

The Effect Of E-Service Quality and Brand Trust On Repurchase Intentions For Gloo Baby N Kids Products On E-Commerce Tiktok Shop

Pengaruh E-Service Quality dan Brand Trust Terhadap Repurchase Intentions Produk Gloo Baby N Kids Di Toko Tiktok E-Commerce

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ABSTRACT

This Research is to determined the effect of E-Service Quality and Brand Trust towards Repurchase Intentions for Gloo Baby n Kids Product on E-Commerce TikTok Shop. The object of this research is Gloo Baby n Kids Products at TikTok Shop E-Commerce with the consumer observation unit Gloo Baby n Kids at TikTok Shop E-Commerce. The research method in this study is a research descriptive verification. Multiple linear regression hypothesis test. Research on data collection techniques for field research, questionnaires, and library research. The number of samples is 99 respondents with non-probability sampling technique. The results showed that the E-Service Quality and Brand Trust variables had an effect on Repurchase Intention. The results of the study show that there is a positive influence of E-Service Quality and Brand Trust on Repurchase intentions.

Keywords: E-Service Quality, Brand Trust, Repurchase Intention

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh E-Service Quality dan Brand Trust terhadap Repurchase Intentions Produk Gloo Baby n Kids di E-Commerce TikTok Shop. Objek penelitian ini adalah Produk Gloo Baby n Kids di TikTok Shop E-Commerce dengan unit observasi konsumen Gloo Baby n Kids di TikTok Shop E-Commerce. Metode penelitian dalam penelitian ini adalah penelitian deskriptif verifikatif. Uji hipotesis regresi linier berganda. Penelitian teknik pengumpulan data berupa penelitian lapangan, kuesioner, dan penelitian kepustakaan. Jumlah sampel sebanyak 99 responden dengan teknik non probability sampling. Hasil penelitian menunjukkan bahwa variabel E-Service Quality dan Brand Trust berpengaruh terhadap Repurchase Intention. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif E-Service Quality dan Brand Trust terhadap Repurchase Intentions.

Kata Kunci: Kualitas E-Service, Kepercayaan Merek, Niat Beli Ulang

1. Introduction

The emergence of various e-commerce platforms has encouraged people to shop and trade online. The presence of online trading has made it easier for consumers to make purchases. Consumers no longer need to visit physical stores; they can simply visit the desired website and choose the products/services they need. According to data from (www.similarweb.com), there are 50 popular shopping e-commerce websites in Indonesia. One of the online stores that has entered the market and gained popularity in Indonesia is TikTok Shop. Here is the logo of TikTok Shop: TikTok Shop is a social commerce feature of the TikTok platform that provides e-commerce capabilities since September 2021. The shopping and selling feature was introduced in response to the increased sales after product promotions on social media. TikTok Shop has now become a leading platform in Indonesia, allowing individuals to sell their products through their own online stores, enabling consumer-to-consumer transactions. The products sold through TikTok Shop can be brand new items.

The Gloo Baby n Kids store on TikTok Shop has reached a follower count of 4,376 and sells a total of 21,500 products with a rating of 4.4/5. This indicates that Gloo Baby n Kids has potential on the TikTok platform. Based on an interview with Mr. Iman Zulfikar, the owner of Gloo Baby n Kids store on TikTok Shop, the store was established in October 2022. The product sales in the store have been significant, which has had a positive impact on the revenue received. To observe any fluctuations in sales, below are the financial data of Gloo Baby n Kids Official Store on TikTok Shop over the past 2 years (in Indonesian Rupiah):

Table 1. Financial Data of Gloo Baby n Store

| Year | Months | Income |
|------|----------|-------------|
| 2022 | Oktober | 31.150.000 |
| | November | 71.200.000 |
| | Desember | 103.000.000 |
| 2023 | Januari | 196.700.000 |
| | Februari | 429.400.000 |
| | Maret | 508.100.000 |
| | April | 274.200.000 |
| | Mei | 108.388.000 |

Source: Financial Report of Gloo Baby n Kids

In Table 1 based on the financial data of the past 2 years, specifically the year 2022, it can be observed that in the first month of October, the store generated revenue of Rp. 31,150,000. In November, the revenue increased to Rp. 71,200,000, and in December, it further increased to Rp. 103,000,000. Moving on to the year 2023, in January, there was a significant increase in revenue, reaching Rp. 196,700,000. Similarly, in February 2023, there was a rapid increase in revenue, amounting to Rp. 429,400,000. In March 2023, there was a substantial increase, reaching Rp. 508,100,000. However, in April 2023, there was a significant decline of Rp. 274,200,000. In May, the revenue dropped drastically to Rp. 108,388,000. According to Mr. Iman Zulfikar, it is rare for customers to make repeat purchases from his store. Customers expect to receive and enjoy high-quality products and services. The intention to make repeat purchases emerges from the customers and is manifested through their purchasing behavior. Customer loyalty and intention to make repeat purchases are usually driven by the quality of service they receive, while the cancellation of repeat purchases is motivated by poor service quality experienced by the customers. (Tandon et al., 2017).

