

## THE EFFECT OF E-SERVICE QUALITY ON REPURCHASE INTERESTS OF THE ONLINE SHOPPING SHOPEE INDONESIA

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### **ABSTRACT**

*E-service quality is an essential factor influencing customers' decision to repurchase in e-commerce. In practice, many e-commerce companies cannot provide fast service when customers experience problems or have questions. Therefore, this research needs to be carried out to prove that online service quality influences repurchase interest. The quantitative descriptive method was used in this study. Furthermore, this study analyze how e-service quality affects customers' decisions when repurchasing. Validity and reliability tests, normality tests, and simple linear regression analysis were conducted on data from 103 Bandung State Polytechnic students. Data collection is done through links in social media or G-Form. The research results show that the seven dimensions of electronic service quality significantly influence repurchase interests. This shows that raising the caliber of electronic services increases customers' desire to repurchase, particularly with Shopee Indonesia's online marketplace. This research discusses repurchase interest among vocational school students based on the quality of electronic services they perceive and confirms the seven dimensions that have been identified. This research also has implications for marketing management practices to create more innovation, especially improvements in electronic services for sustainable business continuity.*

**Keywords:** *E-Service Quality; Repurchase Interest; E-Commerce*

### **ABSTRAK**

Kualitas layanan elektronik merupakan faktor penting yang mempengaruhi keputusan pelanggan untuk melakukan pembelian ulang di e-commerce. Pada praktiknya, banyak perusahaan e-commerce yang tidak bisa memberikan pelayanan yang cepat ketika pelanggan mengalami kendala atau memiliki pertanyaan. Oleh karena itu, penelitian ini perlu dilakukan untuk membuktikan bahwa kualitas layanan online berpengaruh terhadap minat beli ulang. Metode deskriptif kuantitatif digunakan dalam penelitian ini. Lebih lanjut, penelitian ini menganalisis bagaimana kualitas layanan elektronik mempengaruhi keputusan pelanggan dalam melakukan pembelian ulang. Uji validitas dan reliabilitas, uji normalitas, dan analisis regresi linier sederhana dilakukan terhadap data 103 mahasiswa Politeknik Negeri Bandung. Pengumpulan data dilakukan melalui link di media sosial atau G-Form. Hasil penelitian menunjukkan bahwa ketujuh dimensi kualitas pelayanan elektronik berpengaruh signifikan terhadap minat beli ulang. Hal ini menunjukkan bahwa peningkatan kualitas layanan elektronik meningkatkan keinginan pelanggan untuk melakukan pembelian ulang, khususnya dengan pasar online Shopee Indonesia. Penelitian ini membahas minat beli ulang pada mahasiswa vokasi berdasarkan kualitas layanan elektronik yang mereka rasakan dan menegaskan tujuh dimensi yang telah diidentifikasi. Penelitian ini juga berimplikasi pada praktik manajemen pemasaran untuk menciptakan lebih banyak inovasi khususnya perbaikan layanan elektronik demi keberlangsungan bisnis yang berkelanjutan.

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**Kata Kunci: Kualitas Layanan Elektronik; Minat Ulang Pembelian; *E-Commerce***

## **INTRODUCTION**

The swift expansion, widespread acceptance, and pervasive influence of the digital environment, including the Internet and mobile technologies, are reshaping the global dynamics of business and competition (Aparicio et al., 2021). One form of business competition in the information era is electronic commerce, better known as e-commerce. E-commerce refers to buying and selling goods using web browsers and computer networks (Goyal et al., 2019). E-commerce encompasses, more broadly, the utilization of electronic platforms for tasks such as customer order placement, payment processing, customer service provision, market information collection, and marketing and promotional activities (Rehatalanit, 2021).

