The Effect of After-Sales Services Quality, Customer Ratings and Reviews Towards Customer Purchase Intention and Customers Loyalty Through Customers Satisfaction as Intervening Variable (Case Of Tokopedia E-Commerce Platform in Surabaya Indonesia)

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ABSTRACT

Purpose: E-commerce in indonesia is expected to keep expanding due to the high consumer spending habits of the indonesian population. Online transactions can be conducted through applications or websites accessible via smartphones, with tokopedia being one of the most prominent e-commerce platforms. The scale used in this study is the likert scale.

Design/methodology/approach: The population in this study is tokopedia users in surabaya. Taking into account suggestion number 3 on determining the number of samples by Hair et al. (2010), total sample taken was 160. In collecting the data, the researcher distributed questionnaires by using google form to 160 users of tokopedia in surabaya city.

Findings: The result of the study showed that after sales services and customer ratings and reviews had positive and significant affect toward customer purchase intention. Besides, after sales services and customer ratings and reviews had positive and significant affect toward customer loyalty. After sales services and customer ratings and reviews had positive and significant affect toward customer satisfaction. After sales services and customer ratings and reviews has a significant indirect effect on customer purchase intention through customer satisfaction. After sales services and and customer ratings and reviews has a significant indirect effect on customer loyalty through customer satisfaction.

Keyword: After Sales Services Quality, Customer Ratings and Reviews, Customer Purchase Intention, Customer Loyalty, Customer Satisfaction.

I. INTRODUCTION

E-commerce in Indonesia is expected to keep expanding due to the high consumer spending habits of the Indonesian population. Online transactions can be conducted through applications or websites accessible via smartphones, with Tokopedia being one of the most prominent e-commerce platforms. According to databoks.id research by Jayani (2021) Tokopedia is still the most visited e-commerce in the third quarter of 2021. IPrice reports this is seen from the number of monthly web visitors which reached 158.1 million visits, up 7% from the previous quarter when as many as 147.8 million visits beat other E-commerce such as Shopee, Bukalapak, Lazada, and others. From the results of the research that has been done, it can be seen that the public has higher interest and trust in Tokopedia than other E-commerce applications. Since the onset of the pandemic, Tokopedia has onboarded nearly 3.8 million new sellers, bringing the total to 11 million sellers across Indonesia. This expansion led to a rise in sales across nearly all regions, with notable increases observed in West Nusa Tenggara, Central Sulawesi, and South Sulawesi, which saw the highest sales growth. Additionally, the pandemic led to increased

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transactions on Tokopedia for various products, including health items, personal care, fashion, beauty products, goods for mothers and children, vehicle accessories, food and beverages, and electronics.

Based on data from the Indonesian Consumer Foundation (YLKI), it stated that in 2022, it received 16.6% consumer complaints on the type of business, namely online shopping. Complaints when shopping online are in second place, which indicates that there are still many complaints that occur when shopping online so that consumers are not satisfied with the buying and selling transactions carried out. Tokopedia is one of the e-commerce that also receives many complaints from consumers. Based on a survey conducted by YLKI, it was found that Tokopedia received 13% of complaints from the public, so it can be said that there is customer dissatisfaction when making transactions on Tokopedia. Customer satisfaction, as defined by Deng et al. (2010), is a crucial aspect of business operations because it significantly impacts revenue generation. When customers are pleased with the services they receive, businesses thrive. Customer satisfaction specifically relates to how customers behave in terms of purchasing and the level of satisfaction they derive from using a product. It involves customers comparing your offerings with those of competitors to make informed decisions.

Therefore, researchers conducted research with the following problem statement :
1. Does after-sales services have a significant positive effect on customers purchase intention?
2. Does customers ratings and reviews have a significant positive effect on customers purchase intention?
3. Does after-sales services have a significant positive effect on customers loyalty?
4. Does customers ratings and reviews have a significant positive effect on customers loyalty?
5. Does after-sales services quality have a significant positive effect on customers satisfaction?
6. Does customers ratings and reviews have a significant positive effect on customers satisfaction?
7. Does after-sales services have a significant positive effect on customers purchase intention through customers satisfaction?
8. Does customers ratings and reviews have a significant positive effect on customers purchase intention through customers satisfaction?
9. Does after sales services have a significant positive effect on customers loyalty through customers satisfaction?
10. Does customers rating and reviews have a significant positive effect on customers loyalty through customers satisfaction?

