UNDERGRADUATE THESIS

THE EFFECT OF E-SERVICE QUALITY AND E-SATISFACTION ON ONLINE REPURCHASE INTENTION
(Study On Lazada Consumers In Bengkalis City)

As Partial Fulfillment of Requirement for Applied Bachelor Degree of International Business Administration Study Program Business Administration Department State Polytechnic of Bengkalis

By:

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**APPLIED BACHELOR OF INTERNATIONAL BUSINESS
ADMINISTRATION STUDY PROGRAM
DEPARTMENT BUSINESS ADMINISTRATION
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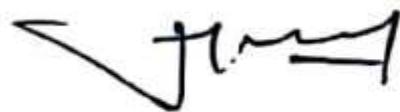
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VALIDITY SHEET

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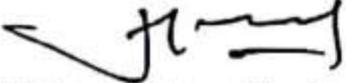
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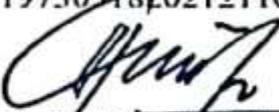
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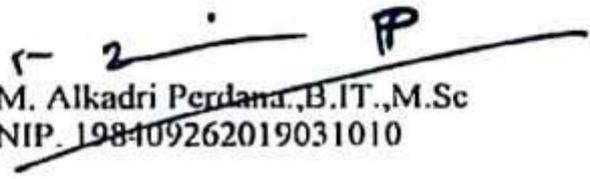
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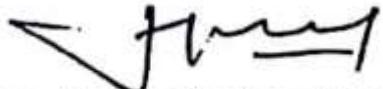
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ACCEPTANCE SHEET

We certify that we have read the whole of this undergraduated thesis and we agree that this undergraduated thesis is feasible, eligible, and fulfill the requirement to obtain an applied bachelor degree.

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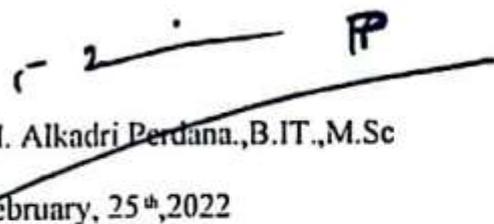
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DECLARATION SHEET

I truly state that this thesis assignment is purely the result of my own work and no work fas ever been done to obtain an applied degree at the State Polytechnic of Bengkalis, and to my knowledge there are also no works or opinions that have ever been written or published by other people, except where the source is stated in writing and in the references.

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THE EFFECT OF E-SERVICE QUALITY AND E-SATISFACTION ON ONLINE REPURCHASE INTENTION

(Study On Lazada Consumers In Bengkalis City)

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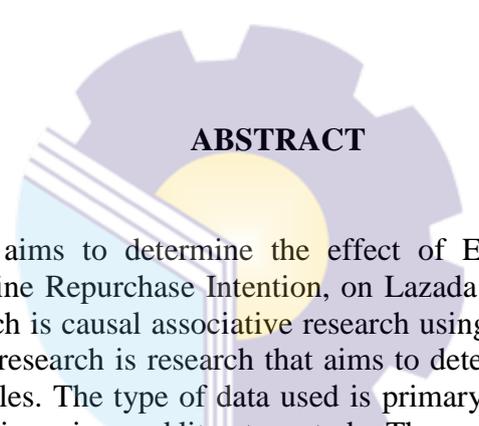
ABSTRACT

This study aims to determine the effect of E-service Quality and E-satisfaction on Online Repurchase Intention, on Lazada consumers in Bengkalis. This type of research is causal associative research using a quantitative approach. Associative causal research is research that aims to determine the effect between two or more variables. The type of data used is primary data and secondary data obtained from questionnaires and literature study. The population in this study were all Bengkalis people who had installed the Lazada application on their smartphones and had at least twice shopped using the Lazada application. The sample in this study was 100 people. The sampling method used nonprobability sampling method with purposive sampling technique. The data analysis method used is descriptive statistical analysis, classical assumptions, correlation and regression analysis. The results showed that to determine the effect of e-service quality on repurchase intention to use the Lazada application partially, the effect of e-satisfaction on repurchase intention to use the Lazada application partially, the effect of e-service quality and e-satisfaction. on repurchase intentions in using the application. lazada to the Bengkalis Community simultaneously.

