

The Influence of Consumer Satisfaction and Confidence Against Repurchase of Computer Products in Surabaya

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Abstract: The study of this research can draw implications for practitioners. From the results reported, there are three factors e-trust, e-satisfaction and e-loyalty that influence customers' online refurbishment intention at online stores. Cahaya Abadi Computer cares about trust as a signal to intend to repurchase online and satisfaction comes second. Therefore, online shops must first focus on the perceived trustworthiness of their online shopping and website. There are several ways to develop trust with e-commerce media. One of them is providing a safer payment system, data security and privacy policy. Also they use a more flexible warranty and keep in touch with customers in 7/24, current call/resolution center and reference to place e-trust. Second, online stores must respond to customer messages and complaints promptly and anticipate their needs earlier than competitors to satisfy and impress their customers. This research has shown that customers perceive e-loyalty as another important antecedent of online repurchase intention. Therefore, online stores can reward loyal customers to make them buy back by using promotional codes, discount codes, gift cards, providing special offers and daily offers.

Keywords: e-trust, e-satisfaction, or-loyalty, and online repurchase intention.

INTRODUCTION

E-Commerce is a new system or paradigm in the business world, which shifts the traditional trading paradigm to electronic commerce by utilizing ICT (Information and Communication Technology) technology, or in other words internet technology. Definition of E-commerce in general: "The process of buying, selling, either in the form of goods, services or information, which is done through the internet media" ((Haryanti & Irianto, 2011).

Transactions that use electronic media that are used for selling or the process of buying one or several products using ICT technology. E-satisfaction is described as the gratification from the customer that comes from previous real buying experience with a particular e-commerce company. Customer satisfaction is very important for creating long-term relationships with clients and in maintaining E-commerce profitability. E-Satisfaction is an important component in determining the success of online shopping, especially in the B2C market.

E-trust in e-retailers is when customers are willing to accept vulnerabilities in online transactions based on positive expectations about future actions. It can be said that E-trust is a trust that consumers have to buy via the internet. Reluctance to shop online can arise from uncertainty about settlement or visible risks regarding payment and security of personal information (Atil Bulut 2015) (Humarah, 2013) defines trust as "the perceived credibility and benevolence of the target." One of the main reasons for the importance of trust or confidence in online businesses is the level of perceived risk associated with online purchases.

Customer concerns about security, privacy and protection against fraud in online businesses are high and have created a market for rating agencies and raters. Many E-commerce customers do not trust the online businesses they deal with to store confidential purchasing data (Sanjaya, 2012). (Kao & Lin, 2016) "trust is an important variable that determines outcomes at various points in the process and serves as the glue that holds relationships together". In the context of E-commerce, customers who do not trust E-business will not be loyal to an e-business company even though they are generally satisfied with E-business. Therefore, it seems clear that E-satisfaction tends to result in stronger E-loyalty when customers have higher levels of E-trust in E-business.

Repurchase intention behavior that appears as a response to the object. Repurchase intention shows the customer's desire to repurchase in the future. Repeat purchase behavior is often associated with brand loyalty. However, there is a difference between the two. If loyalty is to reflect a psychological commitment to a particular brand, then repurchasing behavior is solely related to purchasing the same particular brand repeatedly.

Most business people use social media as a marketing tool to easily introduce their products to consumers from national and international markets. Cahaya Abadi Komputer (laptop and computer shop) at the Hi-Tech mall Surabaya also uses social media to carry out promotions from previously only participating in bazaars or exhibitions. The large number of IT shops in Surabaya makes the competition even tighter and they also market their products through social media (Facebook, Instagram, etc.). However, consumer experience in the interest of disseminating information about a product through E-commerce is strongly influenced by the level of consumer satisfaction after consuming the product. As well as consumers will share knowledge to disseminate information to others. Therefore it is necessary to do research on how much interest consumers have in shopping again using E-commerce media, one of which can be done at Cahaya Abadi Computer.