Websites serve as efficient and effective means of shopping, making purchases, and receiving goods and services, according to the concept of high-quality e-services. It can be described as customers' overall perception or assessment regarding their experience with electronic services in the online marketplace (Md Sabri et al., 2022). In e-commerce, service quality pertains to the consumer's overall assessment of the excellence and caliber of electronic services in the virtual market. Distinctions between traditional and e-services and variations between self-service and e-service are notable. These differences include the involvement of only people (employees) in traditional services compared to the engagement of information and communication technology and employees in the interface mediated by the Internet in e-services. Furthermore, in e-service encounters, customers are restricted to auditory and visual experiences, while traditional services offer multisensory engagement, allowing customers to utilize all their senses.

In Indonesia, the success of e-commerce stems from people's enthusiasm for practical shopping. In the online buying and selling system, distance and time are no longer obstacles in the relationship between buyers and sellers. Therefore, people are increasingly interested in online shopping because it can be accessed anywhere and anytime without restrictions. With its benefits and flexibility, e-commerce is increasingly popular with Indonesians. Based on Statista market insights data, the number of e-commerce users in Indonesia will reach 178.94 million people in 2022. This figure has increased by 12.79% compared to the previous year, which was 158.65 million users. This figure is at the top level of carrying out global trade transactions. Likewise, the number of business people in Indonesia who use e-commerce has reached almost three million (BPS, 2023). In the future, the government and companies need to increase efforts to protect consumers from potential security risks and online fraud, one of which is improving e-service quality to provide consumers with a sense of security. Overall, e-commerce has brought about significant business changes, providing new benefits and challenges for businesses worldwide.

## **LITERATURE REVIEW**

### **E-Commerce**

The definition of e-commerce comprises five dimensions: information sharing, technological utilization, buying and selling transactions, monetary transactions, and competitive aspects (Firmansyah & Ali, 2019). In information exchange, e-commerce refers to the comprehensive process of acquiring, processing, storing, transmitting, and distributing information. This process is facilitated through the use of information and communication technology. In technological utilization, e-commerce encompasses the interaction, delivery, and transaction of goods, services, and information through computer networks, including the Internet. In the context of buying and selling transactions, e-commerce is delineated as the online trading of goods, services, and information utilizing electronic and communication media technology (Juwaini et al., 2022). For monetary transactions, e-commerce entails the transmission of funds through electronic networks, particularly the Internet. Ethical considerations and competition are integral components of e-commerce, involving ethical practices in online trade and the strategic deployment of resources to attain and sustain a competitive advantage in virtual markets.

The substantial expansion of Shopee amid the COVID-19 pandemic has positioned this startup as an exemplary model for thriving online marketplaces (Nguyen Thi Dung Hue et al., 2022). Shopee applies the Business to Customers (B2C) concept by collaborating with product suppliers and monitoring every transaction. Even though the number of visitors to e-commerce websites is increasing, many people still prefer to transact offline because they want to see, examine, and ask directly about the products they want. Consumers who make transactions online can only evaluate products through images and descriptions and ask for online customer service. Therefore, e-commerce must provide the best service through online customer service to maintain consumer trust and loyalty (Juwaini et al., 2022).

### **E-Service Quality**

Service quality is an essential factor influencing customers' decisions in repurchasing e-commerce (Ginting et al., 2023), which also applies to Shopee. Service quality, offline and online, is an important aspect that companies must consider. Customers typically evaluate the quality of service by juxtaposing their expectations with the experience provided by a specific product or service provider. The evaluation of service quality relies on the company's performance and the consumers' expectations.

The important of e-service quality is reflected in a multitude of empirical studies which aims to obtain consumer satisfaction. A study (Zemblytė, 2015) tested 14 main aspects of service quality. Then, it classified them into three scales: the e-service quality core scale, the e-service quality recovery scale, and the website quality scale. The findings and recommendations for assessing e-service quality in e-commerce are divided into four dimensions: compensation, responsiveness and fulfillment, website operation, and reliability. Therefore, companies must provide good service to consumers by paying attention to these four dimensions to maintain customer satisfaction and loyalty.

Research conducted by Rahhal (2015) says that responsiveness is crucial in providing high-quality services to customers. However, many e-commerce companies cannot offer fast service when customers experience problems or have questions. Therefore, this research needs to be carried out to prove that online service quality influences repurchase Interest in Shopee Indonesia's e-commerce.

