

Research Article

The Effect of E-Service Quality, E-Trust and E-Satisfaction on Repurchase Intention through Prior Online Experience as a Moderation Variable (Empirical Study on Tokopedia E-Commerce Service Users in Padang City)

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Abstract: This study aims to analyze the influence of e-service quality, e-trust, and e-satisfaction on the repurchase intention of Tokopedia marketplace customers in Padang City, and to examine the role of prior online experience as a moderating variable in this relationship. The study uses a quantitative approach with hypothesis testing to test the causal relationship between the independent and dependent variables. Based on the results of data analysis, it was found that e-service quality and e-satisfaction have a positive and significant effect on repurchase intention, while e-trust does not have a significant effect on repurchase intention. Regarding the role of prior online experience as a moderating variable, the results of the study show that previous online shopping experience is able to moderate (strengthen) the relationship between e-service quality and repurchase intention as well as the relationship between e-satisfaction and repurchase intention. However, prior online experience failed to moderate the relationship between e-trust and repurchase intention. Based on the results of the analysis, it shows that the quality of electronic services and customer satisfaction supported by previous positive experiences are key factors that drive repurchase intention on the Tokopedia marketplace, while consumer trust does not relatively affect repurchase intention in the context of this study.

Keywords: E-satisfaction; E-service quality; E-trust; Marketplace; Tokopedia

1. Introduction

The shopping behavior of Indonesian people in recent years has undergone significant changes. In the past, people more often shopped directly at shopping centers or traditional markets. However, with the increasing advancement of technology and the increasing innovation in the e-commerce sector, people's shopping behavior has undergone a transformation. Currently, online shopping through e-commerce platforms is the main choice for most Indonesians. This shopping system is preferred because of its efficiency and the convenience it offers (Yanti et al., 2023).

This change is further strengthened by the development of systems that support online shopping activities, such as secure payment systems, reliable logistics, and the emergence of various competing e-commerce services. People now have many choices for shopping online, so they can be more selective in choosing services that suit their preferences. However, this fierce competition also has an impact on the challenges faced by each e-commerce platform in maintaining loyalty and gaining consumer trust.

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A large number of e-commerce services have been present in the Indonesian market, with some of them obtaining permits from the government to operate, such as Tokopedia, Shopee, Bukalapak, Lazada, and so on. Competition between these platforms is very tight, as reflected in the market share data of several e-commerce services disclosed in the following table:

Table 1. Top Brands of E-Commerce Services in Indonesia 2010 – Q2 2024.

Nama Brand	Market Share (%)	2020	2021	2022	2023	2024
Blibli.com	13.20	5.70	5.10	6.60	14.30	
Bulapak.com	5.30	-	2.50	-	2.30	
Lazada.co.id	41.00	23.70	21.80	22.50	25.10	
Shopee.com	19.50	52.90	59.90	41.89	41.20	
Tokopedia.com	8.00	4.80	10.20	4.10	4.10	

Source: Top Brand Indonesia (2024)

From the table, it can be seen that Shopee and Lazada have dominated the Indonesian e-commerce market in recent years. Shopee, in particular, has held the top position since 2021 to the second quarter of 2024 with a market share of around 41%. On the other hand, Tokopedia, although already well-known to the Indonesian people, has experienced a significant decline in market share. In 2023 and the second quarter of 2024, Tokopedia only controlled 4.1% of the market. This decline indicates that Tokopedia has difficulty in maintaining its appeal among consumers.

This phenomenon is also reflected in the people of Padang City, where most consumers tend to be more familiar with and choose Shopee or Lazada, while Tokopedia is better known in general, but not many consistently shop through this platform (Sari & Oswari, 2020). Based on research conducted by Miao et al. (2022), the formation of the desire to make a repeat purchase (repurchase intention) through e-commerce services is greatly influenced by a number of factors, including previous online shopping experience (prior online experience), satisfaction (e-satisfaction), and trust (e-trust). A similar thing was also expressed by Ahmad et al. (2017) who stated that good e-commerce service quality can increase consumers' tendency to make repeat purchases.

