust has a significant influence on Repurchase Intention in an e-commerce.

6. To analyze whether Trust has a significant influence on Repurchase Intention in an e-commerce after moderation (in the COVID-19 era).
7. To analyze whether Online Shopping Experience moderates or strengthens E-service quality on Repurchase Intention in an e-commerce.
8. To analyze whether Online Shopping Experience moderates or strengthens Satisfaction on Repurchase Intention in an e-commerce.
9. To analyze whether Online Shopping Experience moderates or strengthens of Trust on Repurchase Intention in an e-commerce.

1.4 RESEARCH CONTRIBUTIONS

This study is expected to be able to give several contributions, such:

1. Theoretical Contribution
 - The results of this study are expected to contribute to the management theory in developing the influence of E-service Quality, Satisfaction, and Trust on Repurchase Intention before and after moderation.
 - The results of this study are expected to contribute to the management theory in developing the influence of Online Shopping Experience as a moderator of E-service Quality, Satisfaction, and Trust on Repurchase Intention.
2. Managerial Contribution
 - The results of this study are expected to provide additional information to e-commerce practitioners in discovering the factors that significantly influence Repurchase Intention.
 - The results of this study are expected to provide additional information to e-commerce practitioners in discovering the influence of COVID-19 on Repurchase Intention.

1.5 SYSTEMATIC REVIEW

Systematic writing on this study consists of:

CHAPTER I INTRODUCTION

This chapter contains the background of the study, with the outline of the problem formulation of the research, disclosure of research objectives and research contribution, and the review of systematics used in writing process.

CHAPTER II LITERATURE REVIEW

This chapter contains and explains the theories used as the variables of the research, references, and disclosure the conceptual framework and the hypothesis development of this study.

CHAPTER III METHODOLOGY

This chapter explains the research methodology, variables of the research, and measurement which are E-service Quality, E-satisfaction, Trust, Online Shopping Experience, and Repurchase Intention.

CHAPTER IV ANALYSIS AND DISCUSSION

This chapter contains the explanation of the descriptive statistics of the research, analysis and discussion of the tested hypothesis.

CHAPTER V CONCLUSIONS, IMPLICATIONS, LIMITATIONS, AND SUGGESTIONS

In the last chapter of this study, it contains the conclusions of the research, managerial implications for e-commerce practitioners, limitations of the study, and the suggestions for further research.

CHAPTER II

LITERATURE REVIEW

2.1 THEORITICAL REVIEW

2.1.1 Repurchase Intention

Repurchase intention is a form of customer's loyalty (Amin, 2016; Zhang et al., 2011), and can be interpreted as the commitment of customers to company (Safa, 2014). According to Hellier et al. (2003), repurchase intention is the intention of individual to create another transaction from the same firm. Akbar (2013) stated that repurchase intention as the crucial thing for e-commerce to be sustained, as it can prevent the decreasing of market share of the company. Repurchase intention was being examined by Zhou et al. (2007), and resulted several indicators as a measurement:

- a. The intention to repurchase products.
- b. Reuse the product in the near future.
- c. Advocate the product to others.

2.1.2 E-service Quality

In the context of business environment, service quality is defined as the capability of a company to please customer in a proper way by good performance (Ramya et al., 2019). The term of service quality was developed into e-service quality by several studies to specified in e-commerce market. Santos (2003) stated that e-service quality is the comprehensive assessment about the quality and excellence of online purchases. Furthermore, e-service quality is defined as the efficiency and effectivity of a website in creating online transaction (Parasuraman et al., 2005). E-service quality is a fundamental indicator of customer loyalty (Gummerus et al., 2004; Ribbink et al., 2004), since loyalty conducts to repurchase (Safa, 2014). Parasuraman et al. (2005) studied service quality, and found several indicators of service quality:

- a. Efficiency, which is the convenience when customers accessing the site or platform.
- b. Fulfilment, which means the capability of a site in fulfilling assurances about orders.
- c. System availability, defined as the precision in the technical operation of the site.
- d. Privacy, described as the site security in protecting the information of customers.
- e. Contact, means when company fulfilling the needs of direct communication of the customers to the employee of the company through online service.

2.1.3 Satisfaction

According to Lestari and Ellyawati (2019), customer satisfaction is the situation when the performance of the product matches with the expectation of customer. In the context of online shopping, customer satisfaction was examined and developed by Anderson and Srinivasan (2003) into e-satisfaction, which means a fulfillment feeling of customers linked to previous online transaction. Zeithaml et al. (1996) and Cronin et al. (2000) stated that there are significant effects of customer satisfaction on customer intention and loyalty, such as referrals behavior and repurchase intention. For e-commerce companies, customer satisfaction is a crucial thing as it can help companies to compete in the competitive ecosystem (Lestari & Ellyawati, 2019). E-satisfaction was examined by Hsu et al. (2009), and found several indicators which are:

- a. The suitability of services offered. This situation is being achieved when customers feel pleased after carried out shopping transactions as expectations to services offered are being fulfilled.
- b. A shopping decision. This indicator achieved when customers make a decision to shop.
- c. Pleasant experience. This means where customers experienced a pleasant shopping activity.
- d. Satisfaction with the product. This indicator means a situation where customers think the needs are being achieved by the products.

2.1.4 Trust

According to Safa and Solms (2016), trust is the feeling of confidence of customers in the transaction process in the e-commerce activities. Lestari and Ellyawati (2019) believe that the skepticism to purchase desired products in e-commerce can be eliminated by trust. Furthermore, customers could cancel the transaction with e-commerce companies if there is a little of trust of customers (Beldad et al., 2010). In improving the trust of customers towards company, e-commerce companies should improve the abilities in certain areas, as it can create trust to the service offered (Mayer et al., 1995; Hung et al., 2012). Trust is recognized as the crucial indicator of e-commerce (Safa & Solms, 2016), as it influences repurchase intention significantly (Windi & Ellyawati, 2015), where the environment of e-commerce is unstable (Chiu et al., 2019). Trust was being examined by Chiu et al. (2009), and stated several indicators of trust:

- a. The customers trust that the website is truthful in the business activities.
- b. The customers trust that the website does not take exaggerate income.
- c. The customers trust that the website stands its promise to customers.
- d. The customers trust that the website can be fully trusted.
- e. The customers trust that the website concerns for customers.

2.1.5 Online Shopping Experience

According to Pentina et al. (2011), in the context of online shopping, customer experience is called online shopping experience, which means a situation when customer gain convenience in doing online transactions. Subsequently, Giannikos et al. (2011) stated that satisfied customers with prior experiences increased self-efficacy, and will affects future intentions towards company (Bandura, 1986; Dabhokar & Sheng, 2009). Online shopping experiences influences the future intention of customers to create online transaction (Zhou et al., 2007). Also, Liang and Huang (1998) stated that customers are tend to continue to shop if they are high-experienced. Ling et al. (2010) studied about online shopping experiences, and found several indicators:

- a. The customers already have online shopping experiences.
- b. The customers are having a competence sense in online shopping.
- c. The customers are having a convenience sense in using the websites of online shopping.
- d. The customers feel facilitated by the application or website.

2.2 PRIOR RESEARCH

In finding and analyzing the factors influence Repurchase Intention, this study uses the research by Sudaryanto et al. (2021) as the first based study. To develop a new framework, this study combines the study by Sudaryanto et al. (2021) with the study by Nasution and Nugroho (2018). The decision to combine the study of Sudaryanto et al. (2021) with the study by Nasution and Nugroho (2018) is being taken to increase the validity and reliability of this study, as both studies were examined the factors influencing Repurchase Intention, with Online Shopping Experience as the moderator. Also, the two studies are being used as the base of this study, because the two studies were being conducted for at least 5 years before this study.

2.2.1 The Study by Sudaryanto et al. (2021)

Sudaryanto et al. (2021) conducted a study on 229 respondents who used one of the e-commerce platforms in Indonesia, Shopee platform, in the last six months when the study was

conducted. All of the respondents were located in East Java, Indonesia. The study investigated the impact of Online Shopping Experience as the moderator that affects Service Quality and Satisfaction on Repurchase Intention during the COVID-19 era in East Java, Indonesia. To analyze the data, the study used Moderated Regression Analysis (MRA), and found that E-service Quality and Satisfaction influenced significantly Repurchase Intention, and Online Shopping Experience moderated E-service Quality on influencing Repurchase Intention during the COVID-19 era in East Java, Indonesia (Sudaryanto et al., 2021)

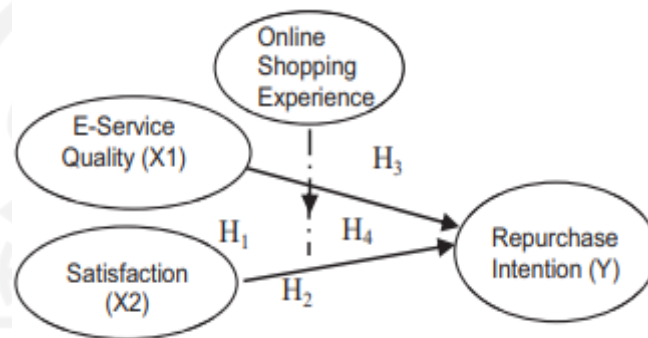


Figure 2.2.1.1

Conceptual Framework of the Study by Sudaryanto et al. (2021)

Source: Sudaryanto et al. (2021)

2.2.2 The Study by Nasution and Nugroho (2018)

The study by Nasution and Nugroho (2018) collected the data on 265 respondents resided in Indonesia, who had bought products in website mall at least 1 transaction in the last 6 months of the study. The study aimed to examine the impact of Previous Consumer Transactions Experience as the moderator of Trust on Repurchase Intention. To analyze the data, the Nasution and Nugroho (2018) conducted Moderated Regression Analysis (MRA) and found that the Previous Consumer Transaction Experience has a significant impact as the moderator of Trust on Repurchase Intention (Nasution and Nugroho, 2018).

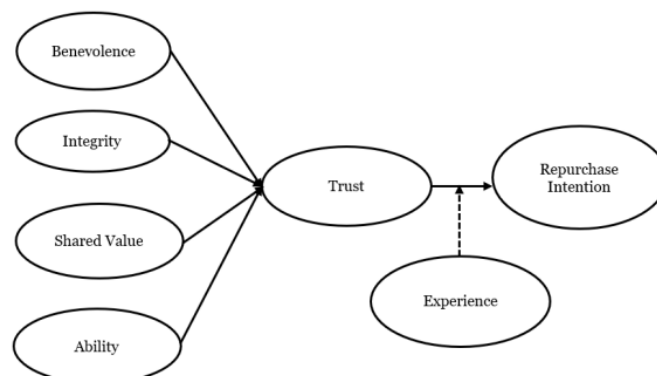


Figure 2.2.2.1

Conceptual Framework of the Study by Nasution and Nugroho (2018)

Source: Nasution and Nugroho (2018)

2.3 CONCEPTUAL FRAMEWORK

The uncertain environment of e-commerce industry become one of the challenges that need to be faced by e-commerce platforms as it will impact the process of the business activities. This kind of environment is getting more crucial since the COVID-19 came and affected all of the human activities, including e-commerce activities. However, e-commerce companies should always be able to be competitive in such condition, as the competition continues to grow and aggressive. Those reasons forced each e-commerce company to be able to create a sustain market which can be increased by Repurchase Intention.