A. Objectives

The following are the research objectives of this study:
1. To test and analyze whether after-sales services have a significant positive effect on customers purchase intention
2. To test and analyze whether customers ratings and reviews have a significant positive effect on customers purchase intention
3. To test and analyze whether after-sales services have a significant positive effect on customers loyalty
4. To test and analyze whether customers ratings and reviews have a significant positive effect on customers loyalty
5. To test and analyze whether after-sales services quality have a significant positive effect on customers satisfaction
6. To test and analyze whether customers ratings and reviews have a significant positive effect on customers satisfaction
7. To test and analyze whether after-sales services have a significant positive effect on customers purchase intention through customers satisfaction
8. To test and analyze whether customers ratings and reviews have a significant positive effect on customers purchase intention through customers satisfaction
9. To test and analyze whether after sales services have a significant positive effect on customers loyalty through customers satisfaction
10. To test and analyze whether customers rating and reviews have a significant positive effect on customers loyalty through customers satisfaction

Because e-commerce shopping means that customers cannot see the goods directly, which leads to the receipt of some goods by customers that are not compatible with the pictures posted on in the online platform. This has an effect on customer dissatisfaction due to the difference in the product received. This leads the customer to a low rating and low reviews and the customer may send a complaint to the store on the online platform to request a return or refund. When a complaint is received, the seller's response with an online platform the problem greatly affects the rating and review that the customer will provide. If the online platform gives a good response to customer complaints, customers will do high ratings and reviews and that enhances the Customer's satisfaction for Customers Intention to buy on Tokopedia and that leads the Customers to gain loyalty for Tokopedia.

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B. Literature Review

1. After Sales Services Quality After-sales service is considered an important factor that has an impact on the creation of good relationships with customers (Ladokun I et al., 2013). According to Nasir et al. (2014) a company can create, maintain, and improve customer loyalty by providing excellent after-sales services as follows is the quick response of customer complaint, Replace the faulty good or make a full refund in case of the customer is not happy with the products or service.

2. Customer Ratings and Reviews

Ratings are part of the review, but the opinions given by consumers are in the form of a determined scale, usually the rating assigned by online stores is in the form of stars where more stars indicate a better value (Lackermair et al., 2013). Ratings are made by customers who have made online purchases and posted in the application Oftenly, ratings are one method for giving input from customers to sellers. According to Farki et al. (2016) stated that there are three indicators in online customer ratings and reviews are as follows is perceived usefulness, perceived enjoyment, perceived controlling.

3. Customer Purchase Intention

Apriyani & Sunarti (2017) stated that consumer satisfaction is a situation that consumers exhibit when they realize that their needs and desires are as expected and fulfilled well. According to Armstrong Mahemba (2019) there are several dimensions of customer satisfaction is perceived quality, perceived value, customer expectations.

4. Customer Loyalty

According to Agung (2016) customer Purchase Intention can be interpreted as buying interest that reflects the desire and desire of consumers to buy a product. Purchase intention can be defined as a willingness of a consumer to purchase or to buy a certain brand in the future based on consumer consideration about the specification of a brand. According to Kotler & Armstrong (2016) the main factors that affect a person's interest in repurchasing, namely as following is cultural factor, psychological factor, personal factor, social factor.

5. Customer Satisfaction

Oliver (2015) states customer loyalty as certainty by customers to buy a product and service on an on going basis, it triggers continued purchases on existing products. According to Griffin (2012), there are four dimension of customer loyalty as follows is make repeat purchases, buying other products and services with the same producer means using all the goods or services they need, recommend to others, demonstrate immunity from the attractiveness of competitors' products.

II. METHODS

Analysis of the data used in this study using quantitative descriptive analysis techniques. The scale used in this study is the Likert scale. The population in this study is Tokopedia users in Surabaya. The population in this study is infinite, meaning that researchers cannot know the exact number of Tokopedia users in Surabaya. Taking into account suggestion number 3 on determining the number of samples by Hair et al. (2010), the researcher determined the number of samples using the following formula is 16 x 10 = 160. The number of samples required in this study is at least 160 respondents. The source of research data is an important factor that is considered in determining the method of data collection. The types of data obtained are primary data. Primary data were collected using the technique distributing questionnaires, namely the questionnaire is a data collection technique that This is done by giving a set of questions or a written statement to respondents to answer (Sugiyono, 2019) . Analysis of the data used in this study is Partial Least Square (PLS).

A. Data Collection

In collecting the data, the researcher distributed questionnaires by using Google form to 160 Users of Tokopedia in Surabaya City. Then asked them to fill out the questionnaire and give a checklist for each statement in the questionnaire by using google form. For easier to understand by the respondent the researcher efforts to translate it into Indonesian language. The responses were given on a 5-point Likert scale, where 1 indicated strong disagreement and 5 indicated strong agreement with a statement: 1= strongly disagree, 2= disagree, 3= simply agree, 4= agree, and 5= strongly agree which indicated the degree frequency of respondents. After the respondents finished answering the questionnaires, the questionnaire was checked whether all items are completely answered. All gathered data to evaluate and analyzed for the purpose of the research.