According to Miao et al. (2022), prior online experience plays an important role in forming repurchase intention, because the positive experience obtained by consumers from previous transactions will influence their decision to shop on the same platform in the future. When consumer expectations for the product they are looking for can be met, this will create a positive impression of the platform, which in turn increases their desire to shop again. Research by Zafar et al. (2021) also shows a strong positive relationship between prior online experience and repurchase intention.

In addition, consistent electronic service quality (e-service quality) also plays a major role in forming repurchase intention. Kotler et al. (2019) stated that consistency in providing satisfactory service can increase the tendency of consumers to continue using the same

platform. Research by Fared et al. (2021) and Wiradarma & Respati (2020) shows that good e-service quality can strengthen consumers' intention to shop again on the same platform.

Trust (e-trust) is also an important factor in forming repurchase intention. Keller (2016) stated that e-trust is a form of consumer confidence in the ability and security of e-commerce services. When consumers feel safe and satisfied with their shopping experience, this trust will encourage them to continue using the same service. This is reinforced by research by Miao et al. (2022) which shows a positive relationship between e-trust and e-repurchase intention.

In accordance with the phenomena that occur, this study aims to explore more deeply the influence of electronic service quality (e-service quality), trust (e-trust), and satisfaction (e-satisfaction) on repurchase intention through prior online experience as a moderating variable. This study will use an empirical approach with a focus on Tokopedia e-commerce service users in Padang City. On the other hand, this study offers a methodological update by making prior online experience a moderating variable, which is different from previous studies that used this variable as a mediating variable. With this change in the analysis model, it is expected to provide new contributions in understanding the factors that influence repurchase intention in the e-commerce sector.

2. Literature Review

2.1. Repurchase Intention

Repurchase intention is the desire of consumers to repurchase products or services that they have used before. Trivedi & Yadav (2020) stated that repurchase intention arises due to positive consumer perceptions of the brand used, which encourages them to repurchase because of emerging needs. Qudus & Amelia (2022) also stated that this action is created because of positive experiences that are consistent with products or services that have been used previously.

Repurchase intention is an indicator of consumer loyalty to a particular brand. This shows that consumers not only repurchase, but also recommend products to others and talk about their positive experiences (Miao et al., 2022). This positive experience creates an emotional connection with the brand, so that consumers continue to choose products that have provided satisfaction in the past.

Some indicators for measuring repurchase intention according to Miao et al. (2022) include:

- a. The desire to return to using the same marketplace service.
- b. Positive recommendations about services to others.
- c. Telling positive experiences to people around them.

Repurchase intention is influenced by various factors such as product quality, service, positive experiences, and previous satisfaction (Wirtz & Lovelock, 2021). According to Miao

et al. (2022), prior online experience, e-satisfaction, and e-trust greatly influence consumers' decisions to repurchase. In addition, high e-service quality also plays an important role in creating convenience and satisfaction, which in turn drives repurchase intention (Zhang et al., 2024; Rita et al., 2019).

2.2 Prior Online Experience

Prior online experience refers to the experience felt by customers after using online store or e-commerce services. Regina (2018) explains that this experience can be positive or negative, and influences consumer decisions in the future. This experience is a reference for making future online shopping decisions (Citra, 2022). A positive experience, such as ease in finding products or a smooth transaction process, encourages consumers to shop again and build loyalty to the e-commerce platform.

Tan et al. (2024) stated that a positive prior online experience strengthens consumers' commitment to continue using the same service, while a negative experience can cause them to switch to another platform. Therefore, a satisfying prior online experience plays an important role in creating repurchase intention and consumer loyalty.

According to Miao et al. (2022), prior online experience can be measured by the following indicators:

- a. Positive Past Experience - This includes the pleasant experiences felt by customers during the online shopping process, from searching for products to completing transactions.
- b. Feelings of Happiness and Pride - This refers to feelings of satisfaction and pleasure that arise after shopping online.
- c. Easy Access and Service Process – Shows the ease felt by customers when doing online shopping activities.

