THE INFLUENCE OF E-SERVICE QUALITY, E-SATISFACTION, AND E-WORD OF MOUTH TOWARD REVISIT INTENTION ON TOKOPEDIA WEBSITE IN PADANG CITY

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Abstract: *Purpose - This research aims to analyze: (1) The Influence of E-Service Quality toward E-Satisfaction on Tokopedia Website in Padang city (2) The Influence of E-Service Quality toward E-Word of Mouth on Tokopedia Website in Padang city (3) The Influence of E-Satisfaction toward E-Word of Mouth on Tokopedia Website in Padang city (4) The Influence of E-Word of Mouth toward Revisit Intention on Tokopedia Website in Padang city. Methodology - The type of this research is Causative research. The population on this research is all the consumer of Tokopedia in Padang who revisit Tokopedia website with the total sample is 150 person which was taken by using purposive sampling due to unknown the number of population. Finding - Regarding the causal model proposed, the data confirm the relationship set out in the hypothesis. It can therefore be stated that (1) E-Service Quality has a positive effect and significant to E-Satisfaction (2) E- Service Quality has a positive effect and significant to E-Word of Mouth (3) E-Satisfaction has a positive effect and significant to E-Word of Mouth (4) E-Word of Mouth has a positive effect and significant to Revisit Intention. Conclusion - The analysis highlights the positive influence which taking part in the E-Service Quality, E- Satisfaction and E-Word of Mouth toward Revisit Intention. This is the clearly shows in this relationship from the empirical point-of-view. Limitation - This research only limit with the some variable*
Keyword: *E-Service Quality, E-Satisfaction, E-Word of Mouth, Revisit Intention.*

INTRODUCTION

The industrial revolution is now entering its fourth phase. The rapid development of science and technology has a major impact on human life. According to Kasali (2017), disruption does not only mean the phenomenon of today change but also reflects the meaning of the phenomenon of future change. One form of disruption is e-commerce. Based on data quoted from CNN, the number of visitors in the first rank is Lazada, with 49,000,000. Lazada is a market leader in Indonesia, the company is based in Southeast Asia. Meanwhile, Tokopedia, an Indonesian original company became a market challenger, with 36,666,667 visitors. to increase the popularity of e-commerce is the interest in re-visit (revisit intention). Revisit intention is a form of behavior (behavioral intention) or the customer's desire to come back, give positive word of mouth, stay longer than expected, shop more than expected (Zeithaml, Valerie A. Mary Jo Bitner, Dwayne D. Gremler. 2009)

Several factors influence the interest of revisit intention. Through the internet, consumers can find various information about a product. This activity allows word-of-mouth (WOM) to occur which not only becomes a form of interpersonal communication that addresses a product, service or brand, but becomes a form of word-of-mouth communication (WOM) which then propagating globally through the internet and this is often called Electronic Word of Mouth (E-WOM) (Jalilvand, 2012).

Besides e-wom, the factor that can influence revisit intention is that E-service quality is a development towards service quality. According to Parasuraman et al. (2005: 217), the quality of electronic services is widely seen as a buyer's assessment to the extent that sellers facilitate efficiency and effective purchases and sellers facilitate the delivery of high-quality responsive services. Another factor E-Satisfaction is the level of one's feelings after comparing performance or perceived results compared to expectations. According to Zeithaml and Bitner (2004: 86) Satisfaction is to provide a full response to consumers.

METHODOLOGY

The type of research that will be conducted is causative research. Thus research explains and illustrates the relationship between the independent variables of E-Service Quality, E- Satisfaction, and E-Word of Mouth of the dependent variable is Revisit Intention. The population in this study is the people of Padang city who use Tokopedia website whose numbers are unknown. The sample that will be used in this study considered are

consumers who have revisit Tokopedia website with inclusive criteria aged 18 to 40 years. Data analysis was carried out using Structural Equation Model (SEM) using the Partial Least Square (PLS) and SmartPLS version

RESULTS AND DISCUSSION

Here are the results of research on the characteristics of respondents in this study:

a. Almost the same number of respondents, as many as 76 (51%) of respondents and man as many as 74 (49 %) of respondents.