Keywords : E-service Quality, E-satisfaction, Repurchase Intention,

DEDICATION SHEET

بسم الله الرحمن الرحيم

Thanks to ALLAH SWT, the lord of the world, the master and the creature of everything in the universe, and thank you to the noble Prophet of Islam Muhammad Sallahu Alaihi Wassalam. I dedicate this final project to people that I love.

Beloved Father and Mother

To my dear Father and Mother, I present this final thesis, no words can replace all the love, effort, enthusiasm, and prayers that have been poured out for the completion of this final thesis. I hope My parents will always be happy and proud of my struggle.

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sister.

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السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللهِ وَبَرَكَاتُهُ

Praise and Gratitude for the presence of ALLAH SWT for all his gifts and graces, so that the author can complete the thesis as one of the requirement to get on an applied bachelor degree in the international business administration study program at the department of business administration State Polytechnic of Bengkaliswith the title: **"The Effect of E-Service Quality and E-Satisfaction on Online Repurchase Intention (Study on Lazada Consumers in Bengkalis City)"**. This research is far from perfect. Therefore constructive criticism and suggestions will always be accepted openly. Many thanks are expressed for the assistance and direction of various parties in the writing and completion of this research include :

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The author realizes that the preparation of this thesis report is still far from perfect, both in terms of preparation, language, and writing. Therefore, the authors highly expect criticism and constructive suggestions to become a reference for writers in the future. Hopefully, this thesis report is useful for both writers and readers.

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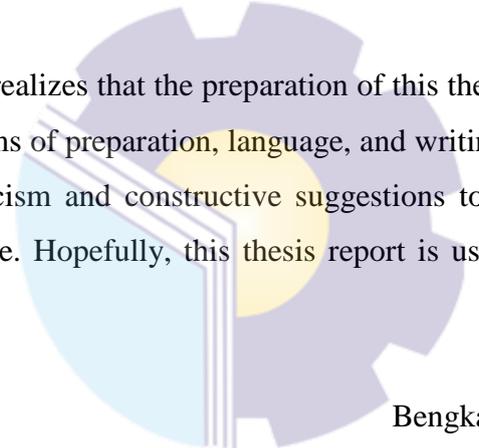
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CHAPTER I
INTRODUCTION

1.1   Background

Lazada Indonesia is an online shopping site that offers various types of products, ranging from electronics, books, children's toys and baby equipment, medical devices and beauty products, household appliances, as well as traveling and sports equipment. Lazada Indonesia was founded in March 2012 and is part of the Lazada Group which operates in Southeast Asia. As of 2014, Lazada Group has operated in Singapore, Malaysia, Indonesia, Vietnam, Thailand, and the Philippines with Singapore as their head office location.

Lazada Indonesia focuses more on the type of B2C or business to customer e-commerce because the company's main goal is to absorb individual customers who make transactions on their site. In business to customer, it will be more focused on how the basic mechanism for buyers to access the company is on a web that has been provided by the company. After that how to service the site and the most complicated is how to create the main challenge for sales.

The development of smartphones has been able to change people's lives today. The emergence of various diverse and innovative applications on smartphones has been successful in changing people's behavior in various ways, ranging from economic, social, lifestyle, and even people's shopping style. The shopping style of today's society is no longer traditional, which usually comes to the market to buy an item, but now people can shop online just by pressing their smartphone screen while sitting relaxed at home.

Seeing such behavior, now many application development companies are creating applications based on electronic commerce on smartphone devices to be offered to people around the world. According to the id.wikipedia.org site, ecommerce or electronic commerce is the distribution, purchase, sale, marketing of goods and services through electronic systems such as the internet or television, www, or other computer networks. E-commerce can involve electronic fund

transfers, electronic data exchange, automated inventory management systems, and automated data collection systems.