Thus, prior online experience can be measured based on positive experiences, emotional satisfaction, and ease of access felt by consumers when shopping online.

2.3 E-Service Quality

E-service quality is the extent to which the service provided through electronic media meets customer expectations and provides convenience and satisfaction. Kotler & Keller (2009) stated that e-service quality refers to the quality of electronic service perceived by customers after interacting with online services. When customers feel satisfied and comfortable with the service, they tend to return to use the same service in the future. Zavareh et al. (2012) added that e-commerce services that improve service quality electronically will encourage customer satisfaction and increase the likelihood of reusing the service.

Pearson et al. (2012) explained that e-service quality also includes dimensions such as tangible, reliability, assurance, responsiveness, and empathy. If the service provider is able to meet these five dimensions, customer satisfaction will be created, which in turn encourages

repurchase intention or intention to buy again. Overall, e-service quality greatly influences consumers' decisions to return to using the same service.

According to Miao et al. (2022), e-service quality can be measured through the following indicators:

- a. Accuracy of Response Demonstrated by Online Sellers – Shows the seller's ability to respond quickly to all customer requests.
- b. Seller's Ability to Solve Customer Problems – Sellers who can solve customer problems efficiently will improve service quality.
- c. Post-Purchase Service – The service provided after a purchase transaction also plays an important role in assessing e-service quality.

Thus, e-service quality can be measured through response speed, problem-solving ability, and service quality after purchase.

2.4 E-Trust

E-trust is the level of trust felt by customers towards electronic services, especially in the context of online shopping. According to Tjiptono (2012), e-trust arises when customers have consistently positive experiences with the online services used. This experience builds confidence that encourages customers to return to shop at the same service. Widiyanti et al. (2020) added that e-trust is formed due to positive experiences felt by customers repeatedly, which ultimately fosters trust to continue using the same marketplace service when the need to shop arises again. E-trust plays an important role in creating customer loyalty and encouraging them to choose the same service again in the future.

Based on the theory above, it can be concluded that e-trust is a psychological condition that arises from positive customer experiences with marketplace services. This trust encourages customers to continue using the service, because they feel confident that they will get comfort and security in shopping online.

E-trust can be measured using several indicators that describe customer confidence and trust in e-commerce services. According to Miao et al. (2022), the indicators for measuring e-trust include:

- a. Customer Record History or Comments – Customer actions to seek references or reviews from other users to ensure trust in the marketplace used.
- b. Recommend Marketplace – Trust that arises within customers encourages them to recommend the marketplace they trust to others.
- c. Confidence in Seller Commitment – Previous positive experiences with seller services in the marketplace increase customer confidence in the seller's commitment and quality.

Thus, e-trust can be measured through customers' repeat behavior, as well as their actions in seeking additional information and recommending the service to others.

2.5 E-Satisfaction

E-satisfaction is a feeling felt by users of electronic services when all their hopes or desires are met. Kotler et al. (2019) stated that e-satisfaction is formed when the performance of the service received by customers exceeds their expectations. When customers are satisfied with the service provided, they will have a positive impression that encourages them to make repeat purchases. Santana-Monagas & Núñez (2022) added that e-satisfaction shows the feeling of pleasure or satisfaction felt by customers after their expectations or desires are met. This satisfaction arises when the performance of the service exceeds the customer's initial expectations, which creates a desire to continue using the same service.

Thus, e-satisfaction refers to the level of satisfaction felt by customers when the service received meets or even exceeds their expectations, which encourages repeated actions in using the service.

To measure e-satisfaction, there are several indicators used to assess the level of customer satisfaction. According to Miao et al. (2022), e-satisfaction measurement indicators include:

- a. Satisfaction with online seller services - Customer satisfaction with the quality of service provided by online sellers.
- b. Feeling happy in shopping online - Feelings of joy and satisfaction felt by customers when making online transactions.
- c. Feeling proud to tell others about marketplace services - Satisfaction reflected in the act of recommending services to others.