LITERATURE REVIEW

E-Satisfaction

Trisnawati, Suroso, & Kumorohadi, (2012) defines satisfaction as the need to satisfy consumers, especially for competition and how best to achieve satisfaction. In this study, E-Satisfaction is defined as customer intensity satisfaction in repeating shopping online at the Cahaya Abadi Computer Store that customer satisfaction is considered as one of the pillars of the marketing concept. Today's companies, even more, are dedicated to clients and companies emphasize the need to satisfy consumers, especially for competition. What is the best way to achieve satisfaction is a question that many researchers have investigated (Li, Aham-anyanwu, Tevriczi, & Luo, 2015)

In measuring the e-satisfaction variable (X1), the researcher uses indicators from research from Lyons, Otr, Hull, & Kaufman, (2015) which have been adjusted for the object under study, i.e:

1. Satisfied shopping experience.
2. Satisfaction with the service received.
3. The pleasure of shopping.

E-Trust

Varian, (1999) defines trust as people who are most often guarded about their privacy when they have no trust in other people. In this study, E-Trust is defined as the extent to which the Cahaya Abadi Computer Store can trust customers about their privacy.

Mention that people are most often guarded about their privacy when they have no trust in other people. Almost all definitions of trust involve at least two agents, i.e people who must believe and people who are trusted. The adoption of new technology cannot occur without a minimum level of trust in the devices and the agents who maintain and operate them (Varian, 1999).

In measuring the E-trust factor variable (X2), the researcher uses indicators from Dutta's research (Varian, 1999) which have been adjusted for the object under study, i.e:

1. Transaction security.
2. Website can protect privacy.
3. Trusted online store.

E-loyalty

According to Dewi Ayu Wulandari, (2017) customer loyalty is the customer's willingness to continue to subscribe to a company in the long term, by purchasing and using its goods and services repeatedly and preferably exclusively, and voluntarily recommending them to other parties.

According to (Dewi Ayu Wulandari, 2017) loyalty is "when a customer is loyal, he shows buying behavior defined by free purchases that are expressed from time to time by some of these decision makers".

In measuring the E-loyaty variable (Y1), researchers used indicators from research from (Wood & Hayes, 2012) which have been adjusted for the object under study, i.e:

1. Repeated purchases.
2. Brand loyalty.
3. Recommend to others.
4. Spread positive things to others.

Online Repurchase Intention

According to Donnelly et al., (2012) defines online repurchase intention as a customer's desire to repurchase in the future. In this study, online repurchase intention is defined as customers wanting to repurchase online products from the Cahaya Abadi Computer Store.

Interest in buying is a driving force or as an intrinsic motive that can encourage someone to pay attention spontaneously, naturally, easily, without coercion and selectively to a product and then make a buying decision (Raharjani, 2005).

In measuring the Online Repurchase Intention (Y2) variable, researchers used indicators from research from (Donnelly et al., 2012) which had been adjusted for the object under study, i.e:

1. Planning to buy the same product.
2. Buy other products.
3. Planning to purchase quantity.
4. Purchase through the web in the future.

To build a trust that is deeply ingrained in customers is something that is not easy to do, why is that? Because according to Wulandari (2017), customers have various characters that we cannot manage as a whole. To anticipate all types of customer character types, there must be a real action to build a sense of loyalty in the customer. This is an extraordinarily tiring service for companies or stores that face conditions like this, while on the other hand many competitors who are oligopolistic try to win over our customers through their various flagship programs (Bulut, 2015). So for that there must be a series of policies in providing services to customers to build their satisfaction with the companies that serve them. Service here is to provide special needs that exist in the customer using a program that is implemented in the short term. In the long term, the program implemented has a specific goal, i.e to build their trust. The true value of this trust cannot be bought with money under any circumstances. By building trust, it will slowly build customer loyalty.