In analyzing the factors of Repurchase Intention, this study developed the conceptual framework of the study by Sudaryanto et al. (2021) by adding the Trust variable to the conceptual framework of this study. The addition of the Trust variable is being conducted as the study by Nasution and Nugroho (2018) found that Trust has a significant influence to the Repurchase Intention with the help of Previous Consumer Transactions Experience as the moderator. Thus, the conceptual framework of this study is as follows:

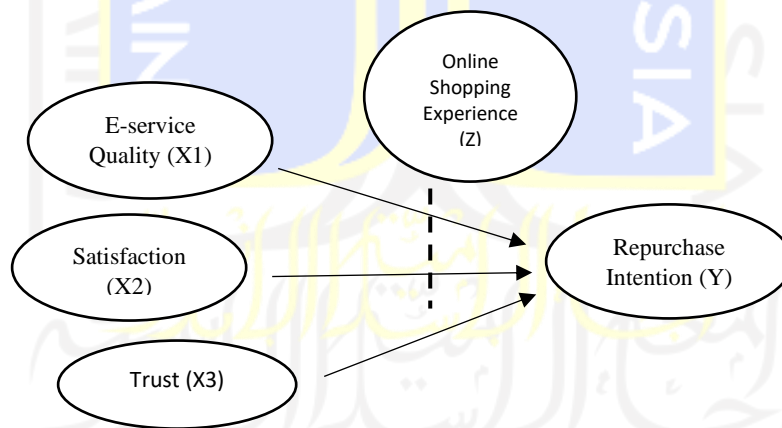


Figure 2.3.1

Conceptual Framework

2.4 HYPOTHESES DEVELOPMENT

Several studies had already conducted the study of the relationship between Service Quality and Repurchase Intention. Ellyawati (2017) and Wen et al. (2011) stated that Repurchase Intention can be obtained by a good service which make customers satisfied. In

the e-commerce context, according to Gummerus et al. (2004) and Ribbink et al. (2004), e-service quality is a crucial indicator of customer loyalty, in which according to Safa (2014), customer loyalty will create repurchase intention and commitment towards e-commerce companies. Thus, the proposed hypothesis of the influence of e-service quality on repurchase intention as follows:

H1a: E-service Quality has a significant influence on Repurchase Intention.

H1b: E-service Quality has a significant influence on Repurchase Intention in the COVID-19 era (after moderation).

Customer satisfaction is crucial for e-commerce companies to compete in the highly competitive ecosystem (Lestari & Ellyawati, 2019). Anderson and Srinivasan (2003) were examined e-satisfaction to specified customer satisfaction in e-commerce context. According to Zeithaml et al. (1996) and Cronin et al. (2000), there are significant influences of customer satisfaction to customer intention and loyalty, such as referrals gesture and repurchase intention. Therefore, this study proposes hypotheses of the influence of satisfaction to repurchase before and after moderation as shown:

H2a: Satisfaction has a significant influence on Repurchase Intention.

H2b: Satisfaction has a significant influence on Repurchase Intention in the COVID-19 era (after moderation).

Trust is recognized as the key crucial factor for the success of e-commerce companies (Lestari & Ellyawati, 2019; Safa & Solms, 2016). Trust can motivate customers to conduct online transactions (Safa & Ismail, 2013). Several studies had conducted about the effect of trust on repurchase intention. Safa and Solms (2016) underlined that trust affected customers loyalty, and the study by Windi and Ellyawati (2015) found that trust significantly influences customers intention to purchase. Thus, this can be proved by following hypotheses:

H3a: Trust has a significant influence on Repurchase Intention.

H3b: Trust has a significant influence on Repurchase Intention in the COVID-19 era (after moderation).

Zhou et al. (2007) believe that future intention of customers to create online transaction was being influenced by online shopping experience. High-experienced customers tend to continue to doing shopping activities (Liang & Huang, 1998). The study by Khalifa and Liu (2007) discovered that customers experience moderates the connection between repurchase intention and e-commerce satisfaction. Jin et al. (2008) recommend that customers experience

should be investigated as the moderator of trust on customer satisfaction and loyalty. Thus, several hypotheses can be formed into:

H4: Online Shopping Experience moderates E-service Quality on influencing Repurchase Intention.

H5: Online Shopping Experience moderates Satisfaction on influencing Repurchase Intention.

H6: Online Shopping Experience moderates Trust on influencing Repurchase Intention.



CHAPTER III

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

This study is using a hypothesis testing technique, which according to Sekaran and Bougie (2013), it is a technique to examine the characteristics of a relationship between two groups of two or more factors with a certain influence in a situation. The hypothesis test analyzes the relationship between E-service Quality, Satisfaction, and Trust on Repurchase Intention before and after moderation. Also, the hypothesis test analyzes whether Online Shopping Experience has an influence as a moderator of E-service Quality, Satisfaction, and Trust on Repurchase Intention. For the time dimension, this study is a Cross-Sectional Research, since the data is being collected in one time in a certain period (Sekaran & Bougie, 2016). The unit analysis in this study is individually in giving assessment, by filling out a questionnaire about repurchase intention of e-commerce in pandemic era in Indonesia.

3.2 VARIABLES AND MEASUREMENT

This study is using three types of variables; independent variable, dependent variable, and mediator variable.

3.2.1 Independent Variable

According to Sugiyono (2017), independent variable is the variable that able to influence the dependent variable. One of the independent variables in this study is e-service quality. Santos (2003) stated that e-service quality is the general assessment and perception about quality and excellence of the service of online purchases. According to Parasuraman (2005), service quality has several indicators, such as:

- a. Efficiency, which is the convenience when customers accessing the site or platform.
- b. Fulfilment, which means the capability of a site in fulfilling assurances about orders.
- c. System availability, defined as the precision in the technical operation of the site.
- d. Privacy, described as the site security in protecting the information of customers.
- e. Contact, means when company fulfilling the needs of direct communication of the customers to the employee of the company through online service.

Another independent variable is satisfaction, which according to Ramya et al. (2019), service quality is recognized as the capability of a company to please customer in a proper way by good performance. The indicators of satisfaction according to Hsu et al. (2009) are:

- a. The suitability of services offered. This situation is being achieved when customers feel pleased after carrying out shopping transactions as expectations to services offered are being fulfilled.
- b. A shopping decision. This indicator achieved when customers make a decision to shop.
- c. Pleasant experience. This means where customers experienced a pleasant shopping activity.
- d. Satisfaction with the product. This indicator means a situation where customers think the needs are being achieved by the products.

The last independent variable of this study is Trust, which means the confidence feeling of customers in the transaction process in e-commerce activity (Safa & Solms, 2016). Chiu et al. (2009) found several indicators of Trust:

- a. The customers trust that the website is truthful in the business activities.
- b. The customers trust that the website does not take exaggerate income.
- c. The customers trust that the website stands its promise to customers.
- d. The customers trust that the website can be fully trusted.
- e. The customers trust that the website concerns for customers.

3.2.2 Moderator Variable

The use of the moderator variable, according to Dawson (2014), to test the change of the relationship between an independent variable and a dependent variable in accordance with the moderator variable value. In this study, the moderator variable is Online Shopping Experience, which defined as a situation when customer gain convenience in doing online transactions (Pentina et al., 2011). Trust, according to Ling et al. (2010), has several indicators:

- a. The customers already have online shopping experiences.
- b. The customers are having a competence sense in online shopping.
- c. The customers are having a convenience sense in using the websites of online shopping.
- d. The customers feel facilitated by the application or website.

3.2.3 Dependent Variable

Dependent variable is recognized as the variable which is being influenced by the independent variable (Sugiyono, 2017). The dependent variable in this study is Repurchase Intention, which means a form of customer's loyalty (Amin, 2016; Zhang et al., 2011), and a

commitment of customers to company (Safa, 2014). Zhou et al. (2009) found several indicators of Repurchase Intention:

- a. The intention to repurchase products.
- b. Reuse the product in the near future.
- c. Advocate the product to others.

The table below shows the variables and indicators which were being conducted in this study.

Table 3.2.1.1
Variables and Indicators

Variables		Indicators
E-service Quality		
1.	Efficiency, which is the convenience when customers accessing the site or platform (Parasuraman et al., 2005; Sudaryanto et al., 2021).	The Tokopedia application is easy to access when finding for the desired product (EQ1).
2.	Fulfilment, which means the capability of a site in fulfilling assurances about orders or inventory (Parasuraman et al., 2005; Sudaryanto et al., 2021).	The Tokopedia application always give latest information about the availability of the desired product specifically (EQ2).
3.	System availability, defined as the precision in the technical operation of a site (Parasuraman et al., 2005; Sudaryanto et al., 2021).	The search engine on the Tokopedia application to search the desired product infrequently gets errors (EQ3).
4.	Privacy, described as the site security in protecting the information of customers (Parasuraman et al., 2005; Sudaryanto et al., 2021).	The Tokopedia application protect customer's personal information (EQ4).
5.	Contact, means when company fulfilling the needs of direct communication of the customers to the customer service of the company	The Tokopedia application provides contact information of sellers of the desired product (EQ5).

	through online service (Parasuraman et al., 2005; Sudaryanto et al., 2021).	
Satisfaction		
1.	The suitability of services offered. This situation is being achieved when customers feel pleased after carrying out shopping transactions as expectations to services offered are being fulfilled (Hsu et al., 2009; Sudaryanto et al., 2021).	The desired product I purchased on the Tokopedia application fulfilled my expectations (S1).
2.	A shopping decision, when customers make a decision to shop (Hsu et al., 2009; Sudaryanto et al., 2021).	I always make a decision to shop for the desired product on the Tokopedia application (S2).
3.	Pleasant experience, where customers experienced a pleasant shopping activity (Hsu et al., 2009; Sudaryanto et al., 2021).	I like shopping for the desired product on the Tokopedia application because there are many discounts (S3).
4.	Satisfaction with the product, where customers feel the needs are being achieved by the products (Hsu et al., 2009; Sudaryanto et al., 2021).	I feel satisfied with the desired product I purchased on the Tokopedia application (S4).
Trust		
1.	The customers trust that the website is truthful in conducting business (Chiu et al., 2009; Nasution & Nugroho, 2018).	I trust that the Tokopedia application is honest in doing business (T1).
2.	The customers trust that the website does not take exaggerate income (Chiu et al., 2009; Nasution & Nugroho, 2018).	I trust that the Tokopedia application does not take exaggerate income (T2).
3.	The customers trust that the website stands its promise to customers (Chiu et al., 2009; Nasution & Nugroho, 2018).	I trust that the Tokopedia application stands its promise to customers (T3).

4.	The customers trust that the website can be fully trusted (Chiu et al., 2009; Nasution & Nugroho, 2018).	I trust that the Tokopedia application can be fully trusted (T4).
5.	The customers trust that the website concerns for customers (Chiu et al., 2009; Nasution & Nugroho, 2018).	I trust that Tokopedia application concerns for customers (T5).
Repurchase Intention		
1.	The intention to repurchase products (Zhou et al., 2009; Sudaryanto et al., 2021).	I will repurchase the desired product on the Tokopedia application (RI1).
2.	Reuse the product in the near future (Zhou et al., 2009; Sudaryanto et al., 2021).	I will use the Tokopedia application in the future (RI2).
3.	Advocate the product to others (Zhou et al., 2009; Sudaryanto et al., 2021).	I will recommend the Tokopedia application to shop for the desired product to others (RI3).
Online Shopping Experience		
1.	The customers already have online shopping experiences (Ling et al., 2010; Sudaryanto et al., 2021).	I have an online shopping experience on the Tokopedia application, like purchased the desired product (OSE1).
2.	The customers are having a competence sense in online shopping (Ling et al., 2010; Sudaryanto et al., 2021).	I often to make purchases on the Tokopedia application (OSE2).
3.	The customers are having a convenience sense in using the websites of online shopping (Ling et al., 2010; Sudaryanto et al., 2021).	I feel comfortable in using the Tokopedia application, as the features is easy to understand (OSE3).
4.	The customers feel facilitated by the application or website (Ling et al., 2010; Sudaryanto et al., 2021).	I feel convenience to shop the desired product on the Tokopedia application because I do not need to visit the offline store directly (OSE4).