Thus, e-satisfaction can be measured based on customer satisfaction with the services provided, both in terms of product quality and a pleasant shopping experience.

2.6 Previous Research

Research conducted by Raja Ahmed Jamil, Urba Qayyum, Syed Ramiz ul Hassan, and Tariq Iqbal Khan (2023) shows that Argument Quality (AQ), Source Credibility (SC), and Kindness of Influencer have a positive influence on Consumer Well-Being (CW) in the context of the TikTok platform. This study confirms the findings of Zidni Tsaniya Aziza and Kurniawati (2023) who stated that Source Credibility has a positive effect on Consumer Well-Being, which in turn has a positive impact on Recommendation Credibility and Purchase Intention. However, the study also found that Argument Quality and Kindness did not have a significant effect on Consumer Well-Being. Different findings were obtained from the research of Anggraheni Widyaningrum and Muzakar Isa (2023), which showed that Argument Quality had a significant effect on Purchase Intention and Consumer Well-Being, while Influencer Credibility only had an effect on Consumer Well-Being, without a direct effect on purchase intention. Meanwhile, Eny Endah Pujiastuti, Sadeli, and Luthfia Yumna N (2023) found that Source Credibility, Review Quality, and Review Quantity had a significant effect

on Brand Image, but only Review Quality and Review Quantity had a direct effect on Purchase Intention; while Source Credibility only had an indirect effect through Brand Image. Similar results were found by Alya Nadhiah, Sri Vandayuli Riorini, Chairunnisa Aldiva Achmad, and Hendrik Aprianto (2023), who revealed that Argument Quality and Source Credibility had a significant positive effect on Consumer Well-Being, which in turn influenced Purchase Intention. However, like Aziza and Kurniawati's research, the Kindness variable also did not show a significant effect on Consumer Well-Being.

2.7 Previous Research

Ahmad et al. (2017) in their study found that website quality and e-satisfaction have a significant influence on the formation of e-loyalty. This finding shows that good user experience through website quality and high e-satisfaction can increase user loyalty to e-commerce services. Furthermore, Miao et al. (2022) stated that e-satisfaction and e-trust have a significant positive relationship with repurchase intention, meaning that when customers feel satisfied and trust online services, they tend to make repeat purchases. Meanwhile, Fared et al. (2021) explained that e-service quality has a direct and indirect influence on repurchase intention, with customer satisfaction as a mediator. This confirms the importance of e-service quality in creating repeat purchase intentions through customer satisfaction.

Another study by Zafar et al. (2021) shows that prior online experience has a significant contribution in encouraging repeat purchases. Positive experiences in the past are an important factor in customers' decisions to return to using the same service. Finally, Trivedi and Yadav (2020) revealed that e-trust and e-satisfaction have a significant influence on repurchase intention in generation Y, indicating that trust and satisfaction with services are very important for young consumers in forming online shopping loyalty. Overall, these studies underline the importance of service quality, positive experiences, trust, and satisfaction in building repurchase intention in digital services.

3. Method

This study uses a quantitative approach with the aim of testing the influence of exogenous variables (e-service quality, e-trust, and e-satisfaction) on endogenous variables (repurchase intention) and the role of moderating variables (prior online experience) in strengthening or weakening the relationship between variables. Data analysis was carried out using the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS) to test the research model and the relationship between variables (Sekaran & Bougie, 2016).

The population in this study were all Tokopedia customers domiciled in Padang City. The sample was selected using a purposive sampling technique with the following criteria: (1) domiciled in Padang City; (2) have made transactions on Tokopedia at least twice in the last

six months. Based on the Hair et al. (2019) approach, the number of samples used was 10 times the number of indicators, namely 150 respondents (15 indicators \times 10).