The hypothesis built in Figure 1 below reflects a path or path that steps to create desire and trust to repurchase through online media can be built in a structured manner through three strengths, i.e 1) instilling satisfaction, 2) increasing trust, and 3) building loyalty based on the previous two powers. The three strengths that have been awakened within the customer have the opportunity to build strength, i.e the desire to always re-purchase computer products online at Cahaya Abadi Computer Surabaya. If

this has been able to be built properly within a certain period of time, customer actions in the form of a desire or desire to buy back online are always well maintained, and this is a powerful weapon to retain consumers and or customers massively. In free competition in a computer market in Surabaya, if we do not anticipate competitive conditions properly, customer loyalty will be easily eroded by conditions in the internal market, due to the influence of various types of competition programs from existing competitors. This is a condition that can threaten the desire to repurchase online. This description is seen in the basic concepts of thinking as follows:

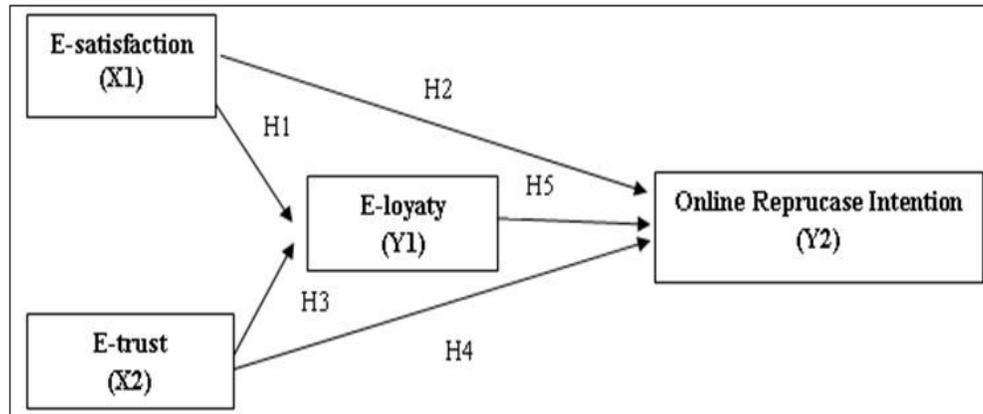


Figure 1. Research thinking analysis framework.

METHODOLOGY

Sample Population and Data Type

According to Anoraga, (2015) population is a generalized area consisting of subjects who have certain qualities and characteristics set by researchers to study and then draw conclusions. The target population in this study is all visitors to Hi-tech mall Surabaya who visit the Cahaya Abadi Computer store. The method in this study uses probability sampling with simple random sampling technique, i.e a sampling technique that provides equal opportunities for each member of the population to be selected as a member of the sample regardless of the level in the population. (Herawati, 2014).

The type of data that will be used in this study is quantitative data which is composed of continuum data through ordinal data using a Likert calculation scale. According to (Yulianto & Sulistyowati, 2012) quantitative data is all information collected from the field which can be expressed in the form of numbers, or numerical qualitative data, continuum data is data that varies according to level and this is obtained from measurement results, and ordinal data is data that comes from objects or categories that are arranged according to size in the form of rankings or ratings. If this data is stated on a scale, the distance between one data and another data is not the same.

Data Analysis Model

In this study, researchers used PLS data analysis techniques using SmartPLS software. Partial Least Squares (PLS) is a powerful analytical method and is often referred to as soft modeling because it eliminates OLS (Ordinary Least Squares) regression assumptions, such as data must be normally distributed in a multivariate manner and there is no problem of multicollinearity between variables, Wold, 1985 in books (Jabbour, Jugend, De Sousa Jabbour, Gunasekaran, & Latan, 2015). Partial Least Square (PLS) also uses an algorithm consisting of the OLS (Ordinary Least Square) series so that the problem of model identification is not a problem for recursive models (models that have one direction of causality) and avoids problems for models that are non-recursive.

As an alternative to covariance-based SEM analysis, the variance-based approach with PLS changes the orientation of the analysis from testing causality models (models developed based on theory) to component prediction models, Chin and Newsted, 1999 in a book (Jabbour et al., 2015).

There are several reasons why the PLS data analysis technique is used in research, i.e: The number of samples used does not have to be large (minimum 30-100 samples). Does not assume a particular distribution of data, can be in the form of nominal, category, ordinal, interval, and ratio. The data used does not have to be normally distributed.