Table 1 Characteristics of Respondents by Gender

NO	GENDER	TOTAL	PERCENTAGE
1	Male	76	**51%**
2	Female	74	**49%**
	TOTAL	**150**	**100%**

Data Primer, 2018

b. **The majority of respondent aged 18-25 years old, yes as many as 125 (83,33%) of respondents**

Table 2 Characteristics of Respondents Based on Jobs

NO	AGES	TOTAL	PERCENTAGE
1	18 - 25 years	125	**83,33%**
2	26 - 30 years	20	**13,33%**
3	31 - 35 years	5	**3,33%**
4	36 - 40 years	0	**0%**
5	More than 40 years	0	**0%**
TOTAL		**150**	**100%**

Data Primer, 2018

c. **The majority of respondent jobs is Students, as many as 115 (77%) of respondents**

Table 3 Characteristics of Respondents Based on age

NO	JOB	TOTAL	PERCENTAGE
1	Student	115	**77%**
2	Government Employees	2	**1%**
3	Police/ army	3	**2%**
4	Entrepreneur	10	**7%**
5	Private Employees	7	**5%**
6	Housewife	4	**3%**
7	others	9	**16%**
TOTAL		**150**	**100%**

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d. **The majority of respondent Income per Mount is less than Rp. 2.000.000, as many as 116 (77%) of respondents**

Table 4 Characteristics of Respondents Income per Month

NO	JOB	TOTAL	PERCENTAGE
1	Less than Rp.2.000.000	116	**77 %**
2	Rp. 2.000.000 - Rp. 3.000.000	9	**6%**
3	Rp. 3.000.000 - Rp. 4.000.000	1 0	**7%**
4	Rp. 4.000.000 - Rp. 5.000.000	1 2	**8%**
5	More than Rp. 5.000.000	3	**2%**
TOTAL		**170**	**100 %**

Descriptive Variable Statistics

Variable descriptive analysis in this study aims to provide a general description of the data collection that can be seen based on the mean (average) and standard deviation of each variable.

Table 5 Results of Criteria Mean

VARIABLE	MEAN	STDEV
E-SERVICE QUALITY	3.8	**0.80**
E-SATISFACTION	3.9	**0.75**
E-WORD OF MOUTH	3.8	**0.81**
REVISIT INTENTION	**4**	**0.76**

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Evaluation *Outer Model*

Convergent validity

Convergent validity is determined using the loading factor / outer loading value parameter and the AVE (Average Variance Extracted) value. Measurement can be categorized as having good convergent validity if the value of outer loading> 0.6 and the value of AVE>

0.5 (Ghozali & Latan, 2012). The following is a table of the value of loading factors from a total of 12 indicators contained in this study:

Table 6 *Outer Loading*

VARIABEL	NO	INDIKATOR	*OUTER LOADING* (>0.6)	KETERANGAN
	1	ESQRL1	0,774	**VALID**
	2	ESQRL2	0,669	**VALID**
	3	ESQRL3	0,754	**VALID**
	4	ESQRL4	0,604	**VALID**
E-SERVICE QUALITY	5	ESQRL5	0,639	**VALID**
	6	ESQRP1	0,667	**VALID**
	7	ESQRP2	0,630	**VALID**
	8	ESQRP3	0,659	**VALID**
	9	ESQRP4	0,609	**VALID**
	10	ESQA1	0,729	**VALID**
	11	ESQA2	0,706	**VALID**
	12	ESQA3	0,679	**VALID**
	13	ESQA4	0,668	**VALID**
	14	ESQE1	0,737	**VALID**
	15	ESQE2	0,608	**VALID**
	16	ESQE3	0,667	**VALID**
	17	ESQE4	0,727	**VALID**
	18	ES1	0,810	**VALID**
E-SATISFACTION	19	ES2	0,826	**VALID**
	20	ES3	0,801	**VALID**
	21	ES4	0,830	**VALID**
	22	ES5	0,843	**VALID**
	23	EWOM1	0,862	**VALID**
E-WORD OF MOUTH	24	EWOM2	0,873	**VALID**
	25	EWOM3	0,747	**VALID**
	26	RI1	0,871	**VALID**
REVISIT INTENTION	27	RI2	0,852	**VALID**
	28	**RI3**	**0,863**	**VALID**

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Based on table 6 shows that all indicators or statement items are valid. According to Hussein (2015), if there is a value of outer loading below 0.6 in an indicator, then the indicator can be eliminated because it does not represent the existing construct. So that in this study there are no indicators that will be removed or deleted.