Primary data were collected through a survey using a questionnaire distributed online (Google Form) and offline to respondents who met the criteria. The instrument was compiled based on indicators from each variable using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

Table 2. Likert Scale Used

Score	Information
1	Strongly Agree
2	Agree
3	Neutral
4	Disagree
5	Strongly Disagree

The research variables consist of:

- Repurchase Intention (endogenous variable): customer actions to return to using the marketplace.
- E-Service Quality, E-Trust, and E-Satisfaction (exogenous variables): perceptions of service quality, level of trust, and user satisfaction.
- Prior Online Experience (moderation variable): previous shopping experiences that influence repeat decisions.

Data analysis was performed using SEM-PLS with SmartPLS software. The analysis stages include:

- Validity and reliability test: Using outer loading values, average variance extracted (AVE), and composite reliability.
- Structural test (inner model): To determine the influence between variables and testing the moderation effect.

Descriptive analysis: Using frequency distribution and calculation of Respondent Achievement Level (TCR) to describe perceptions of each indicator.

4. Results and Discussion

The results of the study indicate that e-service quality has a positive and significant effect on repurchase intention of Tokopedia customers in Padang City (coefficient = 0.441; $p = 0.000$). On the other hand, e-trust, although it has a positive effect on repurchase intention (coefficient = 0.245), the effect is not significant ($p = 0.132$). Meanwhile, e-satisfaction is proven to have a positive and significant effect on repurchase intention (coefficient = 0.202; $p = 0.032$). In the moderation test, it was found that prior online experience was able to strengthen the relationship between e-service quality and repurchase intention (coefficient = 0.304; $p = 0.004$), as well as the relationship between e-satisfaction and repurchase intention

(coefficient = 0.268; $p < 0.05$). However, this variable is not able to moderate the relationship between e-trust and repurchase intention significantly (coefficient = -0.001; $p = 0.994$).

4.1 . The Influence of E-Service Quality on Repurchase Intention

The test results show that e-service quality has a positive and significant effect on the repurchase intention of Tokopedia customers in Padang City. The higher the quality of online service perceived, the greater the tendency of customers to make repeat purchases. This finding supports the Technology Acceptance Model (TAM) theory by Venkatesh et al. (2003), which explains that technology is used to facilitate human activities, including online shopping. When customers feel the shopping process is easy, fast, and safe, they are encouraged to continue using the same service.

Most respondents admitted that Tokopedia provides quality services, such as fast responses from sellers, clear product information, and good after-sales service. This creates a positive experience and strengthens customer trust, which ultimately triggers the intention to shop again on the platform. If this service quality is maintained or improved, repeat purchase behavior will continue to occur consistently.

These results are in line with the research of Miao et al. (2022) and Fared et al. (2021) which also stated that e-service quality has a positive effect on repurchase intention. Kotler et al. (2019) also emphasized that consistent service quality is one of the main keys to building customer loyalty in e-commerce. Research by Wiradarma & Respati (2020) also emphasized that quality electronic services will form a positive impression and increase the likelihood of customers returning to use the same marketplace service in the future.

4.2 The Influence of E-Trust on Repurchase Intention

The results of the second hypothesis test show that e-trust does not have a significant effect on the repurchase intention of Tokopedia customers in Padang City. This means that the level of customer trust in this marketplace does not determine whether they will make repeat purchases. This finding contradicts the initial hypothesis, so the second hypothesis is rejected. This can be explained through the loyalty theory by Griffin & Moorhead (2017), which states that consumers who are loyal to a brand tend not to be affected by negative issues, even when it comes to the brand's image.

One of the factors that influences this result is the existence of negative issues regarding Tokopedia, such as news of bankruptcy or acquisition. However, because the respondents in this study already had repeated positive experiences in using Tokopedia, they still chose to shop on the platform without being influenced by external issues. In other words, past experience is more decisive than perceptual or general trust.