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III. RESULTS AND DISCUSSION

1. After sales services quality towards customer purchase intention

Correlatioon between After-sales service toward Customer Purchase intention is positif. Its mean that increase After-sales service, than Customer Purchase intention will increase. The result hypotheses testing between After-sales service toward Customer Purchase intention indicates t Statistic is 2.288 and p value is 0.023. While t-table is 1.96. Because t test > t-table that is 2.288 > 1.96 or p-value (0.023) < $\alpha = 0.05$ then influence of X1 (After-sales service) toward Customer Purchase intention results is significant. Means, reject H0 and accept H1. It indicates that After-sales service affect Customer Purchase intention. Based on the results, it can be stated that Hypotheses 1 is supported. Nasir et al. (2021) examine the interconnected roles of after-sales service, customer satisfaction, loyalty, and repurchase intentions on word-of-mouth communication. The study finds that effective after-sales service is a critical driver of customer satisfaction, which subsequently influences customer loyalty and the likelihood of repurchase. The researchers emphasize that high-quality after-sales support strengthens customer relationships and encourages repeat business. This highlights the necessity for businesses, including platforms like Tokopedia, to prioritize their after-sales services to enhance customer satisfaction and foster loyalty, ultimately leading to positive word-of-mouth and sustained growth in their customer base.

2. Customer ratings and reviews towards customer purchase intention

Correlatioon between between Customer ratings and reviews toward Customer Purchase intention is positif. its mean that increase Customer ratings and reviews, than Customer Purchase intention will increase. The result hypotheses testing between Customer ratings and reviews toward Customer Purchase intention indicates t Statistic is 2.455 and p value is 0.014. While t-table is 1.96. Because t test > t-table that is 2.455 > 1.96 or p-value (0.014) < $\alpha = 0.05$ then influence of X_2 (Customer ratings and reviews) toward Customer Purchase intention results is significant. Means, reject H_0 and accept H_1. It indicates that Customer ratings and reviews affect Customer Purchase intention. Based on the results, it can be stated that Hypotheses 2 is supported. A study by Chatterjee et al. (2022) explored the effect of online customer reviews (OCR) on purchase intentions across different cultures. It found that OCR significantly impacts customer purchase intentions in both India and the UK, though the degree of influence varies by demographic factors such as age and gender. These findings underscore the importance of online customer reviews and ratings in shaping consumer purchase intentions. Positive reviews not only enhance trust and credibility but also provide valuable information that guides consumers towards making a purchase.

3. After sales services quality towards customer loyalty

Correlatioon between between After-sales service toward Customer loyalty is positive. its mean that increase After-sales service, than Customer loyalty will increase. The result hypotheses testing between After-sales service toward Customer loyalty indicates t Statistic is 2.527 and p value is 0.012. While t-table is 1.96. Because t test > t-table that is 2.527 > 1.96 or p-value (0.012) < $\alpha = 0.05$ then influence of X1 (After-sales service) toward Customer loyalty results is significant. Means, reject H0 and accept H1. It indicates that After-sales service affect Customer loyalty. Based on the results, it can be stated that Hypotheses 3 is supported. Aslam & Farhat (2020) have study emphasizes the critical role of after-sales services in shaping consumer behavioral intentions within the e-commerce sector. They found that effective after-sales services, which encompass warranty support, technical assistance, and responsive customer care, are vital in fostering customer loyalty. Their research indicates that consumers who receive satisfactory after-sales support are more inclined to make repeat purchases and promote the brand through recommendations. This consistent body of research highlights how high-quality after-sales services lead to enhanced customer satisfaction, which is directly linked to increased customer retention and loyalty. Businesses that excel in delivering exceptional post-purchase support can gain a significant competitive advantage. For Tokopedia, investing in robust after-sales services such as timely customer support, effective issue resolution, and personalized assistance will be essential for nurturing long-term customer relationships. This direct relationship suggests that customers are more likely to remain loyal to Tokopedia when they experience reliable and supportive after-sales care. Thus, prioritizing superior after-sales services is crucial for building a loyal customer base and ensuring ongoing engagement and repeat business.