Good e-service quality can result in customer satisfaction. Customers will feel satisfied with the service provided by a company if they perceive the service quality to meet their expectations. However, dissatisfaction arises when customers feel unsatisfied after using the purchased products or services and perceive that the performance of the products or services does not meet their expectations. From this dissatisfaction, negative attitudes towards the brand or service provider may emerge, such as negative word-of-mouth, reduced likelihood of repeat purchases, or customers switching to other brands (brand switching).

In this study, the Repurchase Intention indicator is based on the dimensions identified by Saidani and Arifin (2012). These dimensions include: 1) Transactional Intention: The tendency of individuals to repurchase products they have previously consumed, 2) Referential Intention: The inclination of individuals to recommend products they have purchased to others, based on their own consumption experience, 3) Preferential Intention: The intention of individuals to consistently prefer products they have consumed, which can only be changed if there is a significant issue with their preferred product, 4) Exploratory Intention: The behavior of individuals actively seeking information about products they intend to purchase and searching for information that supports the positive attributes of the products they are interested in. Considering the existing issues on the popular e-commerce platform TikTok Shop, such as security concerns, product quality, customer satisfaction, complaint handling, guarantees, and inconsistencies between promised and delivered products, as well as cases of fraud exploiting the platform's popularity, consumer trust in purchasing products on TikTok Shop may be compromised. Trust is an important factor that can influence online purchase

intention. Trust in a brand or brand trust is a key factor in every online transaction (Baskara and Hariyadi, 2014). The higher the level of consumer trust, the more likely they are to make a purchase decision regarding a particular product. (Murwatiningsih dan Apriliani, 2013).

Online companies must create a good website quality to establish consumer trust, which in turn leads to the intention to purchase on the website. This statement is supported by a study conducted by Margee Hume & Gillian Sullivan Mort (Department of Marketing, Griffith University, Brisbane, Australia), (2010) titled "The consequence of appraisal emotion, service quality, perceived value, and customer satisfaction on repurchase intent in the performing arts." The study states that service quality and customer satisfaction directly influence repurchase intention. In Repurchase Intention, one significant factor is Brand Trust, which has a strong impact on the sustainability of a brand. If a brand is no longer trusted by consumers, products bearing that brand will struggle to thrive in the market. Conversely, if a brand is trusted by consumers, products under that brand will continue to flourish in the market.

According to Chi, Yeh, and Chiou as cited in Jammy (2016), "Brand Trust means consumers who believe that a specific brand will offer a highly reliable product, such as complete functionality, quality assurance, and after-sales service." Research conducted by Lianda as cited in Baskara et al. (2014) showed that brand trust plays a role in consumers' repurchase intention. Additionally, a study by Chaudhuri and Holbrook as cited in Baskara et al. (2014) also proved that brands that are trusted are more likely to be purchased frequently by consumers.

The development of digital technology has led to a cultural shift, which is experienced by society, companies, and organizations. This reality poses a unique challenge for companies, which is to create customer desire to use their products and services and foster a close relationship between the company and its customers. Service quality is one of the determining factors for success that influences competition among companies. The adoption of new service quality, especially in the world of e-commerce, is web-based service quality or e-service quality.

Another study conducted by Muhammad Abid Saleem, Sadaf Zahra & Asif Yaseen (University of Queensland Brisbane Australia), (2016) titled "Impact of service quality and trust on repurchase intentions - the case of Pakistan airline industry," states that service quality directly and positively influences repurchase intentions. Additionally, service quality positively influences repurchase intentions through customer satisfaction. Another study conducted by Badr Elgasim Balla, Dr. Siddig Balal Ibrahim, Dr. Abdel Hafiez Ali (Sudan University of Science and Technology, College of Economics & Administration- Qassim University, KSA), (2015) titled "The impact of Relationship Quality On Repurchase Intention Towards The Customers of Automotive Companies In Sudan," states that "Consumer trust, consumer commitment, and customer satisfaction have a positive and significant impact on repurchase intention.