E-service Quality is defined as the extent to which the website facilitates efficient and effective shopping, purchasing and delivery. virtual world market. So, it can be concluded that e-service quality has a very important role in maintaining the competitive advantage of online-based companies. E-commerce application development companies must always be consistent in maintaining the quality of their online services, so that they can always pamper their users wherever they are.

Electronic customer satisfaction (E-satisfaction) and traditional in general do not differ much. According to Ahmad et al. (2017), e-satisfaction is when products and services exceed customer expectations, the level of buyer satisfaction after comparing the purchase experience and perceived expectations with the post-purchase experience. One of the factors for the emergence of e-satisfaction is through the quality of electronic services or good e-service quality provided by the company, in this case by an e-commerce application development company.

Repurchase Intention or repurchase interest is customer satisfaction which is measured behaviorally by asking whether the customer will shop or use the company's services again Tjiptono, (2014). Repurchase intention is defined as an individual's assessment of the repurchase of services or services from the same company taking into account the current situation and the good mood of the individual. In e-commerce applications, customer repurchase interest will appear after making a purchase accompanied by a feeling of satisfaction in shopping using the application. Satisfaction in using e-commerce applications is called electronic satisfaction or e-satisfaction.

Online shopping is one of the conveniences in today's modern lifestyle. Online shopping is one of the evidences of the development of communication network technology, especially the Internet in Indonesia since the last few years. Various conveniences in shopping through the Internet are felt by users such as making it easier to find products, no need to waste a lot of time and effort and many more conveniences offered by online shop sites. The following is a list of the top 5

e-commerce applications in Indonesia based on the highest average monthly visits in 2020 which can be seen in Table 1.1 :

Table 1.1 List of Top 5 E-Commerce Applications in Indonesia

No	E-Commerce Application	Average Number of Monthly Visitors
1	Shopee	129.320.800
2	Tokopedia	114.655.600
3	Bukalapak	38.583.100
4	Lazada	36.260.600
5	Blibli	22.413.100

Source : https://iprice.co.id/insights/mapofecommerce, (Q4 2020)

Based on Table 1.1 four e-commerce applications with the status of unicorns are in the top four positions. Shopee ranks first with an average number of monthly visitors of 129,320,800 times. Tokopedia ranks second with an average number of monthly visitors of 114,655,600 times. Bukalapak ranks third with an average number of monthly visitors of 38,583,100 times. Finally, Lazada ranks fourth with an average number of monthly visitors of 36,260,600 times.

Shopee Indonesia has a vision of "Being the number 1 mobile marketplace in Indonesia", and has a mission of "Developing an entrepreneurial spirit for sellers in Indonesia". Founded in 2009 and launched in Singapore in 2015, Shopee first started as a customer to customer C2C marketplace but has shifted to a hybrid C2C and business to customer B2C model since launching Shopee Mall which is an online store platform for distribution of well-known brands. Tokopedia has a vision of "Building an ecosystem where anyone can start and find anything", and has a mission of "Achieving economic equality digitally". February 6, 2009. Bukalapak has a vision of "Being the number 1 online marketplace in Indonesia", and has a mission of "Empowering SMEs throughout Indonesia". January 10, 2010. Lazada has a vision of "Being a trusted online shopping place and providing the best quality in terms of quality and service to consumers", and has a mission "Serving all the needs of buyers from ordering to delivery of goods to their destination". The development of smartphones has been able to change people's lives today.

Based on the previous descriptions, the authors are interested in conducting research with the title **"The Effect of E-Service Quality and E-Satisfaction on Online Repurchase Intention (Study on Lazada Consumers in Bengkalis City)".**

1.2 Formulation of the Problem

Based on this background, the formulation of the research problem is as follows:

1. How does e-service quality affect online repurchase intentions in using the Lazada e-commerce application in the Bengkalis Community?

2. How does e-satisfaction affect online repurchase intention to use Lazada's e-commerce application in the Bengkalis Community?