This study uses Likert Scale as the measuring scale, which according to Sugiyono (2014), Likert Scale is conducted to measure attitudes, opinions and perceptions of an individual or group of people about a social phenomenon.

Table 3.2.1.2
Likert Scale

Value	Criteria
1	Strongly Disagree (SD)
2	Disagree (D)
3	Neutral (N)
4	Agree (A)
5	Strongly Agree (SA)

3.3 DATA COLLECTION TECHNIQUE

The data source used in this study is primary data, which is conducted by using a questionnaire powered by Google form containing several questions addressed at users or customers of the Tokopedia application. According to Sugiyono (2014), questionnaire is a data collection technique in the form of written statements or questions to respondents. The questionnaire will be sent via online messages and internet, as a questionnaire can be sent to respondents directly or with post or internet (Sugiyono, 2017).

3.4 POPULATION

Population is defined as a region consisting of objects or subjects with a number of certain characteristics, that the researchers will be determined the selected objects and subjects, and draw a conclusion from it (Sugiyono, 2017). Population target in this study are Tokopedia active users or customers which reside in Yogyakarta, who have made transactions or purchases on the Tokopedia website or application in the past 12 months. According to the Republic of Indonesia's Financial Audit Agency, there are 4 districts and 1 city in the Yogyakarta Area; Bantul district, Gunungkidul district, Kulon Progo district, Sleman district, and Yogyakarta city.

The reason for choosing Yogyakarta as the population in this study is because according to the Central Statistics Agency of Indonesia in 2021, Yogyakarta is the province that has the most businesses in e-commerce with the total percentage of 34.13% (*Badan Pusat Statistik,*

2021). Furthermore, another reason why Yogyakarta is chosen as the population in this study is because the Yogyakarta province has the third biggest internet users among all of the provinces in Indonesia in 2019, with the total percentage for 61.73% (*Badan Pusat Statistik*, n.d).

3.5 SAMPLE

The sampling method used in this study is purposive sampling, in which according Sugiyono (2016), purposive sampling is the technique to determine sample with certain considerations. The criteria of the sample in this study as follows:

- a. The respondents reside in one of the Yogyakarta areas.
- b. The respondents are the Tokopedia active users or customers who have made transactions or purchases in the past 12 months.

In determining the number of samples, this study refers to the study by Hair (2014), which stated that to decide the number of representative samples is by multiplying the variable indicators or statements with 5 to 10. The total indicators of this study are 21, and thus the 21 indicators $\times 5 = 105$ samples.

3.6 DATA QUALITY TESTING METHOD

This study uses several data testing methods below to measure the data collected and resulted a well-tested data:

3.6.1 Validity Test

Validity is defined as the capability of the collected data in representing the real scope of the study (Ghauri & Gronhaug, 2005), and thus the responses collected suits with the genuine condition (Sekaran & Bougie, 2016). Construct validity is the type of validity test used in this study, which according to Westen and Rosenthal (2003), it is a measurement to find the correlation between a construct measurement and another measurement. In conducting the validity test, this study uses Statistical Product and Service Solutions (SPSS), with the theory of the coefficient correlation by Pearson. The indicators will be recognized as valid if the validity coefficient values are above 0.35 (Saad et al., 1999). The SPSS helps this study to examine the r count, which the results are being compared with the r table.

3.6.2 Reliability Test

According to Sekaran and Bougie (2016), reliability test is the measurement of the consistency, stability of responses, and free from error. In finding the reliability of the data, this study follows Cronbach's Alpha coefficient from each construct measure with the limit of reliability standard of 0.6 (Hair et al., 2010). Thus, the variables of this study will be recognized as reliable if the Cronbach's Alpha coefficient of each variable is higher than 0.6.

3.7 DATA ANALYSIS METHOD

3.7.1 Classical Assumption Test

Before conducting multiple linear regression, this study will carry out the classic hypotheses testing, as it is a precondition (Alita et al., 2021). The aim of carrying out the classical assumption test is to find out whether the data is normally distributed by normality test, and whether the data does not contain heteroskedasticity by heteroskedasticities test. According to Amalia et al. (2021), classical assumption test is being carried out if multiple linear regression is being carried out. Thus, this study carries out normality test by using Kolmogorov-Smirnov test, and heteroskedasticities test by using Glejser test.

3.7.1.1 Normality Test (Kolmogorov-Smirnov Test)

Normality test is being carried out in the aim to find whether the variables have the normal distribution of data (Alita et al., 2021). According to Ainiyah et al., (2016), the normally distributed data means that the data can represent the population, as the data has spread equally. In finding the distribution of the data, this study carries out normality test by using Kolmogorov-Smirnov test on Statistical Product and Service Solutions (SPSS). Hence, the data will be recognized normally distributed if the sigma value exceeds 0.05, or 95% of confidence level.

3.7.1.2 Heteroskedasticities Test (Glejser Test)

According to Alita et al. (2021), heteroskedasticities test is being carried out to examine whether the residual value of the regression model is similar. Thus, a good regression model of each variable is where there is no heteroscedasticity appear. This study uses on Statistical Product and Service Solutions (SPSS) to do the heteroskedasticities test by implementing the Glejser test. Subsequently, it can be recognized that the data contains no heteroskedasticities if the sigma value exceeds 0.05, as the confidence level of this study is 95%.

3.7.2 Hypotheses Test

In the aim to know whether the hypotheses are being supported or not, this study uses hypotheses testing by using two methods, which are the multiple linear regression method and the moderated regression analysis (MRA) method. For the multiple linear regression test, the aim is to find whether each independent variable, which are E-service Quality (X1), Satisfaction (X2), and Trust (X3), respectively influences the dependent variable, which is Repurchase Intention (Y). Furthermore, the multiple linear regression is to test the hypotheses of H1a, H2a, and H3a.

After conducting the multiple linear regression method, this study will carry out the moderated regression analysis (MRA) method, in the aim to find whether each independent variable, which are E-service Quality (X1), Satisfaction (X2), and Trust (X3), influences the dependent variable after moderation, which the dependent variable itself is Repurchase Intention (Y). Furthermore, the aim of moderating is to examine whether the independent variables (X1, X2, X3) influence Repurchase Intention (Y) in the COVID-19 era. In this study, both of multiple linear regression test and the MRA test will be conducted by using Statistical Product and Service Solutions (SPSS).

3.7.2.1 Multiple Linear Regression

Multiple linear regression method is a method to examine how capable the independent variables (X) in influencing or impacting the dependent variable (Y). This study will find how capable E-service Quality (X1), Satisfaction (X2), and Repurchase Intention (X3) in influencing Repurchase Intention (Y). Subsequently, the independent variables will be recognized as capable in influencing the dependent variable, if the *p-value* or each independent variable is less than the value of 0.05, since the confidence level is 95%.

3.7.2.2 The Moderated Regression Analysis (MRA)

After conducting the classical assumption test, this study will find the relationship between the variables before moderation, and the condition after moderation. Moderating effect is being conducted to see the outcome changes after the moderator weakens or strengthens the relationship between independent and dependent variable (Andersson et al., 2014). This study uses moderating effect, since COVID-19 had weakened the online shop activities. Thus, this study is able to find the effect of COVID-19 on E-service quality (X1), Satisfaction (X2), and Trust (X3) in influencing Repurchase Intention (Y), by using Online Shopping Experience (Z)

in moderating the relationship between the independent variables (X1, X2, and X3) and dependent variable (Y).

The moderation effect in this study is being carried out by using the Moderated Regression Analysis (MRA) method. According to Russel and Bobko (1992), Moderated Regression Analysis was first defined by Saunders (1956), which stated that Moderated Regression Analysis is a tool to examine in what way a moderator variable affects the connection between one or two and another variable. Thus, by using the MRA method, this study will be able to find the influence of E-service Quality (X1), Satisfaction (X2), and Trust (X3) after moderation, which means in the COVID-19 era, on Repurchase Intention (Y). Also, this study will be able to see the influence of Online Shopping Experience as the moderator between the independent (X1, X2, and X3) and dependent variable (Y) in the COVID-19 era. The value of R^2 and adjusted R^2 represents the moderator variable. According to Liana (2009), there is a significant impact of the moderator to the dependent variable if the R value is high. Furthermore, the independent variables (X1, X2, and X3) and the moderator variable (Z) will be recognized successful in influencing the dependent variable (Y) if the p -value of each variable is less than 0.05.

CHAPTER IV

RESULTS AND DISCUSSION

4.1 RESULTS

In this section, the data collected by the questionnaire to the respondents will be described in detail. The type of data used in this study is called primary data, which was collected from respondents by filling the questionnaire. The targeted respondents are resided in one of the Yogyakarta areas, and Tokopedia active users or customers who have made transactions or purchases in the past 12 months. This study uses several steps of testing, which are data quality test, classical assumption test, and hypotheses test to analyzes the relationship between E-service Quality, Satisfaction, and Trust on Repurchase Intention before and after moderation, and to see whether Online Shopping Experience has an influence as a moderator of E-service Quality, Satisfaction, and Trust on Repurchase Intention. There are 137 respondents in total to become the sample of this study.

4.1.1 Respondents Profile

The results and analysis of data collected through questionnaire distributed from 14th February 2022 to 13th March 2022 will be explained in this section. The respondents are the Tokopedia active users who have made transactions or purchases in the past 12 months. Furthermore, the respondents are resided in one of the Yogyakarta areas, which according to the Ministry of Home Affairs of the Republic of Indonesia are Bantul district, Gunungkidul district, Kulon Progo district, Sleman district, and Yogyakarta city.

4.1.1.1 Gender Profile of Respondents

Table 4.1.1.1

Gender Profile of Respondents

Gender	Frequency	Percentage
Male	50	36.5%
Female	87	63.5%
Total	137	100%

Source: Primary Data, 2022

Table 4.1.1.1.1 shows that the majority of respondents of this study are Female with the frequency of 87, and total percentage of 63.5%. Meanwhile, the Male respondents have the total percentage of 36.5% from the frequency of 50. This can be considered because Female

has more tendency to shop, especially in online shop activities by using Tokopedia, rather than Male. Also, it can be considered that Female spends more time in doing online shop activities rather than Male.

4.1.1.2 Age of Respondents

Table 4.1.1.2.1
Age of Respondents

Age	Frequency	Percentage
< 20 years old	23	16.8%
20 – 30 years old	110	80.3%
31 – 40 years old	3	2.2%
41 – 50 years old	0	0
> 50 years old	1	0.7%
Total	137	100%

Source: Primary Data, 2022

According to the table above, the majority of 137 respondents collected are those who aged 20-30 years old, with the total percentage of 80.3%, and frequency of 110 samples. The respondents aged <20 years old are the second largest with the total percentage of 16.8%, followed by respondents aged 31-40 years old, and >50 years old, with the total percentage of 2.2% and 0.7% respectively. One of the reasons which makes the respondents aged 20-30 years old are the largest sample in this study because they are more accustomed in using online shop platforms, while the reason why the respondents aged <20 years old are the second largest can be considered because they start to use online or mobile banking services in that age range, which makes them easier to do online shopping activities.