The main objective of this study is to investigate the factors influencing consumers' repurchase intention on the TikTok Shop platform, with a focus on the Gloo Baby n Kids store. The study aims to analyze the level of customer satisfaction with the services and product quality offered by the store. Additionally, the study aims to examine the impact of consumer trust (brand trust) on repurchase intention. Furthermore, the study will evaluate the influence of e-service quality on customer satisfaction and repurchase intention on TikTok Shop. By achieving these objectives, this research is expected to provide a better understanding of the factors influencing consumers' repurchase intention on TikTok Shop, particularly at the Gloo Baby n Kids store. The findings of this study can provide insights for companies to enhance customer satisfaction, build consumer trust, and drive repurchase intention. Thus, this research will contribute to the development of marketing strategies and business performance in the context of e-commerce and online trading.

2. Literature Review

Zeithaml et al (2012): E-Service Quality is the consumer's perception of the internet's ability to facilitate desired services, overcome information search difficulties, and provide quick and accurate responses. E-Service Quality is an extension of a website's ability to effectively and efficiently facilitate shopping, purchasing, and distribution activities, which can satisfy or dissatisfy customers based on the quality of service provided by the company, influencing customer satisfaction levels. According to Chase in the Journal *The Winner* (2013), there are five dimensions of E-Service Quality measurement: Information Quality, Security, Website Functionality, Customer Relationship, Responsiveness & Fulfillment.

According to Delgado, as cited in Philius Mamahit et al. (2015), Brand Trust is a sense of security that consumers have as a result of their interactions with a brand, based on the perception that the brand is reliable and responsible for the consumers' interests and safety. Brand Trust is a consumer behavior that interacts with a brand they perceive as reliable, responsible, and capable of delivering positive outcomes. The dimensions of Brand Trust, referring to Ferrinadewi as cited in Danny Alexander Bastian (2014), consist of Brand Reliability and Brand Intentions.

According to Kotler (2015), Repurchase Intention is the consumer's intention to repurchase or not repurchase a product. Repurchase Intention is the inclination of an individual to buy a product or service again, measuring their attitude towards a specific product category or brand. According to Ferdinand (2002) as cited in Saidani and Arifin (2012), Repurchase Intention can be identified through the following dimensions: Transactional Value, Referential Value, Preferential Value, and Exploratory Value.

3. Methodology

The research methodology used in this study is descriptive-verification research. The analytical method employed is multiple linear regression to test whether E-Service Quality and Brand Trust influence Repurchase Intentions on the TikTok Shop e-commerce platform, and to determine the acceptance or rejection of the hypotheses. The data collection techniques used in this research are field research, questionnaires, and literature research. The sample size consists of 99 respondents using non-probability sampling techniques. Pearson correlation analysis is employed to explain the degree of relationship between independent variables and the dependent variable. The coefficient of determination is used to measure the extent to which the model can explain the variation in the dependent variable. If the coefficient of determination approaches one, it indicates a strong influence of the independent variables on the dependent variable. Partial tests are conducted to examine the individual effects of independent variables, namely E-Service Quality and Brand Trust, on the dependent variable, which is Repurchase Intentions.

4. Results and Discussion

A. Validity Testing

Validity testing is conducted to measure the extent to which an instrument can be used to measure what it intends to measure. The validity testing conducted in this study aims to determine whether the statements used in the research can effectively measure the research variables. The critical value of the correlation coefficient (r) for a sample size of 99 with a significance level of 0.1 is 0.166. The correlation coefficients between each item in the questionnaire for variable X and its total score, calculated using SPSS 22, were examined: The validity testing of the questionnaire items shows that all statements in each variable of E-Service Quality (X1) have correlation values above 0.166, indicating that the questionnaire items for the E-Service Quality variable (X1) are valid and can be used to measure the researched variable. The validity testing of the questionnaire items also shows that all statements in each variable of Brand Trust (X2) have correlation values above 0.166, indicating that the questionnaire items for the Brand Trust variable (X2) can be used to measure the

researched variable. Based on the validity testing results, it can be concluded that the correlation coefficients between each question item and the total score obtained are greater than 0.166, indicating that the statements used are valid and can be used in further data analysis.

B. Reliability Testing

For the E-Service Quality variable (X1), a Cronbach's Alpha of 0.975 was obtained, indicating that the questionnaire for this variable is reliable because it exceeds the threshold of 0.60. For the Brand Trust variable (X2), a Cronbach's Alpha of 0.897 was obtained, indicating that the questionnaire for this variable is reliable because it exceeds the threshold of 0.60. For the Repurchase Intentions variable (Y), a Cronbach's Alpha of 0.903 was obtained, indicating that the questionnaire for this variable is reliable because it exceeds the threshold of 0.60. Based on the results of the reliability testing conducted on all items in this study, it can be concluded that all research items are considered reliable and can be used as instruments to measure the designated variables in this research.

