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# The Influence of e-Service Quality and e-Satisfaction on Repurchase Intention : Mediating Role of e-Trust

(A Study on Tokopedia's Female Consumer of Fashion Products)

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## ABSTRACT

**Purpose** — During the Covid-19 pandemic, more and more women are interested in online shopping. In fact, the percentage of consumers who shop online is now dominated by women compared to men. Understanding how the repurchase intention of female customers in online store is very important. However, the number of studies that have been conducted on this issue is still limited. This study aims to determine the role of e-trust in moderating the effect of e-service quality and e-satisfaction on the repurchase intention of Tokopedia's female consumers.

**Design methodology approach** — This study uses a positive approach and partial least square analysis technique on samples of Tokopedia's female customers, who have purchased fashion products within the past three months. The sampling method used in this study is purposive sampling, with a total of 100 respondents.

**Findings** — First, we find that there is a positive influence of e-service quality on e-trust, e-satisfaction on e-trust and e-trust on repurchase intention. Second, the mediating role of e-trust has proven statistically significant in predicting the influences of e-service quality and e-satisfaction on repurchase intentions of Tokopedia's female consumers.

**Practical implications** — The limitations of this research is the relatively small sample size and the data are collected from a single online shopping store. Conclusions from this study may not generalize well to the entire online shopping.

**Originality value** — Our findings imply that the consumer's e-trust is possibly as antecedent of female consumers repurchase intention in online vendors.

**Keywords** — E-satisfaction, E-Service quality, E-Trust, Repurchase Intention, E-commerce

**Paper type** —