4.1.1.3 Latest Educational Background of Respondents

Table 4.1.1.3.1
Latest Educational Background of Respondents

Education	Frequency	Percentage
High school or equivalent	80	58.4%
Diploma or equivalent	7	5.1%

Bachelor or equivalent	48	35%
Magister or equivalent	2	1.5%
Total	137	100%

Source: Primary Data, 2022

The table above shows that from 137 respondents collected, 58.4% are those who have a High School education background. The results matched with the “Age of Respondents” results, which the majority of 137 respondents are aged 20-30 years old. The rest have Bachelor or equivalent (35%), Diploma or equivalent (5.1%), and Magister or equivalent (1.5%) as their latest education background.

4.1.1.4 Profession of Respondents

Table 4.1.1.4.1
Profession of Respondents

Profession	Frequency	Percentage
Student	4	2.9%
College Student	102	74.5%
Government Employee	1	0.7%
Private Employee	24	17.5%
Others	6	4.3%
Total	137	100%

Source: Primary Data, 2022

The majority of 137 respondents in this study are college students. As the table above shows that college student category has the percentage of 74.5%. The reason why college students are the majority for this study is because the majority of the residents in Yogyakarta are college students. The rest are private employee (17.5%), student (2.9%), government employee (0.7%), and others (fresh graduate, job seeker, entrepreneur, and housewife) with the percentage of 4.3%.

4.1.1.5 Average Monthly Income of Respondents

Table 4.1.1.5.1
Average Monthly Income of Respondents

Income	Frequency	Percentage
< Rp. 2,000,000	80	58.4%
Rp. 2,000,000 – Rp. 4,000,000	45	32%
Rp. 4,000,000 – Rp. 6.000.000	6	4.4%
> Rp. 6,000,000	6	4.4%
Total	137	100%

Source: Primary Data, 2022

Table 4.1.1.5.1 shows that from 137 respondents filled the questionnaire, the majority with the total amount of 80 respondents have average monthly income of < Rp. 2,000,000. It can be considered because the majority of 137 respondents in this study are still in college years. Furthermore, the table shows that 32% of the total respondents have average monthly income for Rp. 2,000,000 – Rp. 4,000,000. The reason behind this data is because the majority of the respondents are aged 20 – 30 years old, which can be considered that they are still in college years, or just graduated and currently in the fresh years of working. Subsequently, the rest have average monthly income of Rp. 4,000,000 – Rp. 6,000,000 (4.4%), and > Rp. 6,000,000 (4.4%).

4.1.1.6 Domicile in Yogyakarta

Table 4.1.1.6.1

Domicile in Yogyakarta

Domicile	Frequency	Percentage
Bantul district	17	12.4%
Gunungkidul district	9	6.6%
Kulon Progo district	2	1.5%
Sleman district	77	56.2%
Jogja city	32	23.4%
Total	137	100%

Source: Primary Data, 2022

Table 4.1.1.6.1 above explains the data where 137 respondents are resided in the area of Yogyakarta. There are 4 districts and 1 city in the Yogyakarta Area, which are Bantul

district, Gunungkidul district, Kulon Progo district, Sleman district, and Jogja city (Ministry of Home Affairs of the Republic of Indonesia). The table shows that from 137 respondents, 56.2% are resided in Sleman district, which becomes the majority of the total respondents in this study. Furthermore, 23.4% of the total respondents are resided in Jogja city, followed by Bantul district (12.4%), Gunungkidul district (6.6%), and Kulon Progo district (1.5%).

4.1.2 Descriptive Variables

Descriptive variables test is carried out to explain the overview of the variables used in this study by looking at the value of mean and standard deviation. The value of mean shows the average value of the overall answers by the respondents, while the value of standard deviation shows the variation from the answers collected from the respondents.

Table 4.1.2.1
Descriptive Statistics of E-service Quality

Code	Indicators	Min	Max	Mean	Std. Dev
EQ1	The Tokopedia application is easy to access when finding for the desired product.	2	5	4.37	0.728
EQ2	The Tokopedia application always give latest information about the availability of the desired product specifically.	2	5	4.14	0.824
EQ3	The search engine on the Tokopedia application to search the desired product infrequently gets errors.	2	5	4.04	0.861
EQ4	The Tokopedia application protect customer's personal information.	1	5	4.01	0.978
EQ5	The Tokopedia application provides contact information of sellers of the desired product.	1	5	4.09	0.878
	Total			20.65	4.269
	Average			4.13	0.854

Source: Data processed with SPSS ver. 26 (2022)

Table 4.1.2.1 above shows the descriptive statistics of E-service Quality, which is one of the independent variables in this study. The indicator of “The Tokopedia application is easy

to access when finding for the desired product” represented by “EQ1” has the biggest value of mean with the total value of 4.37. That data means that the majority of 137 respondents are agree with the indicator of EQ1. Meanwhile, the indicator of “The Tokopedia application protect customer’s personal information” represented by “EQ4” has the smallest value of mean, with the total value of 4.01. Furthermore, the total average of standard deviation of E-service Quality is 0.854, which means that the answers collected from the respondents are very varied.

Table 4.1.2.2
Descriptive Statistics of Satisfaction

Code	Indicators	Min	Max	Mean	Std. Dev
S1	The desired product I purchased on the Tokopedia application fulfilled my expectations.	2	5	4.21	0.761
S2	I always make a decision to shop for the desired product on the Tokopedia application.	1	5	3.88	1.008
S3	I like shopping for the desired product on the Tokopedia application because there are many discounts.	1	5	3.77	1.015
S4	I feel satisfied with the desired product I purchased on the Tokopedia application.	1	5	4.20	0.856
	Total			16.06	3.64
	Average			4.01	0.91

Source: Data processed by SPSS ver. 26 (2022)

Descriptive statistics of Satisfaction are being explained in the table 4.1.2.2, as Satisfaction is one of the independent variables of this study. According to the table above, the majority of 137 respondents of this study are agree with the indicator of “The desired product I purchased on the Tokopedia application fulfilled my expectations” represented by “S1”, as S1 has the biggest value of mean, with the total value of 4.21. Subsequently, the table above shows that the indicator of “I like shopping for the desired product on the Tokopedia application because there are many discounts” represented by “S3” has the smallest value of mean among the other indicators of Satisfaction. Satisfaction has the total average value of

standard deviation of 0.91, which means that the answers given by the respondents are quite varied.

Table 4.1.2.3
Descriptive Statistics of Trust

Code	Indicators	Min	Max	Mean	Std. Dev
T1	I trust that the Tokopedia application is honest in doing business.	2	5	4.00	0.795
T2	I trust that the Tokopedia application does not take exaggerate income.	1	5	3.45	0.977
T3	I trust that the Tokopedia application stands its promise to customers.	1	5	3.69	0.808
T4	I trust that the Tokopedia application can be fully trusted.	2	5	3.86	0.893
T5	I trust that Tokopedia application concerns for customers.	2	5	4.07	0.815
	Total			19.07	4.288
	Average			3.81	0.858

Source: Data processed by SPSS ver. 26 (2022)

For the descriptive statistics of Trust, the independent variable is being explained by Table 4.1.2.3 above. According to the table above, the indicator with the biggest value of mean in Trust variable is “I trust that Tokopedia application concerns for customers” which being represented by “T5”. It means that, with the total value of mean of 4.07, the majority of the respondents are agree with the indicator of T5. Meanwhile, the smallest value of mean is being held by the indicator of “I trust that the Tokopedia application does not take exaggerate income” with “T2” as the representation. Furthermore, the average of standard deviation of Trust is 0.858. Hence, the answers given by the 137 respondents to the variable of Trust are varied.

Table 4.1.2.4
Descriptive Statistics of Online Shopping Experience

Code	Indicators	Min	Max	Mean	Std. Dev
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OSE1	I have an online shopping experience on the Tokopedia application, like purchased the desired product.	1	5	4.27	0.920
OSE2	I often to make purchases on the Tokopedia application.	1	5	3.65	1.095
OSE3	I feel comfortable in using the Tokopedia application, as the features is easy to understand.	1	5	4.07	0.905
OSE4	I feel convenience to shop the desired product on the Tokopedia application because I do not need to visit the offline store directly.	1	5	4.34	0.816
	Total			16.33	3.736
	Average			4.08	0.934

Source: Data processed by SPSS ver. 26 (2022)

Table 4.1.2.4 shows the descriptive statistics of the moderator variable of this study, which is Online Shopping Experience. There are four indicators on Online Shopping Experience, and the biggest value of mean is the indicator of “I feel convenience to shop the desired product on the Tokopedia application because I do not need to visit the offline store directly” which being represented by “OSE4”. With the value of 4.34, it means the majority of the respondents are agree with OSE4. Subsequently, the indicator of “I often to make purchases on the Tokopedia application” or “OSE2” has the smallest value of mean among the other indicators. The average of standard deviation of Online Shopping Experience is 0.934, which means that the answers collected from the respondents to this moderator variable are quite varied.

Table 4.1.2.5

Descriptive Statistics of Repurchase Intention

Code	Indicators	Min	Max	Mean	Std. Dev
RI1	I will repurchase the desired product on the Tokopedia application.	1	5	4.03	0.857
RI2	I will use the Tokopedia application in the future.	1	5	4.16	0.825

RI3	I will recommend the Tokopedia application to shop for the desired product to others.	1	5	4.04	0.923
	Total			12.23	2.605
	Average			4.08	0.868

Source: Data processed by SPSS ver. 26 (2022)

The descriptive statistics of Repurchase Intention, which is the dependent variable of this study, are being explained in the table 4.1.2.5 above. From three indicators, the indicator of “I will use the Tokopedia application in the future” or “RI2” is the indicator with the biggest value of mean. This data means that the majority of 137 respondents are agree with the indicator of RI2, with the value of mean of 4.16. Among the three indicators, the indicator of “I will repurchase the desired product on the Tokopedia application” or “RI1” has the smallest value of mean. However, even though RI1 has the smallest value of mean, but the indicator still has a big value of mean with 4.03. Repurchase Intention has the average value of standard deviation for 0.868, which means that the answers by the collected respondents toward this dependent variable are quite varied.

4.1.3 Data Quality Test

To measure the data and create a well-tested data, there are two types of data quality test that have to be carried out, which are validity test and reliability test. Validity test is being carried out to find whether the data is capable in representing the real scope of the study (Ghauri & Gronhaug, 2005). Meanwhile, reliability test is to measure the consistency, stability of responses, and free from error (Sekaran & Bougie, 2016).

4.1.3.1 Validity Test

To measure the quality of the data, this study uses validity test to see the capability of the collected data in representing the real scope of the study (Ghauri & Gronhaug, 2005), and thus the responses collected suits with the genuine condition (Sekaran & Bougie, 2016). According to Saad et al. (1999), the indicators will be recognized as valid if the validity coefficient values are above 0.35, and above the value in the r-table, which is 0.176 for this study. Also, the indicators will be recognized as valid if the sigma value of each indicator below is below 0.05. In carrying out the validity test, this study implements the coefficient correlation theory by Pearson, by operating Statistical Product and Service Solutions (SPSS).