### **Repurchase Interest**

Repurchase interests are the subjective likelihood that an individual will continue buying products from a specific vendor or online store. It signifies a positive consumer attitude towards an e-retailer, resulting in recurrent purchase behavior. Repurchase intention reflects consumers' interest in future online shopping, revisiting online platforms, and even recommending online shopping to others. From the definition given, it can be seen that repurchase interests represent a person's willingness, based on prior experiences, to make further purchases from the same business. It embodies a favorable consumer disposition toward e-retailers, fostering a tendency for repeated purchases.

The study by Qudus & Amelia (2022) says that repurchase interest is consumer behavior in purchasing the same product or service because they feel satisfied with the experience gained when making the first purchase. Rosdiana & Haris (2018) define interest as a high desire that arises from need, and interest also encourages people to consider commodity offers in a particular thing. Furthermore, according to (Aditi et al., 2023), buying interest is the phase in which individuals decide among multiple brands within their choice set, ultimately concluding with selecting and purchasing the most favored alternative. It represents the considerations consumers undertake when acquiring a product or service. Meanwhile, according to (Kotler & Keller, 2016), a customer's response to a desire to purchase a good or service is known as buying interest. Purchase interest can also be related to consumer feelings and emotions. Buying goods or services will increase their buying interest if consumers feel happy and satisfied.

Based on the description above, buying interest is a stage for consumers to choose from several types of products, and they then purchase the product of their choice based on various considerations.

On the other hand, a customer's definition of buying interest is their reaction to the desire to purchase a good or service. Buying goods or services will increase their buying interest if consumers feel happy and satisfied.

Ikhsani (2020) explains that repurchase interest is an intention to repurchase a service or product appointed by the same company, considering the current situation and possible circumstances. According to (Ananda et al., 2021), repurchase interest differs from loyalty in that loyalty denotes a psychological commitment to a specific brand or product. In contrast, repurchase behavior is solely associated with repeatedly buying the same brand. Meanwhile, (Amalia & Putra, 2021) defines repurchase interest as an interest in buying based on the previous buying experience.

The strong inclination for repurchasing indicates a high degree of satisfaction among consumers. Repurchase interest, on the other hand, is defined by Winoto Tj & Tecolalu (2022) as a sort of consumer purchasing behavior in which the value of the good or service matches and can lead to the customer's wish to use it again. The sense of trust and value associated with using the item is a significant factor in why customers want to repurchase it. Consumer purchasing interest refers to the level of interest consumers have in a product (either a good or a service), shaped by external attitudes and internal factors within the consumer.

A study (Endeshaw, 2021) states that the quality process should commence with addressing customer needs and conclude with considering customer perceptions. According to Collins (2017), a service's ability to satisfy customer needs determines its overall quality, which is comprised of all of its features and attributes. Meanwhile, (Surya et al., 2023), service quality is an essential attribute that companies or agencies providing services or products must possess. These companies are able to assess the degree of performance reached by looking at the quality of service provided to customers. Consequently, service quality involves the capacity to plan, generate, and deliver products that offer exceptional value to consumers (Supriyanto et al., 2021). Empirical findings conducted by (Religia et al., 2023) prove that the quality of service implemented at the Gunung Agung bookstore, Jakarta can influence consumer purchasing decisions.