4. Customer ratings and reviews towards customer loyalty

Correlation between between Customer ratings and reviews toward Customer loyalty is positif. Ist mean that increase Customer ratings and reviews, than Customer loyalty will increase. The result hypotheses testing between Customer ratings and reviews toward Customer loyalty indicates t Statistic is 2.150 and p value is 0.032. While t-table is 1.96. Because t test > t-table that is 2.150 > 1.96 or p-value (0.032) < $\alpha = 0.05$ then influence of X_2 (Customer ratings and reviews) toward Customer loyalty results is significant. Means, reject H_0 and accept H_1. It indicates that Customer ratings and reviews affect Customer loyalty. Based on the results, it can be stated that Hypotheses 4 is supported. Macheka et al. (2024) research highlights the significant impact of online customer

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reviews on the shopping experiences of young female consumers, particularly concerning their purchase intentions and loyalty. Their study revealed that positive reviews not only enhance customer satisfaction but also increase the likelihood of repeat purchases, thereby fostering greater loyalty. The research underscores the critical importance of effectively managing and responding to online reviews to strengthen customer loyalty. This collective body of evidence illustrates how customer ratings and feedback serve as powerful tools in shaping consumer perceptions and long-term engagement. High ratings and positive reviews contribute to building trust in Tokopedia's products and services, directly enhancing customer loyalty. This direct relationship suggests that when consumers encounter consistent positive feedback, their commitment to the platform is reinforced, leading to increased brand advocacy and repeat transactions. Therefore, Tokopedia should prioritize cultivating and managing positive customer reviews, as they are essential for driving customer loyalty and ensuring ongoing business success.

5. After sales services quality towards customer satisfaction

Correlatioon between between After-sales service toward Customer Satisfaction is positif. Ist mean that increase After-sales service, than Customer Satisfaction will increase. The result hypotheses testing between After-sales service toward indicates t Statistic is 3.616 and p value is 0.000 . While t-table is 1.96. Because t test > t-table that is 3.616 > 1.96 or p-value (0.000) < α = 0.05 then influence of X_1 (After-sales service) toward Customer Satisfaction results is significant. Means, reject H_0 and accept H_1. It indicates that After-sales service affect Customer Satisfaction. Based on the results, it can be stated that Hypotheses 5 is supported. Chawla & Singh (2022) have study revealed that the quality of after-sales service significantly affects customer satisfaction in the retail sector. The research highlighted that factors such as customer support, service efficiency, and problem-solving capabilities play a crucial role in enhancing customer satisfaction. Effective after-sales service leads to higher levels of customer contentment and positive shopping experiences.

6. Customer ratings and reviews towards customer satisfaction

Correlation between between Customer ratings and reviews toward Customer Satisfaction is positif. Ist mean that increase Customer ratings and reviews, than Customer Satisfaction will increase. The result hypotheses testing between Customer ratings and reviews toward indicates t Statistic is 5.499 and p value is 0.000. While t-table is 1.96. Because t test > t-table that is 5.499 > 1.96 or p-value (0.000) < α = 0.05 then influence of X_2 (Customer ratings and reviews) toward Customer Satisfaction results is significant. Means, reject H_0 and accept H_1. It indicates that Customer ratings and reviews affect Customer Satisfaction. Based on the results, it can be stated that Hypotheses 6 is supported. Kim & Kim (2022) have study demonstrates that online reviews play a critical role in shaping customer satisfaction in the hotel industry. Their research found that positive reviews enhance customer satisfaction by providing assurance of quality and meeting expectations, while negative reviews can decrease satisfaction by highlighting potential drawbacks and lowering perceived value.

6. After Sales Services toward Customer Purchase Intention by mediating Customer satisfaction

The result hypotheses testing between After Sales Services toward Customer Purchase Intention by mediating Customer satisfaction indicates t test is 2.035. While t-table is 1.96. Because t test > t-table that is 2.035 > 1.96 or p-value (0.042) < α = 0.05 then influence of X_1 (After Sales Services) toward Customer Purchase Intention by mediating Customer satisfaction results is significant. Means, reject H_0 and accept H_1. It indicates that the Customer Satisfaction is mediate between After Sales Services toward Customer Purchase Intention. Based on the results, it can be stated that Hypothesis 7 is supported. Rigopoulou et al. (2008) illustrate the pivotal role of after-sales service quality in shaping customer satisfaction, particularly within the electronic appliances sector. Their study reveals that high-quality after-sales services enhance customer satisfaction by providing assurance and support, which in turn fosters customer loyalty. The research indicates that effective management of after-sales services is essential for maintaining positive customer experiences and satisfaction levels. The findings underscore that after-sales service quality directly influences customer perceptions of value and trust in a brand. This relationship emphasizes the importance of businesses, including platforms like Tokopedia, to prioritize after-sales support, as it significantly contributes to overall customer satisfaction and loyalty. By investing in robust after-sales services, companies can not only improve customer satisfaction but also enhance their competitive advantage in the market.