This finding contradicts the results of several previous studies, such as those conducted by Ginting et al. (2023), Miao et al. (2022), and Trivedi & Yadav (2020), which concluded that e-trust has a positive and significant effect on repurchase intention. These studies emphasize

the importance of trust in forming customer loyalty in online shopping. However, in the context of customers in Padang City, it seems that loyalty formed from real experiences is stronger than mere perceptions of trust. Thus, e-trust is not the main determinant of repurchase intention among Tokopedia users in Padang City, who are already familiar and comfortable with the marketplace service.

4.3 The Influence of E-Satisfaction on Repurchase Intention

Hasil pengujian hipotesis ketiga menunjukkan bahwa e-satisfaction berpengaruh positif dan signifikan terhadap repurchase intention pelanggan Tokopedia di Kota Padang. Artinya, semakin tinggi tingkat kepuasan yang dirasakan pelanggan setelah berbelanja online, maka semakin besar kemungkinan mereka akan melakukan pembelian ulang di marketplace yang sama. Temuan ini konsisten dengan hipotesis awal dan sejalan dengan Theory of Planned Behavior (Ajzen, 1991), yang menyatakan bahwa tindakan seseorang dipengaruhi oleh sikap positif yang terbentuk dari pengalaman sebelumnya. Dalam konteks ini, pengalaman belanja yang memuaskan akan mendorong pelanggan untuk kembali menggunakan layanan Tokopedia.

Kepuasan pelanggan terbentuk ketika harapan mereka terhadap layanan dapat terpenuhi atau bahkan dilampaui. Dalam kasus Tokopedia, pelanggan merasa puas karena ekspektasi mereka dalam hal kualitas produk, kecepatan layanan, dan keakuratan informasi terpenuhi secara konsisten. Ketika kepuasan ini terjadi berulang kali, maka akan membentuk loyalitas dan kecenderungan untuk melakukan pembelian ulang.

Temuan ini diperkuat oleh penelitian sebelumnya, seperti oleh Dwipayana & Sulistyawati (2018) dan Fared et al. (2021), yang menunjukkan bahwa e-satisfaction memiliki pengaruh signifikan terhadap repurchase intention. Penelitian Anggraini et al. (2020), Kunadi et al. (2021), dan Sharma et al. (2021) juga mendukung bahwa kepuasan pelanggan menjadi acuan utama dalam memilih layanan marketplace yang sama di masa mendatang.

Dengan demikian, kepuasan yang dirasakan pelanggan terhadap layanan Tokopedia merupakan faktor penting dalam membentuk tindakan pembelian ulang yang lebih teratur, menjadikan e-satisfaction sebagai indikator kunci dalam menjaga loyalitas pelanggan.

4.4 Prior Online Experience Moderates the Relationship Between E-Service Quality and Repurchase Intention

The results of the fourth hypothesis test show that prior online experience is able to moderate the relationship between e-service quality and repurchase intention of Tokopedia customers in Padang City. This means that the higher the positive experience of customers in online shopping, the stronger the influence of electronic service quality on the desire to shop again. This hypothesis is accepted because the results of statistical tests show a significant relationship.

This finding is in line with the Technology Acceptance Model (TAM) by Venkatesh et al. (2003), which explains that technology adoption is influenced by perceptions of ease and usefulness. In the context of the marketplace, when Tokopedia's services are considered to facilitate the shopping process and past experiences also support this positive perception, customers will be encouraged to continue using the same service.

Most respondents were satisfied with the quality of Tokopedia's services, such as fast responses from sellers, good communication, and accurate product information. This forms a positive experience that strengthens customers' intention to shop again. The more often this positive experience is repeated, the higher the likelihood of regular repeat purchases.

This finding is consistent with the research results of Miao et al. (2022), Fared et al. (2021), and Sharma et al. (2021) all of which show that prior online experience acts as a moderator that strengthens the influence of e-service quality on repurchase intention. Previous positive experiences serve as a reference for customers in making repeat purchase decisions, because they provide a guarantee of the expected service quality. Thus, previous shopping experiences play an important role in strengthening the impact of service quality on purchasing loyalty on the marketplace platform.