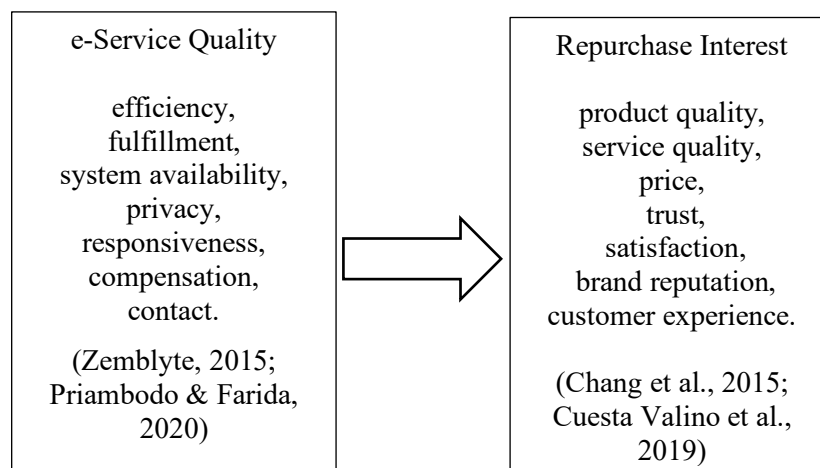
### **Framework of Research**

In essence, service quality encompasses all the features and attributes of a service, evaluated by its capacity to fulfill consumer requirements. It is indispensable for companies or agencies involved in service or product provision, as the quality of service directly reflects the achieved performance level (Luo et al., 2017; Mosallamy & Metawie, 2022). Service quality involves the capability to strategically plan, develop, and provide products that contribute to consumer well-being. As technology advances, service quality evolves into electronic service quality or e-service quality, playing a crucial role in evaluating customer satisfaction with the company's provided services. A

study by (Rita et al., 2019) explains that e-service quality is a form of service in an application or company website by paying attention to the facilities for online consumer shopping and purchasing activities to make them more effective and efficient.

E-service quality can be conceptualized using the Internet to communicate between buyers and sellers to complete the consumer shopping process on the network efficiently and effectively (Kundu & Datta, 2015). The term "e-service quality" describes the services provided by internet companies that improve the functionality of application sites or websites to make client purchases and distribution more successful and efficient. (Rahman et al., 2022).

This study assesses the e-service quality variable encompassing seven dimensions: efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact (Priambodo & Farida, 2020; Zemblytė, 2015). The repurchase interest variable is also examined, with indicators including product quality, service quality, price, trust, satisfaction, brand reputation, and customer experience (Chang et al., 2015; Cuesta-Valiño et al., 2019). Based on the framework that has been explained, the flow of thought can be described, and a research hypothesis can also be created in Figure 1.



**Figure 1. Framework of Study**

Source: Own preparation, 2023

Previous research by (Kumar et al., 2022) in the banking sector proposes that satisfaction is the extent of positive or negative emotions an individual undergoes when comparing their performance or outcomes with their expectations. Essentially, it represents the person's joy or letdown when aligning their perceived experience with initial expectations. A heightened level of satisfaction in e-commerce enhances the probability that consumers will intend to engage in repeat purchases. Research conducted by (Purnamasari & Suryandari, 2023) on 264 online consumers, more precisely students at Diponegoro University, found that e-service quality had a positive and

significant influence on e-satisfaction, e-trust, and e-repurchase intention. In contrast to research conducted by (Al Romi & Murtiningsih, 2020), it was found that service quality only affects customer loyalty when brand trust has been formed towards customers.

Likewise, research conducted by (Kasiri et al., 2017) with samples from 3 businesses in the service sector, namely hotels, hospitals, and universities, found that improving service quality through standardization and customization will increase consumer satisfaction and ultimately affect consumer loyalty. Customer satisfaction and consumer loyalty show their impact on repeat purchases.

In contrast to the discovery (Niu & Lee, 2018), the Korean tourism business states that the perceived value of hacker data security does not impact consumer repeat purchases. In addition, Pradana (2022) states that there is a favorable relationship between service quality, confirmation, contentment, and the propensity to repurchase, according to studies on online shoppers. However, no significant relationship is found between service quality and fulfillment or ease of ordering.

E-commerce research generally uses samples of people living in developed countries rather than developing countries like Indonesia. Apart from that, there are inconsistencies in findings from the dimensions of e-service quality regarding consumer repurchase interest.

Therefore, the following is hypothesized based on Figure 1.

H0: E-service quality does not influences Shopee consumers' repurchase interest.

H1: E-service quality influences Shopee consumers' repurchase interest.