Discriminant validity

Testing of discriminant validity relates to the principle that every indicator contained in a different construct should not correlate with high (Ghozali & Latan, 2012).

Table 7 discriminant validity

VARIABEL	E-SQ	E-S	E-WOM	RI
E-SQ	**0.842**			
E-S	0.822	**0.729**		
E-WOM	0.812	0.722	**0.829**	
RI	**0.790**	**0.677**	**0.782**	0.862

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Based on table 7, it can be concluded that the square root value of AVE is greater than other constructs. This shows that all constructs in the estimated research model meet the predetermined discriminant validity criteria

Average variance extracted (AVE)

The measurement model of convergent validity is also seen from the AVE value. AVE value describes the magnitude of the diversity of the manifest/indicator variables contained in the construct. Based on Ghozali and Latan (2012), the use of AVE values is needed in converging validity testing. Furthermore, the recommended AVE value is at least 0.5 to indicate a good convergent validity

Table 8 AVE (Average Variance Extracted)

VARIABLE	AVE VALUE(>0,5)
E-SERVICE QUALITY (X1)	0,506
E-SATISFACTION (X2)	0,676
E-WORD OF MOUTH (X3)	0,688
REVISIT INTENTION (Y)	0,743

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Based on table 8, it appears that all variables have an AVE value that is greater than 0.5. It can be concluded that all variables in this study can explain an average of more than half of the variants of each indicator that has good convergent validity.

Composite reliability

Composite reliability measures internal consistency and the value must be above 0.7 (Ghozali, 2012). The results of composite reliability can be seen in table 8 :

Table 9 *Composite Reliability*

VARIABLE	COMPOSITE RELIABILITY	REMARK
E-SERVICE QUALLITY	**0.912**	**RELIABEL**
E-SATISFACTION	**0.935**	**RELIABEL**
E-WORD OF MOUTH	**0.868**	**RELIABEL**
REVISIT INTENTION	0.897	**RELIABEL**

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Based on table 9 it can be seen that each variable used in this study has a good composite reliability value that is greater than 0.7. Therefore, each variable in this study can be said to have fulfilled the requirements that have a level of reliability in accordance with predetermined requirements.

Evaluation Inner Model

Inner model test or Structural Model Test

This test is used to evaluate the relationship between latent conditions as hypothesized in the study, based on PLS output, obtained as follows:
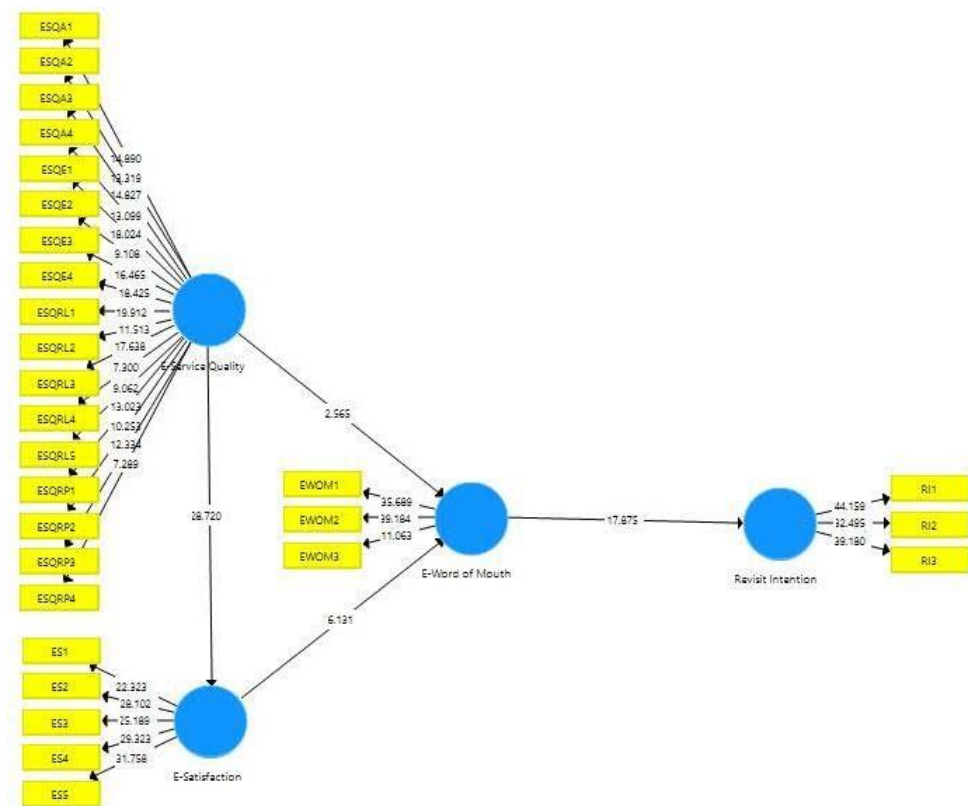