Table 4.1.3.1.1**Validity Test Results of E-service Quality**

Code	Indicators	R-table	R-test	Sig	Information
EQ1	The Tokopedia application is easy to access when finding for the desired product.	0.176	0.686	0.000	Valid
EQ2	The Tokopedia application always give latest information about the availability of the desired product specifically.	0.176	0.679	0.000	Valid
EQ3	The search engine on the Tokopedia application to search the desired product infrequently gets errors.	0.176	0.724	0.000	Valid
EQ4	The Tokopedia application protect customer's personal information.	0.176	0.503	0.000	Valid
EQ5	The Tokopedia application provides contact information of sellers of the desired product.	0.176	0.569	0.000	Valid

Source: Data processed by SPSS ver. 26 (2022)

Table 4.1.3.1.1 above shows the validity test results of one of the independent variables in this study, E-service Quality. The table above shows that all of the five indicators of E-service Quality are valid, as each indicator has the value of Pearson correlation value (r-test) exceeds the r-table value (0.176), and the value of 0.35. Also, the sigma value of each indicator is below 0.05, which strengthens the validity of each indicator.

Table 4.1.3.1.2**Validity Test Results of Satisfaction**

Code	Indicators	R-table	R-test	Sig	Information
S1	The desired product I purchased on the Tokopedia application fulfilled my expectations.	0.176	0.668	0.000	Valid

S2	I always make a decision to shop for the desired product on the Tokopedia application.	0.176	0.729	0.000	Valid
S3	I like shopping for the desired product on the Tokopedia application because there are many discounts.	0.176	0.559	0.000	Valid
S4	I feel satisfied with the desired product I purchased on the Tokopedia application.	0.176	0.767	0.000	Valid

Source: Data processed by SPSS ver. 26 (2022)

The validity test results of Satisfaction are being explained by table 4.1.3.1.2. There are four indicators of Satisfaction, and every indicator has the value of Pearson correlation value (r-test) exceeds the value of r-table (0.176) and 0.35. Furthermore, the sigma value of each indicator is below 0.05. Hence, it means that all of the indicator of Satisfaction is valid.

Table 4.1.3.1.3
Validity Test Results of Trust

Code	Indicators	R-table	R-test	Sig	Information
T1	I trust that the Tokopedia application is honest in doing business.	0.176	0.703	0.000	Valid
T2	I trust that the Tokopedia application does not take exaggerate income.	0.176	0.500	0.000	Valid
T3	I trust that the Tokopedia application stands its promise to customers.	0.176	0.789	0.000	Valid
T4	I trust that the Tokopedia application can be fully trusted.	0.176	0.705	0.000	Valid
T5	I trust that Tokopedia application concerns for customers.	0.176	0.775	0.000	Valid

Source: Data processed by SPSS ver. 26 (2022)

There are the total of five indicators of Trust, and the results of validity test can be seen in the table 4.1.3.1.3 above. According to the table, all of the Pearson correlation value (r-test) of each indicator exceeds the value of r-table (0.176) and 0.35. The sigma value of each indicator shows below the value of 0.05. Thus, the results mean that five indicators of Trust are valid.

Table 4.1.3.1.4
Validity Test Results of Online Shopping Experience

Code	Indicators	R-table	R-test	Sig	Information
OSE1	I have an online shopping experience on the Tokopedia application, like purchased the desired product.	0.176	0.706	0.000	Valid
OSE2	I often to make purchases on the Tokopedia application.	0.176	0.668	0.000	Valid
OSE3	I feel comfortable in using the Tokopedia application, as the features is easy to understand.	0.176	0.747	0.000	Valid
OSE4	I feel convenience to shop the desired product on the Tokopedia application because I do not need to visit the offline store directly.	0.176	0.700	0.000	Valid

Source: Data processed by SPSS ver. 26 (2022)

Online Shopping Experience is the moderator variable in this study, and the validity test results are being explained by the table 4.1.3.1.4 above. With the r-table of 0.176, and the value of 0.35, it means that every variable of Online Shopping Experience is valid, since every variable has the Pearson correlation value (r-test) exceeds the value of r-table and 0.35, and the sigma value of each indicator is below the value of 0.05.

Table 4.1.3.1.5
Validity Test Results of Repurchase Intention

Code	Indicators	R-table	R-test	Sig	Information
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RI1	I will repurchase the desired product on the Tokopedia application.	0.176	0.785	0.000	Valid
RI2	I will use the Tokopedia application in the future.	0.176	0.823	0.000	Valid
RI3	I will recommend the Tokopedia application to shop for the desired product to others.	0.176	0.744	0.000	Valid

Source: Data processed by SPSS ver. 26 (2022)

According to the table 4.1.3.1.5 above, the three variables of Repurchase Intention are valid. It resulting valid results because the Pearson correlation value (r-test) of the three variables exceeds the value of r-table (0.176), and 0.35 value. Subsequently. The three indicators have each sigma value below 0.05, which also means that each indicator is valid.

4.1.3.2 Reliability Test

Another test of data quality of this research beside validity test is reliability test, which means the test of the consistency, stability of responses, and free from error (Sekaran & Bougie, 2016). To find the reliability of the data, this study finds the Cronbach's Alpha coefficient from each construct measure, with the limit of reliability standard of 0.6 (Hair et al. 2010). Hence, the data will be recognized as reliable if the Cronbach's Alpha coefficient of each variable exceeds the reliability standard of 0.6.

Table 4.1.3.2.1

Reliability Test Results of the Variables

Variables	Cronbach's Alpha	Reliability Standard	Information
E-service Quality (X1)	0.877	0.60	Reliable
Satisfaction (X2)	0.865	0.60	Reliable
Trust (X3)	0.875	0.60	Reliable
Online Shopping Experience (Z)	0.881	0.60	Reliable
Repurchase Intention (Y)	0.870	0.60	Reliable

Source: Data processed by SPSS ver. 26 (2022)

Table 4.1.3.2 shows the reliability test results of the independent variables, which are E-service Quality (X1), Satisfaction (X2), and Trust (X3), the moderator variable which is

Online Shopping Experience (Z), and the dependent variable which is Repurchase Intention (Y). The table above shows that the Cronbach's Alpha coefficient of E-service Quality is 0.877, Satisfaction is 0.865, Trust 0.875, Online Shopping Experience is 0.881, and Repurchase Intention is 0.870. Thus, every independent, dependent, and moderator variable of this study is reliable, as the Cronbach's Alpha of each variable exceeds the value of 0.6.

4.1.4 Classical Assumption Test

This study carries out the classical assumption test, as according to Alita et al. (2021), it is a precondition in conducting the multiple linear regression. Classical assumption test is to find out whether the data is normally distributed by normality test, and whether the data does not contain heteroskedasticity by heteroskedasticities test. This study uses Kolmogorov-Smirnov as the normality test, and Glejser test as the heteroskedasticities test.

4.1.4.1 Normality Test (Kolmogorov-Smirnov Test)

According to Alita et al. (2021), the aim of normality test is to examine whether the variables have the normal distribution of data. The data with normal distribution means that the data can represent the population, as the data has spread equally (Ainiyah et al., 2016). By using Kolmogorov-Smirnov test, the data will be recognized normally distributed if the sigma value exceeds 0.05, as the confidence level is 95%.

Table 4.1.4.1.1
Kolmogorov-Smirnov Test Results

N		137
Normal Parameters	Mean	0.0000000
	Std. Deviation	1.54768752
Most Extreme Differences	Absolute	0.076
	Positive	0.036
	Negative	0.076
Test Statistic		0.076
Asymp. Sig (2-tailed)		0.054

Source: Data processed by SPSS ver. 26 (2022)

Table 4.1.4.1.1 above shows the results of Kolmogorov-Smirnov test by using Statistical Product and Service Solutions (SPSS) in the aim to examine the distribution of the data. It can be seen from the table above that the sigma value of the data is 0.054, which means

that the data is normally distributed, since the value exceeds 0.05 in the confidence level of 95%.

4.1.4.2 Heteroskedasticities Test (Glejser Test)

Heteroskedasticities test is being carried out to examine whether the residual value of the regression model is similar (Alita et al., 2021). A regression model of each variable created where the data contains no heteroskedasticity. This study operates Glejser test in carrying out heteroskedasticities test by using Statistical Product and Service Solutions (SPSS). It can be considered that there is no heteroskedasticity in the data if the sigma value exceeds 0.05, and the constant value is below 0.05.

Table 4.1.4.2.1
Glejser Test Results

Model		Standardized Coefficient	t	Sig.
1	(Constant)		3.966	0.000
	E-service Quality (X1)	-0.112	-0.880	0.380
	Satisfaction (X2)	0.010	0.083	0.934
	Trust (X3)	-0.083	-0.632	0.529
A	Dependent Variable: Residual			

Source: Data processed by SPSS ver. 26 (2022)

The heteroskedasticities test of Glejser can be seen in table 4.1.4.2 above. Before conducting the Glejser test, this study had to find the residual value first, as the value will be used in the Glejser test. Furthermore, in finding the residual value, only the independent variables used, which is E-service Quality (X1), Satisfaction (X2), and Trust (X3), as it is the requirement. Subsequently, it can be seen that the sigma value of E-service Quality is 0.380, Satisfaction is 0.934, and Trust for 0.529. Also, the constant value is below 0.05. Thus, the results of Glejser test of each variable mean that there is no heteroskedasticity appear in the data.

4.1.5 Hypotheses Test

In this study, there are two methods of hypotheses testing, which are the multiple linear regression method, and the moderated regression analysis (MRA) method. Both methods are being conducted to examine whether E-service Quality (X1), Satisfaction (X2), and

Repurchase Intention (X3) influence Repurchase Intention (Y) before and after moderation. Furthermore, the MRA method is being conducted to see whether Online Shopping Experience (Z) moderates the independent variables (X1, X2, and X3) in influencing Repurchase Intention (Y). Subsequently, the two methods are being carried out by operating Statistical Product and Service Solutions (SPSS).

4.1.5.1 Multiple Linear Regression

In the aim to find how capable each independent variable, which are E-service Quality (X1), Satisfaction (X2), and Trust (X3), in influencing the dependent variable, which is Repurchase Intention (Y), this study uses multiple linear regression method. In conducting the multiple linear regression method, this study implements the t-test method. The independent variable will be recognized successful in influencing the dependent variable, if the *p-value* of each independent variable is less than 0.05, with the confidence level 95%.

Table 4.1.5.1.1
Multiple Linear Regression of t-test Results

Variables	B	β	t-count	p-value	Hypotheses
Constant	0.830				
E-service Quality (X1)	0.074	0.100	1.189	0.237	H1a not supported
Satisfaction (X2)	0.389	0.468	5.766	0.000	H2a supported
Trust (X3)	0.187	0.272	3.129	0.002	H3a supported
$R^2 = 0.574$, Adj. $R^2 = 0.564$					

Source: Data processed by SPSS ver. 26 (2022)

The results of multiple linear regression of t-test method can be seen in table 4.1.5.1.1 above. The table shows that E-service quality has the *p-value* of 0.237, Satisfaction with 0.000, and Trust with 0.002. Furthermore, the table explains that the t-test resulting the value of R^2 for 0.574, and adjusted R^2 of 0.564.

4.1.5.2 Moderated Regression Analysis (MRA)

The influence of E-service Quality, Satisfaction, and Repurchase Intention, on Repurchase Intention in the COVID-19 era, can be seen by doing a moderating effect. In this study. the moderating effect will be conducted by using the Moderated Regression Analysis (MRA), which is a tool to examine in what way a moderator variable affects the connection between one or two and another variable (Saunders, 1956).

E-service Quality, Satisfaction, and Repurchase Intention will be recognized as success in influencing Repurchase Intention in the COVID-19 era, if the *p*-value of each independent variable is less than 0.05. Subsequently, Online Shopping Experience will be recognized successful in moderating E-service Quality, Satisfaction, and Trust, on Repurchase Intention in the COVID-19 era, if the *p*-value of Online Shopping Experience is less than 0.05.