## **RESEARCH METHODOLOGY**

The study aims to offer a thorough overview of the phenomenon examined and assess the connections between the identified variables by applying quantitative descriptive methodologies. The research respondents were 103 Bandung State Polytechnic students who had purchased products on the Shopee marketplace. The research respondents were 103 Bandung State Polytechnic students who had purchased products on the Shopee marketplace.

There are several considerations for using Bandung State Polytechnic students known or abbreviated as POLBAN, as research samples compared to general consumers or non-vocational students: namely, 1) Polban students are vocational students who have stronger technology skills because their education is focused on practical applications, 2) Through internships or practicum projects, students vocation has gained hands-on experience in working with or evaluating electronic services, 3) received specialized education or training in technology, business management, or digital marketing. Therefore, Bandung State Polytechnic students are considered more appropriate

representatives in assessing e-service quality and repurchasing interest in Shopee as an e-commerce platform. Thus, this consideration is also original in this research.

Before executing the final survey, a preliminary investigation involving a sample size of 30 individuals was carried out to evaluate the appropriateness of the instrument. In this context, modifications were made to the statements of the e-service quality instrument to align better with the Indonesian situation. Additionally, respondents were queried on supplementary dimensions related to service quality through open-ended questions. The survey comprised two sections: the assessment of service quality variables, encompassing ten items, and the evaluation of repurchase interest, involving ten items. On a five-point Likert scale, with one denoting "strongly disagree" and five denoting "strongly agree," participants were instructed to indicate how much they agreed with each statement in both sections.

The methodology described in the study by (Hair Jr et al., 2010) was followed in order to establish the sample size. This involves multiplying the number of indicators by a factor that ranges from 5 to 10, which yields the number of representative samples. Data was collected through an independent online questionnaire distributed via links (G-Form) on social media and directly asking questions to respondents. A survey instrument comprising two sections and 20 questions was employed for the research: the respondents' identities and statements based on indicators for each variable. Data analysis was carried out using frequency analysis, validity, reliability, data normality, and simple regression using the IBM SPSS Statistics v.26 software tools.

The research method in the article text explains the type of research, research subjects and objects, research time and location, research instruments, sampling methods, data collection and data analysis.

## RESEARCH RESULTS

Table 1 illustrates the demographic analysis of participants.

**Table 1. Respondent Demographics**

	Demographics	Freq.	Percentage (%)
Gender	Male	64	62.1
	Female	39	37.9
	Total	103	100
Age	<20	25	24.3
	21-22	64	62.1
	>22	14	14.6
	Total	103	100
Income/Pocket Money per month	< Rp 1,000,000	24	23.3
	1,000,000 – Rp 2,000,000	54	52.4
	> Rp 2,000,000	25	24.3
	Total	103	100



Department	Accounting	10	9.7
	Business Administration	33	32
	English Language	9	8.7
	Civil Engineering	10	9.7
	Machine Engineering	0	0
	Refrigeration and Air Conditioning Engineering	7	6.8
	Energy Conversion Engineering	7	6.8
	Electronic Engineering	9	8.7
	Chemical Engineering	8	7.8
	Computer and Informatics	10	9.7
	Total	103	100

Source: Data Processed, 2023

Based on respondents' demographic data, 64 (62.1 percent) were men, 39 (37.9 percent) were women. Meanwhile, the largest age range is 21-22 (62.1 percent). Meanwhile, the average amount of money per month is Rp. 1,000,000,- – Rp. 2,000,000,- (52.4 percent), and the largest department is in business administration.

### Validity and Reliability Test Results

The validity of the variable measuring instrument is measured using the validity and reliability test (Chaniago et al., 2023). A measuring instrument is declared valid and reliable if the calculated r-value exceeds 0.3 and Cronbach Alpha is > 0.6.