Figure 1 Diagram Path All Indicator

1. **Hypothesis testing**

To answer the research hypothesis can be seen T-statistics in table 10 :

Table 10 path analysis

	PATH COEFFICIENT	*T STATISTICS*	*P VALUES*	REMARK
E-SERVICE QUALITY -> E-SATISFACTION	0.582	6.154	0.000	H1 SUPPORTED
E-SERVICE QUALITY -> E-WORD OF MOUTH	0.812	27.979	0.000	H2 SUPPORTED
E-SATISFACTION -> E-WORD OF MOUTH	0.257	2.588	0.010	H3 SUPPORTED
E-WORD OF MOUTH -> REVISIT INTENTION	**0.782**	**18.980**	**0.000**	H4 SUPPORTED

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1. There is the influence of E-Service Quality toward E-Satisfaction on Tokopedia website in Padang city, this research hypothesis can be accepted or proven and the findings support and provide reinforcement for previous research.
2. There is the influence of E-Service Quality on E-Word of Mouth Tokopedia website in Padang city, this research hypothesis can be accepted or proven and the findings support and provide reinforcement for previous research.
3. There is influence of E-Satisfaction on E-Word of Mouth on Tokopedia website in Padang city, this research hypothesis can be accepted or proven and the findings support and provide reinforcement in previous research.
4. There is influence of E-Word of Mouth on Revisit Intention on Tokopedia website in Padang city, this research hypothesis can be accepted or proven and the findings support and provide reinforcement in previous research.

2.. Structural Model Testing (Inner Model)

Inner model evaluation or structural model aims to see the direct or indirect influence between variables. Evaluation on structural models can be started by looking at the R-square value of the endogenous latent variables. According to Ghozali and Latan (2012), R-square values of 0.75, 0.5 and 0.25 define the model strongly, moderately and weakly in explaining the effect of exogenous latent variables on endogenous latent variables.

Table 11 R-Square Value

VARIABLE	R-*SQUARE* VALUE	REMARK
E-SATISFACTION	0.660	**MODERAT**
E-WORD OF MOUTH	0.647	**MODERAT**
REVISIT INTENTION	**0.611**	**MODERAT**

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Based on Table 11, it shows that the R-square value for the E-Satisfaction variable is 0.660. This indicates that the magnitude of the influence of E-Satisfaction 66%. Furthermore, the R-square value for the variable E-Word of Mouth moderately presents 0.647, the E-Service Quality and E-Satisfaction variable moderately shows a 51.7% variation in purchase intention while the remaining 48.3% is influenced by other factors.

CONCLUSION

Conclusion from this research are:

1. Includes the effect of e-service quality on e-saisfaction on Tokopedia website in Padang city, this research hypothesis can be accessed or proven and the findings support and provide information on previous studies.

2. Including influencing e-service quality on e-satisfaction on Tokopedia website in Padang city, this research hypothesis can be accessed or proven and the findings support and provide information in previous research.

3. Including the effect of e-satisfaction on e-word of mouth on Tokopedia website in Padang city, this research hypothesis can be accessed or proven and the findings support and provide information in previous studies.

4. Including the effect of e-word of mouth on revisit intention on Tokopedia website in Padang city, this research hypothesis can be accessed or proven and the findings support and provide information in previous studies.

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