RESULTS AND DISCUSSION

In partial least squares (PLS) statistical testing of every effect that exists in the research hypothesis is carried out using a simulation. In this case, the bootstrapping method will be carried out on the samples used in the study. Testing with bootstrapping is also intended to minimize the problem of abnormalities in the research data. The criteria set in determining the significance of each path contained in this study is that the t-statistic value must be greater than 1.960 and the p-value must be less than 0.050. The results of testing with bootstrapping to determine the significance of each path contained in this study are as follows:

Table 1. Value of Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	T Test
E-Satisfaction (X1) -> E-Loyalty (Y1)	0.208846	0.217696	0.042511	4.912723	0,047
E-Satisfaction (X1) -> Online Repurchase Intention (Y2)	0.169502	0.160140	0.075505	2.244907	0,042
E-Trust (X2) -> E-Loyalty (Y1)	0.794456	0.785883	0.039671	20.025887	0,048
E-Trust (X2) -> Online Repurchase Intention (Y2)	0.578178	0.568450	0.184211	3.138673	0,032
E-Loyalty (Y1) -> Online Repurchase Intention (Y2)	1.698795	1.683736	0.207877	8.172136	0,036

Source: data processing with PLS.

From the display of table 1 above it can be explained as follows which is an empirical interpretation of the results of the PLS analysis: The results of the first hypothesis testing show that the effect of the E-satisfaction variable (X1) on E-Loyalty (Y1) shows a t-count value of 0.000 with a t value of 5,028.246. This value is greater than t table (1.960) and t-count is 0.050. This result means that E-Satisfaction has a significant effect on E-Loyalty, which means that it is in accordance with the first hypothesis where E-Satisfaction has a significant effect on E-Loyalty. The results of the second hypothesis test show that the effect of the E-Satisfaction variable (X1) on Online Repurchase Intention (Y2) shows a t-value of 0.000 with a t-value of 1,998.136. This value is greater than t table (1.960) and t-count is 0.050. This result means that E-Satisfaction has a significant effect on Online Repurchase Intention which is in accordance with the first hypothesis where E-Satisfaction has a significant effect on E-Loyalty.

The results of the third hypothesis test show that the relationship between the E-Trust variable (X2) and the E-Loyalty variable (Y2) shows a t-value of 0.000 with a t-value of 20,492.128. This value is greater than the t table (1.960) and the t-count is below 0.050. This result means that E-Trust has a

significant effect on E-Loyalty, which means that it is in accordance with the first hypothesis where E-Satisfaction has a significant effect on E-Loyalty. The results of the fourth hypothesis test show that the relationship between the E-Trust variable (X2) and the Online Repurchase Intention (Y2) variable shows a t-count value of 0.000 with a t-value of 8,627.913. This value is greater than the t table (1.960) and the t-count is below 0.005. This result means that E-Trust has a significant effect on Online Repurchase Intention, which means that it is in accordance with the first hypothesis where E-Satisfaction has a significant effect on E-Loyalty.

The results of testing the fifth hypothesis show that the relationship between the E-Loyalty variable (Y1) and the Online Repurchase Intention variable (Y2) shows a t-value of 0.000 with a t-value of 7,902.192. This value is greater than the t table (1.960) and the t-count is below 0.050. This result means that E-Loyalty has a significant effect on Online Repurchase Intention, which means that according to the first hypothesis, E-Satisfaction has a significant effect on E-loyalty.

CONCLUSION

Based on the problems that have been formulated, the results of the analysis and hypothesis testing that have been carried out in the previous chapter, the following conclusions can be drawn from the research: . Based on the results of hypothesis testing, it can be concluded that the variables E-satisfaction, E-trust, and E-loyalty have a significant effect on the performance of online repurchase intention. Based on the results of the discussion and conclusions obtained in this study, the following suggestions can be given: Provide a more secure payment system, data security and privacy policy. Also they use more guaranteed warranty. Online stores have to respond to customer messages and complaints promptly and anticipate their needs earlier than competitors to satisfy and impress their customers.

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