**Table 2. Test Table of Validity and Reliability for E-Service Quality (X)**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	103	100.0
	Excluded <sup>a</sup>	0	.0
	Total	103	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
VAR00001	80.0097	51.676	.243	.731
VAR00002	79.8641	49.962	.435	.719
VAR00003	80.0388	48.959	.538	.711
VAR00004	80.0971	49.598	.514	.715

VAR00005	80.0485	50.223	.432	.720
VAR00006	80.3689	47.686	.517	.706
VAR00007	80.3689	48.255	.512	.709
VAR00008	80.1553	48.329	.614	.706
VAR00009	80.2816	47.538	.519	.706
VAR00010	80.0874	48.924	.488	.713

**Reliability Statistics**

Cronbach's Alpha	N of Items
.734	10

**Table 3. Test Table of Validity and Reliability for Repurchase Interest (Y)**

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	80.3495	51.739	.364	.731
VAR00002	80.2913	51.365	.431	.728
VAR00003	80.2039	50.497	.546	.721
VAR00004	80.1650	50.806	.458	.725
VAR00005	80.2233	51.842	.419	.730
VAR00006	80.2233	49.920	.589	.717
VAR00007	80.2816	49.577	.604	.715
VAR00008	80.2524	50.191	.537	.720
VAR00009	80.3883	49.769	.535	.718
VAR00010	80.4175	48.775	.630	.710

**Reliability Statistics**

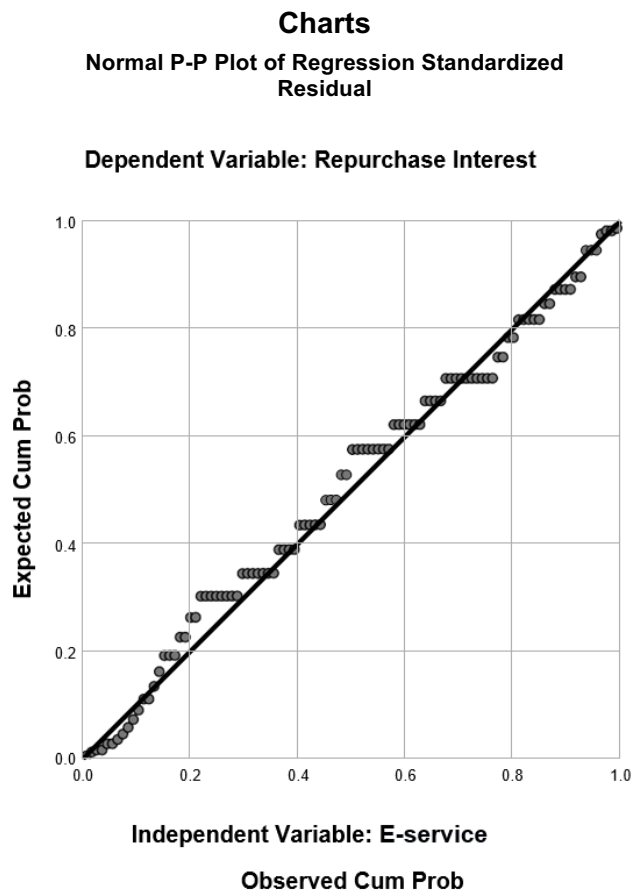
Cronbach's Alpha	N of Items
.742	10

Each asks ten questions based on the validity test results of the two variables, E-Service Quality (X) and Repurchase Interest (Y). All answered statements have a correlation coefficient of more than 0.3. This means that all respondents' answers are valid or all statement items above are suitable for use as measuring tools in research and in subsequent tests. Meanwhile, the reliability test results show Cronbach  $\alpha$  value above 0.60, where E-Service Quality (X) is 0.734 and Repurchase

Interest (Y) is 0.742. It can be inferred that the results of the respondents' questionnaire are reliable. Therefore, the data obtained can be trusted and is consistent if done repeatedly.

### Results of the Normality Test

The purpose of the normality test is to assess the data distribution within a set of variables or data points and determine if the distribution is normal. Its primary purpose is to ascertain whether collected data follows a normal distribution or is derived from a normal population. According to statistical convention, when dealing with datasets containing more than 30 observations ( $n > 30$ ), assuming normal distribution is generally considered acceptable. Such datasets are commonly referred to as large samples based on the empirical observations of statisticians.