Table 4.1.5.2.1
Moderated Regression Analysis (MRA) Results

Variables	Regression Coefficient	β	<i>t</i>-count	<i>p</i>-value	Hypotheses
Constant	5.077				
E-service Quality (X1)	-0.657	-0.885	-2.417	0.017	H1b supported
Satisfaction (X2)	0.765	0.920	2.103	0.037	H2b supported
Trust (X3)	0.164	0.239	0.478	0.634	H3b not supported
ESQ*OSE	0.042	1.783	2.526	0.013	H4 supported
S*OSE	-0.033	-1.171	-1.518	0.131	H5 not supported
T*OSE	-0.001	-0.051	-0.058	0.954	H6 not supported
$R^2 = 0.681$, Adj. $R^2 = 0.667$					

Source: Data processed by SPSS ver. 26 (2022)

Table 4.1.5.2.1 above shows the results of the Moderated Regression Analysis (MRA) test by operating the Statistical Product and Service Solutions (SPSS). The MRA test were being conducted to analyse the hypotheses of H1b, H2b, H3b, H4, H5, and H6, in this study. In the table above, it can be seen that the value of R^2 and the adjustment R^2 are 0.681 and 0.667 respectively. The numbers mean that the MRA test was being conducted successfully and the moderation is significant, as there is improvement in the value compared to the value of the R^2 and the Adjustment R^2 of the Multiple Linear Regression (table 4.1.5.1.1), which are 0.574 and 0.564 respectively.

Beside the value of the R^2 and the Adjustment R^2 , table 4.1.5.2.1 also shows the *p*-value of each independent variable, and the *p*-value of Online Shopping Experience as the moderator of each independent variable. It can be found that the value of E-service Quality (X1), Satisfaction (X2), and Trust (X3) after moderation are 0.017, 0.037, and 0.634 respectively. Furthermore, it can be seen that Online Shopping Experience moderates Online

Shopping Experience (ESQ*OSE) with the p -value of 0.013, moderated Satisfaction (S*OSE) with the p -value of 0.131, and moderated Trust (T*OSE) with the p -value of 0.954.

4.2 DISCUSSION

The discussion section will analyse and explain the results of the Multiple Linear Regression test (table 4.1.5.1.1) and the Moderated Regression Analysis (MRA) test (table 4.1.5.2.1). The discussion of the two test is being conducted to explain whether E-service Quality (X1), Satisfaction (X2), and Trust (X3) have influence on Repurchase Intention (Y) before moderation (hypotheses H1a, H2a, and H3a), and after moderation (H1b, H2b, and H3b). Furthermore, this section explains whether Online Shopping Experience (Z) successfully moderates E-service Quality (X1), Satisfaction (X2), and Trust (X3) (hypotheses of H4, H5, and H6).

4.2.1 Influence of E-service Quality on Repurchase Intention before and after moderation (hypotheses H1a and H1b)

According to table 4.1.5.1.1, it can be seen that the p -value of E-service Quality in the multiple linear regression test is 0.237, which means the numbers are larger than 0.05. This indicates that E-service Quality would not influence Repurchase Intention in an e-commerce before moderation (not in the COVID-19 era). Furthermore, the results support the study by Chang and Chen (2009), which resulted that there is no influence of E-service Quality on Repurchase Intention. Thus, the hypotheses can be concluded that,

H1a: E-service Quality has a significant influence on Repurchase Intention was not supported.

However, the results of MRA test on table 4.1.5.2.1, which shows the p -value of the influence of E-service Quality on Repurchase Intention after moderation shows different results with the multiple linear regression test. In table 4.1.5.2.1, it can be seen that the p -value of E-service Quality in the MRA test is 0.017, and less than the value of 0.05. It means that even though E-service Quality would not influence before moderation, but E-service Quality influences Repurchase Intention after moderation, which means E-service Quality influences significantly Repurchase Intention in the COVID-19 era. Subsequently, the results support the study of Ellyawati (2017) and Wen et al. (2011) which stated that Repurchase Intention can be obtained by a good service quality. Hence, the results support the hypotheses of,

H1b: E-service Quality has a significant influence on Repurchase Intention in the COVID-19 era (after moderation) was supported.

4.2.2 Influence of Satisfaction on Repurchase Intention before and after moderation (hypotheses H2a and H2b)

The results of multiple linear regression test of Satisfaction can be seen in table 4.1.5.1.1. From the table, it shows that the p -value of Satisfaction is 0.000, or smaller than the value of 0.05. It means that Satisfaction has a significant influence on Repurchase Intention in an e-commerce before moderation (not in the COVID-19 era). Also, the results support the study of Zeithaml et al. (1996) which found that Satisfaction has a significantly influences customer intention. Therefore, it can be concluded that,

H1a: Satisfaction has a significant influence on Repurchase Intention was supported.

The results of whether Satisfaction influences Repurchase Intention after moderation are being explained in table 4.1.5.2.1. The MRA test shows that the p -value of Satisfaction is less than 0.05, with the value of 0.037. It means that Satisfaction significantly influences Repurchase Intention in an e-commerce in the COVID-19 era or after moderation. Furthermore, this also supports the study of Cronin et al. (2000) which underlined that there is a significant influence of Satisfaction on customer loyalty. Thus, this creates a conclusion of,

H2b: Satisfaction has a significant influence on Repurchase Intention in the COVID-19 era (after moderation) was supported.

4.2.3 Influence of Trust on Repurchase Intention before and after moderation (hypotheses H3a and H3b)

The same with Satisfaction, Trust also influences significantly Repurchase Intention in an e-commerce. This conclusion can be created because the p -value of multiple linear regression test of Satisfaction is 0.002, which is less than the value of 0.05, as it can be seen from the table 4.1.5.1.1. Further, this supports the study by Safa and Ismail (2013) and Safa and Solms (2016), which found that Trust influences online transactions and customers loyalty. Thus, it supports the hypotheses of,

H3a: Trust has a significant influence on Repurchase Intention was supported.

Even though the multiple linear regression test shows that Trust has a significant effect on Repurchase Intention in an e-commerce, but the MRA test shows different results for the influence after moderation. Table 4.1.5.2.1 shows that the p -value of the MRA test of Trust is higher than the value of 0.05, which is 0.634. It means that Trust would not influence significantly on Repurchase Intention in an e-commerce in the COVID-19 era, or it can be concluded that,

H3b: Trust has a significant influence on Repurchase Intention in the COVID-19 (after moderation) was not supported.

4.2.4 Role of Online Shopping Experience as a moderator of E-service Quality on Influencing Repurchase Intention (hypotheses H4)

The MRA test in table 4.1.5.2.1 explains whether Online Shopping Experience moderates E-service Quality on influencing Repurchase Intention. In the table above, the p -value of Online Shopping Experience moderates E-service Quality can be seen in variable ESQ*OSE, which has the p -value of 0.013. The number of 0.013 is less than the value of 0.05, which means that Online Shopping Experience significantly influences and strengthens E-service Quality on influencing Repurchase Intention in an e-commerce, especially in the COVID-19 era. Furthermore, the results support the study by Sudaryanto et al. (2021) who found that Online Shopping Experience as a moderator significantly strengthens and influences E-service Quality on influencing Repurchase Intention. Thus, it concludes the hypotheses that,

H4: Online Shopping Experience moderates E-service Quality on influencing Repurchase Intention was supported.

4.2.5 Role of Online Shopping Experience as a moderator of Satisfaction on Influencing Repurchase Intention (hypotheses H5)

Even though Satisfaction significantly influences Repurchase Intention in an e-commerce, especially in the COVID-19 era, but Online Shopping Experience would not strengthen or support Satisfaction on influencing Repurchase Intention in an e-commerce, especially in the COVID-19 era. This can be seen in the p -value of Online Shopping Experience moderates Satisfaction which represented by the variable ESQ*S in table 4.1.5.2.1, which has the value of 0.131, or bigger than the value of 0.05. The value supports the study by Sudaryanto et al. (2021) who stated that Online Shopping Experience would not moderate Satisfaction on influencing Repurchase Intention in an e-commerce, particularly in the COVID-19 era. Thus, it creates a conclusion on the hypotheses H5 which,

H5: Online Shopping Experience moderates Satisfaction on influencing Repurchase Intention was not supported.

4.2.6 Role of Online Shopping Experience as a moderator of Trust on Influencing Repurchase Intention (hypotheses H6)

The results of the MRA test of whether Online Shopping Experience moderates Trust on influencing Repurchase Intention mainly in the COVID-19 era can be seen in table 4.1.5.2.1. The table shows that the p -value of Online Shopping Experience moderates Trust, which is being represented by $OSE*T$, is 0.954. It means that Online Shopping Experience would not moderate or strengthen Trust on influencing Repurchase Intention in an e-commerce in the COVID-19 era, even though Trust has a significant influence on Repurchase Intention in an e-commerce. Thus, the conclusion of H6 is,

H6: Online Shopping Experience moderates Trust on influencing Repurchase Intention was not supported.

CHAPTER V

CONCLUSION

5.1 CONCLUSIONS

The aim of this study is to examine whether each of E-service Quality, Satisfaction, and Trust has a significant influence on Repurchase Intention in an e-commerce before and after moderation (in the COVID-19 era). Another aim is to analyze whether Online Shopping Experience moderates E-service Quality, Satisfaction, and Trust in influencing Repurchase Intention in an e-commerce, especially in the COVID-19 era. According to the results of this study which was being conducted on Tokopedia in the areas of Yogyakarta, there are several conclusions that can be drawn as follows:

1. E-service Quality does not have a significant influence on Repurchase Intention in an e-commerce.
2. E-service Quality has a significant influence on Repurchase Intention in an e-commerce after moderation (in the COVID- era).
3. Satisfaction has a significant influence on Repurchase Intention in an e-commerce.
4. Satisfaction has a significant influence on Repurchase Intention in an e-commerce after moderation (in the COVID-19 era).
5. Trust has a significant influence on Repurchase Intention in an e-commerce.
6. Trust does not have a significant influence on Repurchase Intention in an e-commerce after moderation (in the COVID-19 era).
7. Online Shopping Experience moderates or strengthens E-service Quality in influencing Repurchase Intention in an e-commerce, especially in the COVID-19 era.
8. Online Shopping Experience does not moderate or strengthen Satisfaction in influencing Repurchase Intention in an e-commerce, especially in the COVID-19 era.
9. Online Shopping Experience does not strengthen or support Trust in influencing Repurchase Intention in an e-commerce, especially in the COVID-19 era.

5.2 MANAGERIAL IMPLICATIONS

According to the conclusions above, these managerial implications are expected to be several inputs for entrepreneurs in e-commerce industries before and during the COVID-19 era, which are:

1. Entrepreneurs in e-commerce industries should consider thoughtfully E-service Quality in expanding the market in an e-commerce in the COVID-19 era, as E-service Quality has a significant influence on Repurchase Intention in an e-commerce during the COVID-19 era.
2. In creating a strong E-service Quality outside the era of COVID-19, entrepreneurs in e-commerce industries should utilize and combine Online Shopping Experience with E-service Quality, as Online Shopping Experience is proven to be able to strengthen E-service Quality in influencing Repurchase Intention in an e-commerce.
3. Entrepreneurs should develop Satisfaction in the aim of expanding the business and market of an e-commerce, as Satisfaction has a significant influence on Repurchase Intention in an e-commerce before and during the COVID-19 era.
4. Trust should be considered seriously by entrepreneurs in e-commerce industries, as Trust has a significant influence on Repurchase Intention in an e-commerce.