7. Customer Ratings and Reviews toward Customer Purchase Intention by mediating Customer satisfaction

The result hypotheses testing between Customer Ratings and Reviews toward Customer Purchase Intention by mediating Customer satisfaction indicates t test is 2.356 While t-table is 1.96. Because t test > t-table that is 2.356 > 1.96 or p-value (0.019) < α = 0.05 then influence of X_2 (Customer Ratings and Reviews) toward Customer Purchase Intention by mediating Customer satisfaction results is significant. Means, reject H_0 and accept H_1. It

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indicates that the Customer Satisfaction is mediate between Customer Ratings and Reviews toward Customer Purchase Intention. Based on the results, it can be stated that Hypothesis 8 is supported. Sweeney & Soutar (2001) examine the role of customer perceptions of value in shaping satisfaction and purchase intentions. Their study indicates that positive customer ratings and reviews enhance perceived value, which significantly impacts overall customer satisfaction. By validating the quality of products and services, positive reviews not only boost satisfaction but also encourage repeat purchases. The findings highlight the necessity for businesses, including platforms like Tokopedia, to focus on managing customer feedback effectively, as it directly influences satisfaction and long-term loyalty. By promoting a culture of positive ratings and reviews, companies can strengthen customer relationships and improve market performance.

8. After Sales Services toward Customer Loyalty by mediating Customer satisfaction

The result hypotheses testing between After Sales Services toward Customer Loyalty by mediating Customer satisfaction indicates t test is 2.431. While t-table is 1.96. Because t test > t-table that is 2.431 > 1.96 or p-value (0.015) < $\alpha = 0.05$ then influence of X_1 (After Sales Services) toward Customer Loyalty by mediating Customer satisfaction results is significant. Means, reject H_0 and accept H_1. It indicates that the Customer Satisfaction is mediate between After Sales Services toward Customer Loyalty. Based on the results, it can be stated that Hypothesis 9 is supported. Balinado et al. (2021) investigate the impact of service quality on customer satisfaction within the automotive after-sales service sector, employing the SERVQUAL model. The study highlights that high-quality service is fundamental in enhancing customer satisfaction, which subsequently fosters customer loyalty. Key dimensions identified, such as reliability and empathy, are essential for improving overall customer experiences. The findings underscore the importance of maintaining service excellence to strengthen customer relationships, suggesting that automotive service providers should prioritize these aspects to enhance satisfaction and loyalty among their clientele. By effectively managing service quality, platforms like Tokopedia can similarly enhance customer satisfaction in their after-sales interactions, leading to sustained business success.

9. Customer Ratings and Reviews toward Customer Loyalty by mediating Customer satisfaction

The result hypotheses testing between Customer Ratings and Reviews toward Customer Loyalty by mediating Customer satisfaction indicates t test is 2.763. While t-table is 1.96. Because t test > t-table that is 2.763 > 1.96 or p-value (0.006) < $\alpha = 0.05$ then influence of X2 (Customer Ratings and Reviews) toward Customer Loyalty by mediating Customer satisfaction results is significant. Means, reject H0 and accept H1. It indicates that the Customer Satisfaction is mediate between Customer Ratings and Reviews toward Customer Loyalty. Based on the results, it can be stated that Hypothesis 10 is supported. Chen et al. (2022) explore the influence of online reviews on consumer purchasing decisions through an eye-tracking study. The research reveals that online reviews significantly affect consumer attention and decision-making processes. Positive reviews capture more attention and enhance perceptions of product quality, thereby increasing the likelihood of purchase. Conversely, negative reviews can deter potential buyers and decrease purchasing intent. The study highlights that the placement and prominence of reviews on product pages are crucial in shaping consumer behavior. These findings emphasize the importance for platforms like Tokopedia to effectively manage and display customer reviews, as they play a vital role in influencing customer satisfaction and purchase intentions. By focusing on positive online feedback, businesses can enhance customer trust and loyalty, leading to increased sales and sustained growth.

IV. CONCLUSION

The study concludes that After-Sales Services (X1) and Customer Ratings and Reviews (X2) positively and significantly affect Customer Purchase Intention, Customer Loyalty, and Customer Satisfaction. Additionally, After-Sales Services and Customer Ratings and Reviews have significant indirect effects on Customer Purchase Intention (Y1) and Customer Loyalty (Y2) through Customer Satisfaction.

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