C. Hypothesis Testing

The following are the results of testing the hypothesis in this study which can be seen in the following table:

Table 2. Hypothesis Testing Result

| Model | Beta | t value | Significant | Decision |
|------------------------|-------|---------|-------------|----------|
| Constant | 1,156 | 6,353 | 0,000 | Accepted |
| E_Service_Quality (X1) | 0,230 | 2,641 | 0,010 | Accepted |
| Brand_Trust (X2) | 0,424 | 4,721 | 0,000 | Accepted |
| R Square | 0,792 | | | |

In this study, it was found that the obtained t-value for the Online Service Quality variable is 2.641, which is greater than the critical t-value of 1.661. This indicates that there is a significant positive influence of Online Service Quality on Repurchase Intentions in the TikTok Shop e-commerce platform. This result suggests that the higher the level of online service quality provided by TikTok Shop, the greater the likelihood of customers having a repurchase intention. Good online service quality, such as responsive customer inquiry handling, timely delivery, and a user-friendly website interface, can enhance customer satisfaction and build their trust in the TikTok Shop platform. With satisfaction and trust established, customers are more likely to engage in future repurchases. This finding is consistent with previous research that shows good online service quality has a positive impact on customer repurchase intentions. Positive online transaction experiences, including customer service interactions and the purchasing process, shape consumers' perceptions of the reliability and credibility of the e-commerce platform. Therefore, e-commerce companies need to focus on improving their online service quality to build trust and enhance customer repurchase intentions.

Furthermore, it was found that the obtained t-value for the Brand Trust variable is 4.721, which is greater than the critical t-value of 1.661. This result indicates a significant positive influence of Brand Trust on Repurchase Intentions in the TikTok Shop e-commerce platform. The findings suggest that the higher the level of consumer trust in the Gloo Baby n Kids brand in the TikTok Shop, the greater the likelihood of them having an intention to repurchase in the future. Consumer trust in a brand is an important factor influencing repurchase decisions, as consumers tend to choose brands they trust and perceive as reliable. Consumer trust in a brand can be formed through positive experiences, a good reputation, consistent product quality, and previous customer satisfaction. In the context of this research, consumer trust in the Gloo Baby n Kids brand in the TikTok Shop can influence repurchase intentions because consumers will feel confident and trust that they will receive quality products and good service from the brand. This result aligns with previous research showing that consumer trust in a brand has a positive impact on repurchase intentions. When

consumers feel confident and have trust in a brand, they are more likely to choose to repeatedly purchase products from that brand.

Lastly, it was found that the correlation coefficient between E-Service Quality and Brand Trust with Repurchase Intentions is 0.792. This value indicates a strong relationship between these variables, as it falls within the range of 0.60 to 0.799. Furthermore, to determine the extent of the influence of E-Service Quality and Brand Trust on Repurchase Intentions, we can look at the coefficient of determination (R square) of 0.628 or 62.8%. This means that 62.8% of the variation in Repurchase Intentions can be explained by E-Service Quality and Brand Trust, while the remaining 37.2% is influenced by other factors not examined in this study. These findings indicate that E-Service Quality and Brand Trust have a significant influence on shaping Repurchase Intentions in the TikTok Shop e-commerce platform. These factors can be the focus of companies in enhancing customer satisfaction, building trust, and encouraging repeat purchases.

However, it is important to note that there are other factors that can influence Repurchase Intentions that were not examined in this study. Therefore, future research can involve other variables such as product price, user experience, and psychological factors to gain a more comprehensive understanding of the factors influencing Repurchase Intentions in the TikTok Shop e-commerce platform.

5. Conclusion

In this study, it can be concluded that there is a positive influence between E-Service Quality and Brand Trust on Repurchase Intentions in the TikTok Shop e-commerce platform. Good E-Service Quality, such as being responsive to customer inquiries and ensuring timely delivery, can enhance customer satisfaction and build trust in the platform. Meanwhile, Brand Trust also plays a significant role in shaping repurchase intentions, as consumers tend to choose brands they trust and perceive as reliable. The research findings also indicate a strong correlation between E-Service Quality, Brand Trust, and Repurchase Intentions. The variables of E-Service Quality and Brand Trust can explain approximately 62.8% of the variation in Repurchase Intentions, while the remaining factors were not examined in this study. This research provides important insights for the TikTok Shop e-commerce platform, particularly Gloop Baby n Kids store, to improve online service quality and build consumer trust. By enhancing positive customer experiences, companies can encourage repurchase intentions and maintain customer loyalty.

However, this study has several limitations. It focused only on two variables, namely E-Service Quality and Brand Trust, and utilized a limited sample size. Therefore, future research can involve other variables such as product price and user experience, as well as utilize a more representative sample to gain a comprehensive understanding of the factors influencing repurchase intentions in the TikTok Shop e-commerce platform.

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