The data's normal distribution was validated by the results of the data processing analysis using basic linear regression. This was evident from the distribution of points clustering around the diagonal axis of the graph. Thus, statistical testing can be continued because the results are more reliable and accurate. Apart from that, by obtaining normally

distributed data, hypothesis tests, such as the t-test and F-test, provide more consistent and reliable results when the normal distribution assumptions are met.

### Results of Analysis Simple Regression

Table 4 shows a summary model of a simple regression to test the influence of both variables.

**Table 4. Model Summary of Simple Regression**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657	.432	.426	2.82431

a. Predictors: (Constant), E-Service Quality

b. Dependent Variable: Repurchase Interest

Simple linear regression analysis measures the variable (X) e-service quality against the variable (Y) repurchase interest. The analysis using this method shows that the R Square value is 0.432, which indicates that e-service quality has an influence of 43.2% on repurchase interest. In comparison, other factors influence 56.8% of repurchase interest.

**Table 5. Coefficients Linear Simple Regression**

Model	Unstandardized Coeff.		Standardized Coeff.	T Statistics	Sig.
	Beta	Std. Error	Beta		
1					
	(Constant)	14.160	3.220	4.398	.000
	E-Service Quality	.666	.076	.657	.000

a. Dependent Variable: Repurchase Interests

Based on Table 5, the regression coefficient value resulting from E-Service Quality is 0.657, and the constant is 14.160. Based on these results, the following regression equation can be formulated:

$$Y = 14,160 + 0,657X$$

Information that Y is repurchase interest and X is E-Service Quality. This table shows that the correlation figure for the simple regression value is 0.657, which is the Standardized Coefficients Beta.

The above equation can be interpreted as follows:

$\alpha = 14,160$ . This means that if E-Service Quality is zero (0), then the consumer's

Repurchase Interest will be worth 14,160 units.

$\beta_1 = 0,657$ . This means that if E-Service Quality increases by one unit and other variables

are constant, then the Repurchase Interest will increase by 0.657.

When E-Service Quality is zero, the analysis results state that the consumer's Repurchase Interest value will be 14,160 units. This can be considered a constant or basic value of Repurchase Interest when E-Service Quality does not contribute (or has a minimal, negligible influence).

Repurchase interest will increase by 0.657 units if e-service quality rises by one unit and the other variables stay the same or do not change, according to the coefficient value of 0.657. This coefficient can be interpreted as the pace at which e-service quality grows or contributes to variations in repurchase interest. Put another way, it is anticipated that customer interest in making additional purchases will rise by 0.657 units for every unit improvement in electronic service quality (e-service quality).

### Results of Hypothesis Test

**Table 6. Coefficients of Linear Simple Regression**

Model	Unstandardized Coefficients		Standardized Coefficients	t Statistics	Sig.
	$\beta$	Std. Error	$\beta$		
1					
	(Constant)	14.160	3.220	4.398	.000
	E-Service Quality	.666	.076	8.758	.000

a. Dependent Variable: Repurchase Interest

The basis for decision-making:

H0: There is no influence of variable X (E-Service Quality) on variable Y (Repurchase Interest)

H1: There is an influence of variable X (E-Service Quality) on variable Y (Repurchase Interest)

H<sub>0</sub> : t-statistics < t-table

H<sub>1</sub> : t-statistics > t-table

Table 6 shows that the t-statistics is 8.758, while the t-table for the actual level is 0.05 or 5%, and the degrees of freedom is  $(n-2) = 103 - 2 = 101$ , Then we get the t-table coordinates  $(0.05 \cdot 101) = 1.98373$ .

It is evident from these findings that the t-statistics  $(8.758 > 1.98373)$  is higher than the t-table. Since the probability is far lower than 0.05, the significance column reads 0.000. Thus, it can be concluded that hypothesis H1 is confirmed and that hypothesis H0 is denied; as a result, e-service quality affects Polban students' inclination to repurchase in the Indonesian Shopee marketplace.