5.3 STUDY LIMITATIONS

There are several limitations of this study as follows:

1. This study was only being conducted in 4 districts and 1 city in Yogyakarta area.
2. The sample of this study is relatively small, which only 137 respondents.

5.4 SUGGESTIONS

The suggestions that can be given for further research in order to correct, develop, and complete this study include:

1. Further research is recommended to expand the area or the population of the study, which in this study is only in Yogyakarta area.
2. It is recommended for further research to find the moderator variable which can strengthen the variable Trust in influencing Repurchase Intention in an e-commerce in the COVID-19 era.
3. Further research is highly recommended to conduct the study in the aim to examine Repurchase Intention in an e-commerce when the COVID-19 era ends, or become an endemic.
4. It is highly recommended for further research to find another independent variable which has the potential to influence Repurchase Intention in an e-commerce, with the moderator of Online Shopping Experience.

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APPENDIX

Appendix 1. Questionnaire

Part 1. Respondent Profile

1. Gender:

- a. Male
- b. Female

2. Age:

Instruction: Symbol '<' = less than, symbol '>' = more than.

- a. < 20 years old
- b. 20 – 30 years old
- c. 31 – 40 years old
- d. 41 – 50 years old
- e. >50 years old

3. Latest Education Background:

- a. Have no education
- b. Elementary school or equal
- c. Junior high school or equal
- d. Senior high school or equal
- e. Diploma degree or equal
- f. Bachelor degree or equal
- g. Master degree or equal
- h. Other:

4. Job:

- a. Student
- b. College student
- c. Government employee
- d. Private employee
- e. Businessman
- f. Other:

5. Average Income per Month:

Instruction: Symbol '<' = less than, symbol '>' = more than.

- a. < Rp. 2.000.000
- b. Rp 2.000.000 – Rp. 4.000.000

c. > Rp. 4.000.000 – Rp. 6 000.000

d. > Rp. 6.000.000

6. Residential Area in Yogyakarta

a. Bantul district

b. Gunungkidul district

c. Kulon Progo district

d. Sleman district

e. Jogja city

Part 2. E-service Quality

Instruction: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

1. The Tokopedia application is easy to access when finding for the desired product.

a. 1 b. 2 c. 3 d. 4 e. 5

2. The Tokopedia application always give latest information about the availability of the desired product specifically.

a. 1 b. 2 c. 3 d. 4 e. 5

3. The search engine on the Tokopedia application to search the desired product infrequently gets errors.

a. 1 b. 2 c. 3 d. 4 e. 5

4. The Tokopedia application protect customer's personal information.

a. 1 b. 2 c. 3 d. 4 e. 5

5. The Tokopedia application provides contact information of sellers of the desired product.

a. 1 b. 2 c. 3 d. 4 e. 5

Part 3. Satisfaction

Instruction: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

1. The desired product I purchased on the Tokopedia application fulfilled my expectations.

a. 1 b. 2 c. 3 d. 4 e. 5

2. I always make a decision to shop for the desired product on the Tokopedia application.

a. 1 b. 2 c. 3 d. 4 e. 5

3. I like shopping for the desired product on the Tokopedia application because there are many discounts.

- a. 1 b. 2 c. 3 d. 4 e. 5

4. I feel satisfied with the desired product I purchased on the Tokopedia application.

- a. 1 b. 2 c. 3 d. 4 e. 5

Part 3. Trust

Instruction: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

1. I trust that the Tokopedia application is honest in doing business.

- a. 1 b. 2 c. 3 d. 4 e. 5

2. I trust that the Tokopedia application does not take exaggerate income.

- a. 1 b. 2 c. 3 d. 4 e. 5

3. I trust that the Tokopedia application stands its promise to customers.

- a. 1 b. 2 c. 3 d. 4 e. 5

4. I trust that the Tokopedia application can be fully trusted.

- a. 1 b. 2 c. 3 d. 4 e. 5

5. I trust that Tokopedia application concerns for customers.

- a. 1 b. 2 c. 3 d. 4 e. 5

Part 4. Repurchase Intention

Instruction: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

1. I will repurchase the desired product on the Tokopedia application.

- a. 1 b. 2 c. 3 d. 4 e. 5

2. I will use the Tokopedia application in the future.

- a. 1 b. 2 c. 3 d. 4 e. 5

3. I will recommend the Tokopedia application to shop for the desired product to others.

- a. 1 b. 2 c. 3 d. 4 e. 5

Part 5. Online Shopping Experience

Instruction: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

1. I have an online shopping experience on the Tokopedia application, like purchased the desired product.

- a. 1 b. 2 c. 3 d. 4 e. 5

2. I often to make purchases on the Tokopedia application.

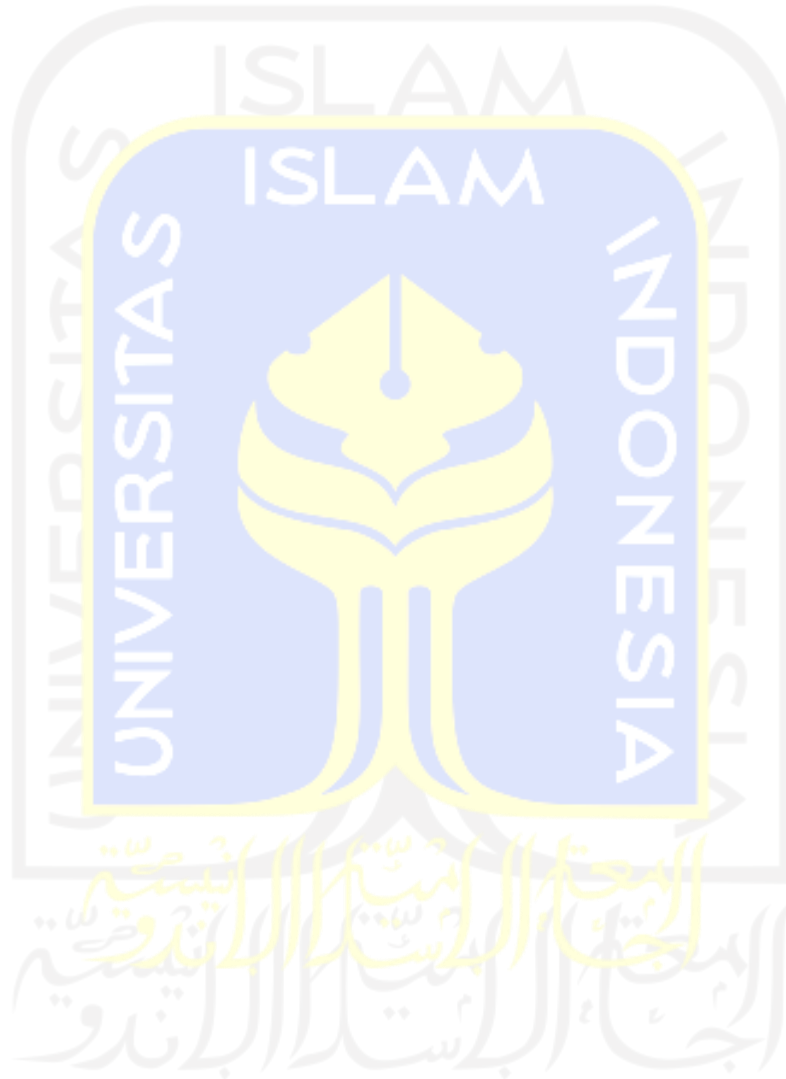
- a. 1 b. 2 c. 3 d. 4 e. 5

3. I feel comfortable in using the Tokopedia application, as the features is easy to understand.

a. 1 b. 2 c. 3 d. 4 e. 5

4. I feel convenience to shop the desired product on the Tokopedia application because I do not need to visit the offline store directly.

a. 1 b. 2 c. 3 d. 4 e. 5



Appendix 2. Questionnaire Data

EQ1	EQ2	EQ3	EQ4	EQ5	S1	S2	S3	S4	T1	T2	T3	T4	T5	RI1	RI2	RI3	OSE1	OSE2	OSE3	OSE4	TOT
4	3	3	5	4	3	3	4	3	5	4	4	3	5	5	5	5	5	5	5	5	156
4	5	5	4	4	4	4	5	3	4	4	4	3	4	4	3	4	4	4	3	4	151
5	5	5	5	5	5	5	2	5	5	1	4	4	5	5	5	5	5	5	5	5	172
5	5	5	5	3	5	5	3	5	5	3	5	4	5	5	5	5	5	5	5	5	176
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	190
3	4	4	3	4	4	4	4	5	4	4	4	4	4	4	4	4	4	2	2	4	146
5	3	3	3	4	3	4	4	4	4	3	4	4	3	5	5	4	5	4	4	5	148
4	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	3	4	3	179
5	4	4	3	3	5	3	3	4	3	4	4	5	4	4	4	3	5	4	4	4	147
4	4	5	3	4	4	3	3	4	4	3	3	4	4	4	4	4	4	3	4	4	143
5	4	4	4	3	4	4	5	4	4	2	5	5	4	4	4	5	5	3	4	5	157
4	5	5	5	4	3	5	5	5	5	5	4	4	5	4	4	4	4	4	3	3	166
4	3	4	3	2	4	4	3	4	3	2	2	2	2	4	4	3	4	4	4	4	122
4	5	4	4	4	5	4	5	4	5	3	4	4	4	4	5	4	5	4	4	5	162
5	5	4	2	5	4	5	4	5	4	2	5	5	5	5	5	5	5	5	5	5	170
5	4	4	3	5	4	3	4	4	3	3	3	4	4	4	5	4	5	4	4	5	150
5	5	4	4	5	4	4	3	3	4	4	4	3	3	4	4	4	3	3	3	3	146
5	4	5	5	5	5	4	4	5	5	5	5	4	5	5	5	5	5	5	5	5	182
5	4	5	4	5	4	5	3	5	4	5	4	4	4	5	5	4	4	5	5	4	168
5	5	4	4	5	5	5	5	5	4	4	5	4	5	5	5	5	5	5	5	5	180
4	3	3	4	4	4	4	2	4	4	3	5	5	4	3	4	2	3	2	3	2	134
5	5	5	5	5	4	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	184
5	5	5	3	5	5	5	3	5	5	2	5	5	5	5	5	4	5	5	5	5	174
5	5	5	5	5	5	5	2	5	3	1	4	4	4	5	5	5	5	5	2	5	163
5	4	4	1	3	3	5	2	3	4	4	3	2	3	5	5	5	5	5	5	5	142
4	2	2	4	2	3	4	3	3	4	5	4	3	3	4	4	3	5	3	4	4	130
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4	4	5	4	4	4	5	5	5	3	4	4	3	5	5	5	5	5	5	5	5	166
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3	4	4	4	4	5	4	2	3	5	3	4	3	4	4	4	4	2	2	2	4	138
5	4	4	3	4	4	3	3	4	5	4	3	3	4	4	3	3	5	2	4	5	142
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5	5	4	3	4	5	4	4	5	4	4	4	4	5	5	5	5	5	5	5	4	169
4	5	4	3	5	4	5	3	4	4	4	5	3	5	5	4	5	5	4	5	4	162