4.5 Prior Online Experience Moderates the Relationship Between E-Trust and Repurchase Intention

The results of the fifth hypothesis test show that prior online experience does not moderate the relationship between e-trust and repurchase intention of Tokopedia customers in Padang City. This means that the level of previous online shopping experience does not strengthen or weaken the influence of customer trust on the decision to shop again at the marketplace. This finding is not in line with the hypothesis proposed, so the fifth hypothesis is rejected.

This result is in line with the loyalty theory by Griffin & Moorhead (2017), which explains that consumers who are loyal to a brand will remain committed to using it even if negative issues or information arise that can affect the level of trust. In this context, Tokopedia customers remain loyal and have the intention to shop again, regardless of fluctuations in the level of trust that may be influenced by news or other experiences.

This finding is due to the positive experiences that have been repeatedly felt by respondents in using Tokopedia services. This experience creates strong beliefs and commitments, so that even though trust is disturbed, it does not have a significant impact on the desire to continue shopping at Tokopedia.

This finding is different from a number of previous studies such as Ginting et al. (2023), Miao et al. (2022), and Trivedi & Yadav (2020) who stated that e-trust has a significant influence on repurchase intention. However, in this study, the dominant positive experience has formed strong loyalty, so that the role of trust becomes less decisive. Thus, in the context

of Tokopedia customers who are accustomed and satisfied, past experiences have a greater influence on repurchase decisions than current levels of trust.

4.6 Prior Online Experience Moderates the Relationship Between E-Satisfaction and Repurchase Intention

The results of the sixth hypothesis test show that prior online experience is able to moderate the relationship between e-satisfaction and repurchase intention of Tokopedia customers in Padang City. This means that the satisfaction felt by customers from previous shopping experiences strengthens their desire to return to using the same marketplace service. When customers feel consistently satisfied, this creates a positive experience that increases the likelihood of repeat purchases.

This finding is supported by the theory of Kotler et al. (2019), which states that satisfaction arises from the match between customer expectations and the service performance received. If performance exceeds expectations, satisfaction will increase, and this encourages the formation of positive perceptions and the desire to return to using the same service. Therefore, satisfaction and positive experiences obtained from previous use are important factors that strengthen repurchase intention.

These results are also consistent with previous studies. Dwipayana & Sulistyawati (2018) and Fared et al. (2021) stated that a high level of satisfaction encourages customers to continue shopping at the same marketplace. In addition, repeated satisfying experiences form a positive prior online experience, which further strengthens the desire to make repeat purchases. Research by Anggraini et al. (2020), Kunadi et al. (2021), and Sharma et al. (2021) also shows that high and satisfactory service quality is the main reference in repeat online shopping decisions. Thus, it can be concluded that customer satisfaction supported by previous online shopping experiences plays an important role in driving the intention to return to using the Tokopedia marketplace.

5. Conclusion

Based on the results of the analysis and discussion of the hypothesis testing that has been carried out, it can be concluded that there are several important findings in this study. First, e-service quality is proven to have a positive and significant effect on the repurchase intention of customers in Padang City in shopping online through the Tokopedia marketplace, which shows that the better the service quality, the higher the customer's intention to shop again. Second, e-trust does not have a significant effect on repurchase intention, meaning that the level of consumer trust does not determine their decision to shop again at Tokopedia. Third, e-satisfaction is proven to have a positive and significant effect on repurchase intention, meaning that customer satisfaction encourages them to make repeat purchases. Fourth, prior online experience is able to moderate the relationship between e-

service quality and repurchase intention, indicating that previous shopping experience strengthens the influence of service quality on repeat purchase decisions. Fifth, prior online experience does not moderate the relationship between e-trust and repurchase intention, indicating that previous experience does not strengthen the influence of trust on repeat purchase intentions. Finally, prior online experience is also proven to moderate the relationship between e-satisfaction and repurchase intention, meaning that a satisfying shopping experience in the past strengthens the influence of satisfaction on repurchase intention in the Tokopedia marketplace.

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