### DISCUSSION

This study attempts to determine how students' interest in making more purchases from the Shopee Indonesia online shopping platform is influenced by the quality of the e-service. The study's findings demonstrate that students' decisions to buy at Shopee Indonesia are positively and significantly impacted by the quality of the e-service. This research focuses on the services offered, such as ease and speed of use, product availability, functionality, data privacy and security,

information effectiveness, compensation for problems, and customer support. Ease and speed in using applications, such as browsing, searching, and purchasing products, make shopping easier for customers. Apart from that, the availability of products, from electronics to fashion, meets various consumer interests and preferences.

The Shopee platform has powerful functionality, incorporating advanced features such as secure payment options, order tracking, and a personalized recommendation system. This platform functionality enhances the overall user experience. Plus, it prioritizes the privacy and security of its users' data, implementing strong encryption measures and a strict privacy policy. Customers' confidence in the e-commerce platform is increased since they know that their personal information is treated with the utmost confidentiality. Information effectiveness ensures that customers have access to accurate details, specifications, and reviews, thereby contributing to a transparent shopping environment.

Likewise, with compensation items for problems, Shopee in Indonesia shows commitment to customer satisfaction by offering fast and fair compensation. This customer-centric approach helps build trust and loyalty, demonstrating Shopee's dedication to solving problems efficiently. The same is true with customer support, where Shopee is very responsive and easy to access, assisting various channels such as live chat, email, and telephone support. A committed team of customer support makes sure that queries and issues are resolved quickly, enhancing the general user experience of the platform.

All the dimensional analyses mentioned highlight how Shopee addresses various important dimensions for an e-commerce platform so that the e-services provided can contribute to consumers remaining loyal to Shopee and thus achieving success in the Indonesian market. These results suggest that if the marketplace matches user expectations, high-quality services can boost users' interest in making repeat purchases. Thus, in order to keep customers and raise customer satisfaction, online retailers must focus on and enhance the quality of their e-services.

This study's implication to the literature regarding e-service quality in electronic sales services or e-commerce and repurchase intentions uses a sample of vocational students at the Bandung State Polytechnic, which is closely related to the world of industry and business. Previous research used the same variables, but none of the samples used vocational students, so this is something new in this research.

Meanwhile, the implications for management, especially Shopee, are the concerns of maintaining e-service quality and strengthening relationships with loyal customers by providing discounts and adding shopping vouchers to make them more attractive. Market practitioners can also use their knowledge by adding interesting features that make it easier for consumers to make

transactions, involve consumers, and become resellers so that consumers and producers are jointly active and gain profits.

## CONCLUSIONS

This analysis demonstrates that e-service quality has a notable impact on students' at Politeknik Negeri Bandung repurchase interest in online shopping on Shopee Indonesia. In contrast, other factors also play a significant role in influencing repurchase decisions. These findings suggest potential avenues for exploring additional variables in future research. Moreover, they reinforce earlier studies that examined related factors, offering valuable insights for practitioners seeking to enhance repurchase decisions.

Electronic service quality refers to a methodology or approach employed to appraise the quality of website services, primarily gauged through end-user perceptions. Favorable e-service quality, as indicated in the available literature, asserts that the perceived excellence of e-service quality influences the likelihood of repeat transactions in the electronic domain. Electronic services are consistently of the highest caliber, distinguished by exceptional service delivery that instills confidence and security in customers, encouraging them to make additional transactions. Achievement of the seven dimensions, namely efficiency, compliance, system availability, privacy, responsiveness, compensation, and contact, has been proven to influence online consumer repurchase intentions among Bandung State Polytechnic vocational students.

This research has a few constraints. Firstly, enhancing the sample size by encompassing all polytechnics or vocational schools across Indonesia is essential. The goal of this extension is to guarantee that the results are more precise and widely useful to the broader public. Secondly, incorporating additional intervening or moderating variables is crucial. This step is taken to introduce complexity to the research results, particularly in the realm of advancing scientific knowledge, specifically within marketing strategies.

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