4	4	3	5	5	5	5	4	5	5	5	4	3	5	4	4	3	4	3	5	5	163
4	3	4	4	2	4	3	4	4	4	3	4	3	3	4	4	4	5	4	4	5	140
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5	5	4	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	4	4	4	181
4	5	4	5	4	5	4	4	4	3	3	3	3	3	4	3	3	4	4	4	3	143
4	4	3	3	4	3	3	4	4	3	3	3	3	3	3	3	3	4	3	3	4	126
5	4	4	5	4	4	5	4	5	4	3	5	5	5	4	5	5	5	4	5	5	171
4	4	4	5	5	3	3	3	4	3	3	3	3	4	4	4	3	5	5	5	4	143
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4	4	4	5	4	5	4	4	5	4	3	4	4	4	4	4	5	5	4	4	4	159
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3	3	3	5	5	3	4	5	4	4	4	4	3	4	3	4	4	2	3	3	4	142
5	4	4	3	2	5	5	5	4	4	3	4	4	4	3	3	4	5	4	5	4	150
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	188
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	190
3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	2	2	2	3	3	3	112
4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	180
3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	142
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5	3	5	5	4	5	5	2	5	4	3	4	3	3	4	4	3	4	2	4	5	149
2	2	2	2	2	2	3	4	1	2	2	2	2	2	2	3	2	3	2	3	2	84
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	190
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5	5	5	5	4	3	3	4	4	5	4	4	4	4	4	5	3	5	3	4	4	158
5	5	5	5	4	5	4	5	5	5	4	5	5	5	4	4	3	4	3	5	5	173

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5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	158
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4	3	3	3	4	4	4	3	3	4	3	4	4	4	4	4	4	1	1	1	4	4	131
4	4	4	2	3	4	4	3	4	4	2	4	4	4	4	3	4	4	3	4	4	4	137
5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	5	5	164



Appendix 3. Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TOTEQ	137	10	25	20,65	3,196
TOTS	137	6	20	16,07	2,852
TOTT	137	10	25	19,34	3,448
TOTRI	137	3	15	12,23	2,371
TOTOSE	137	4	20	16,33	3,193
Valid N (listwise)	137				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EQ1	137	2	5	4,37	0,728
EQ2	137	2	5	4,14	0,824
EQ3	137	2	5	4,04	0,861
EQ4	137	1	5	4,01	0,978
EQ5	137	1	5	4,09	0,878
Valid N (listwise)	137				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
S1	137	2	5	4,21	0,761
S2	137	1	5	3,88	1,008
S3	137	1	5	3,77	1,015
S4	137	1	5	4,20	0,856
Valid N (listwise)	137				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
T1	137	2	5	4,00	0,795
T2	137	1	5	3,45	0,977
T3	137	1	5	3,96	0,808
T4	137	2	5	3,86	0,893
T5	137	2	5	4,07	0,815
Valid N (listwise)	137				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
OSE1	137	1	5	4,27	0,920
OSE2	137	1	5	3,65	1,095
OSE3	137	1	5	4,07	0,905
OSE4	137	1	5	4,34	0,816

Valid N (listwise)	137				
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Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
RI1	137	1	5	4,03	0,857
RI2	137	1	5	4,16	0,825
RI3	137	1	5	4,04	0,923
Valid N (listwise)	137				



Appendix 4. Validity and Reliability Test

1. Validity Test

		TOTAL
EQ1	Pearson Correlation	.686**
	Sig. (2-tailed)	.000
	N	137
EQ2	Pearson Correlation	.679**
	Sig. (2-tailed)	.000
	N	137
EQ3	Pearson Correlation	.724**
	Sig. (2-tailed)	.000
	N	137
EQ4	Pearson Correlation	.503**
	Sig. (2-tailed)	.000
	N	137
EQ5	Pearson Correlation	.569**
	Sig. (2-tailed)	.000
	N	137
S1	Pearson Correlation	.668**
	Sig. (2-tailed)	.000
	N	137
S2	Pearson Correlation	.729**
	Sig. (2-tailed)	.000
	N	137
S3	Pearson Correlation	.559**
	Sig. (2-tailed)	.000
	N	137
S4	Pearson Correlation	.767**
	Sig. (2-tailed)	.000
	N	137
T1	Pearson Correlation	.703**
	Sig. (2-tailed)	.000
	N	137
T2	Pearson Correlation	.500**
	Sig. (2-tailed)	.000
	N	137
T3	Pearson Correlation	.789**
	Sig. (2-tailed)	.000
	N	137

T4	Pearson Correlation	.705**
	Sig. (2-tailed)	.000
	N	137
T5	Pearson Correlation	.775**
	Sig. (2-tailed)	.000
	N	137
RI1	Pearson Correlation	.785**
	Sig. (2-tailed)	.000
	N	137
RI2	Pearson Correlation	.823**
	Sig. (2-tailed)	.000
	N	137
RI3	Pearson Correlation	.744**
	Sig. (2-tailed)	.000
	N	137
OSE1	Pearson Correlation	.706**
	Sig. (2-tailed)	.000
	N	137
OSE2	Pearson Correlation	.668**
	Sig. (2-tailed)	.000
	N	137
OSE3	Pearson Correlation	.747**
	Sig. (2-tailed)	.000
	N	137
OSE4	Pearson Correlation	.700**
	Sig. (2-tailed)	.000
	N	137
TOTAL	Pearson Correlation	1
	Sig. (2-tailed)	
	N	137

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

2. Reliability Test

Case Processing Summary

		N	%
Cases	Valid	137	100.0
	Excluded ^a	0	.0
	Total	137	100.0

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EQ1	80.2482	150.467	.654	.941
EQ2	80.4818	149.060	.642	.941
EQ3	80.5839	147.509	.689	.940
EQ4	80.6058	151.079	.442	.944
EQ5	80.5328	150.677	.520	.943
S1	80.4088	150.273	.633	.941
S2	80.7372	144.945	.688	.940
S3	80.8467	149.219	.501	.943
S4	80.4234	146.658	.737	.939
T1	80.6204	149.031	.670	.940
T2	81.1679	151.155	.439	.944
T3	80.6569	147.051	.763	.939
T4	80.7591	147.405	.667	.940
T5	80.5547	147.219	.747	.939
RI1	80.5912	146.229	.758	.939
RI2	80.4599	146.030	.801	.938
RI3	80.5766	145.996	.709	.940
OSE1	80.3504	146.950	.667	.940
OSE2	80.9708	145.190	.616	.941
OSE3	80.5474	146.250	.713	.940
OSE4	80.2847	148.749	.666	.940

Reliability Statistics

Cronbach's Alpha	N of Items
.943	21

Appendix 5. Normality Test (Kolmogorov-Smirnov Test)

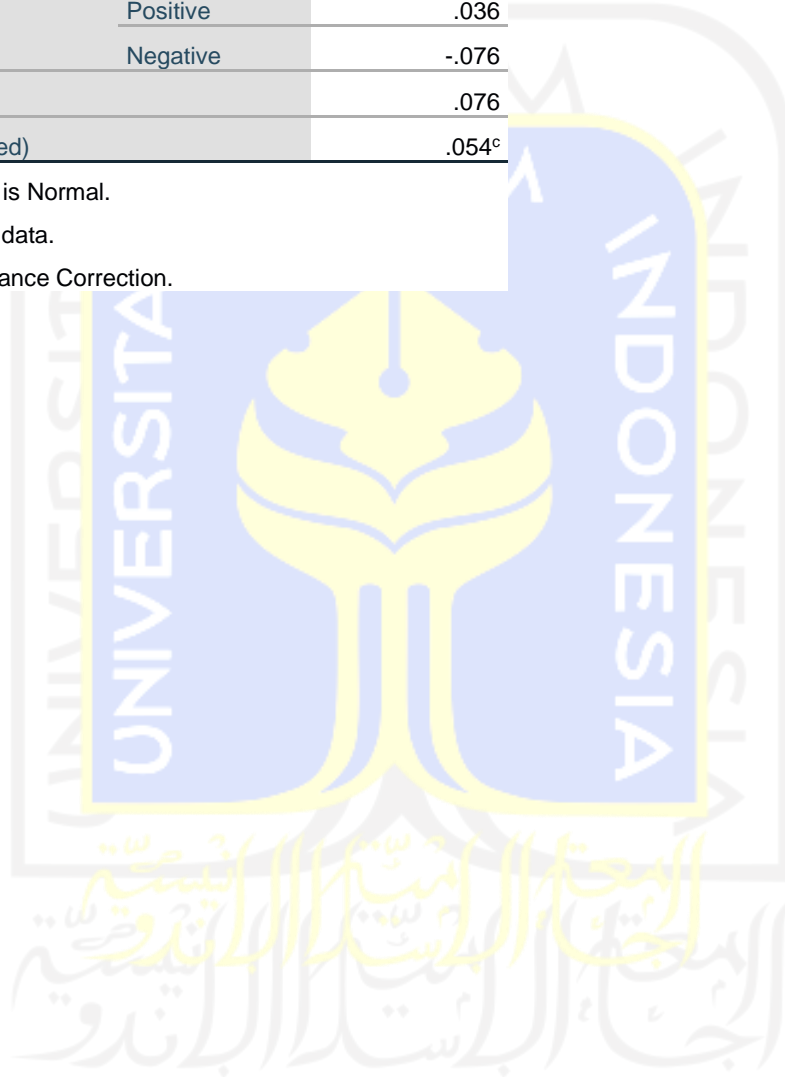
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		137
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.54768752
Most Extreme Differences	Absolute	.076
	Positive	.036
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.054 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.



Appendix 6. Heteroskedasticities Test (Glejser Test)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.173 ^a	.030	.008	.98745

a. Predictors: (Constant), TOTT, TOTS, TOTEQ

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.986	3	1.329	1.363	.257 ^b
	Residual	129.684	133	.975		
	Total	133.669	136			

a. Dependent Variable: RES2

b. Predictors: (Constant), TOTT, TOTS, TOTEQ

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.303	.581		3.966	.000
	TOTEQ	-.035	.039	-.112	-.880	.380
	TOTS	.004	.043	.010	.083	.934
	TOTT	-.024	.038	-.083	-.632	.529

a. Dependent Variable: RES2

Appendix 7. Multiple Linear Regression

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758 ^a	.574	.564	1.565

a. Predictors: (Constant), TOTT, TOTS, TOTEQ

b. Dependent Variable: TOTRI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	438.760	3	146.253	59.711	.000 ^b
	Residual	325.766	133	2.449		
	Total	764.526	136			

a. Dependent Variable: TOTRI

b. Predictors: (Constant), TOTT, TOTS, TOTEQ

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.830	.920		.901	.369
	TOTEQ	.074	.062	.100	1.189	.237
	TOTS	.389	.067	.468	5.766	.000
	TOTT	.187	.060	.272	3.129	.002

a. Dependent Variable: TOTRI

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6.00	15.15	12.23	1.796	137
Residual	-3.800	4.856	.000	1.548	137
Std. Predicted Value	-3.470	1.622	.000	1.000	137
Std. Residual	-2.428	3.103	.000	.989	137

a. Dependent Variable: TOTRI

Appendix 8. The Moderated Regression Analysis (MRA)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825 ^a	.681	.667	1.369

a. Predictors: (Constant), TM, TOTEQ, TOTS, TOTT, EQM, SM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	520.929	6	86.821	46.334	.000 ^b
	Residual	243.597	130	1.874		
	Total	764.526	136			

a. Dependent Variable: TOTRI

b. Predictors: (Constant), TM, TOTEQ, TOTS, TOTT, EQM, SM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.077	1.038		4.893	.000
	TOTEQ	-.657	.272	-.885	-2.417	.017
	TOTS	.765	.364	.920	2.103	.037
	TOTT	.164	.344	.239	.478	.634
	EQM	.042	.017	1.783	2.526	.013
	SM	-.033	.022	-1.171	-1.518	.131
	TM	-.001	.021	-.051	-.058	.954

a. Dependent Variable: TOTRI