3. How does e-service quality and e-satisfaction affect online repurchase intentions using the Lazada e-commerce application in the Bengkalis Community?

1.3 Purpose of the Study

Based on the formulation of the problem above, the objectives to be achieved in this study are:

1. To find out the effect of e-service quality on repurchase intention in using Lazada's e-commerce application in the Bengkalis Community partially.

2. To find out the effect of e-satisfaction on repurchase intention in using the Lazada e-commerce application in the Bengkalis Community partially.

3. This study aims to determine the effect of e-service quality and e-satisfaction on repurchase intention in using the Lazada e-commerce application in the Bengkalis Community simultaneously.

1.4   Significance of the Study

Based on the results of this study, it is hoped that it will provide the following benefits:

1.   For lazada e-commerce application development companies.

This research is expected to provide information and consideration for Lazada application development companies to find out how much influence e-service quality has on e-satisfaction and its impact on repurchase intention in using Lazada e-commerce applications in the Bengkalis Community.

2.   For writers.

This research is expected to add insight and provide opportunities for authors to apply theories and literature from college in the field of marketing, especially for Lazada's e-commerce business.

3.   For the next researcher

The results of this study are expected to be used as comparison and reference material in conducting research with the same object or problem in the future.

1.5   Scope and Limitation of the Problem

Based on the background that has been stated above, so that the discussion is more focused, in writing this research report it is necessary to limit the scope of the discussion, namely:

1.   This study only examines the variables of E-Service Quality and E-Satisfaction on Lazada Consumer Online Repurchase Intention.

2.   Respondents were only conducted in the Bengkalis community so that the discussion of this study did not deviate from the topic in question.

1.6   Writing System

To facilitate the discussion and elaboration in detail in this research thesis proposal report, the report is prepared with a systematic writing:

CHAPTER 1: INTRODUCTION

This chapter explains the background of the research, the formulation of the problem, the research objectives, the benefits of research and the systematics of writing research reports

CHAPTER 2: LITERATURE REVIEW

In this chapter, the writing describes previous research taken from previous journals, as well as theories that are in accordance with the subject of this research.

CHAPTER 3: METHODOLOGY AND RESEARCH PROCESS

In this chapter, the author explains various research methodologies consisting of the location and time of the study, research objects, types and sources of data, population and samples, sampling techniques, data collection techniques, and measurement scales. data measurement techniques, data analysis techniques, types of research. hypotheses, concept definitions, and operational definitions.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter the author will explain the results of the research that has been done based on the data obtained from filling out the questionnaire.

CHAPTER 5: CONCLUSION AND SUGGESTION

In this chapter the author will describe the conclusions obtained from the discussion of the fiber suggestions that will be conveyed by the author.

CHAPTER II
LITERATURE REVIEW

2.1 Related Theory

Abid et al (2020) researched "The Influence of E-Security and E-Service Quality on E-Repurchase Intention With E-Satisfaction as an Intervening Variable for Lazada E-Commerce Consumers at Fisip Undip" Business and the trading industry have grown rapidly, one of which is the trading system. through internet e-commerce. This study was conducted with the aim of examining the effect of e-security and e-service quality on e-repurchase intention through e-satisfaction as an intervening variable. This research is quantitative research that uses explanative type. The sampling technique used non-probability sampling and purposive sampling approach. Where the population is all Lazada consumers at Fisip Undip, while the sample is 100 Lazada consumers with certain criteria. Data collection techniques using google forms and interviews. This study uses quantitative and qualitative analysis with validity, reliability, correlation coefficient, coefficient of determination, simple and multiple regression, t-test significance, and F-test with the help of the IBM SPSS (Statistical Product and Service Solutions) version 24 program. The results of this study show that e-security affects e-satisfaction, e-service quality affects e-satisfaction, e-security and e-service quality simultaneously affects e-satisfaction. Based on the results of Lazada's research, it can increase consumer repurchase interest by increasing e-service quality by being more responsive in responding to consumer complaints, and fast and good refund services. In addition, Lazada also needs to strengthen the security system to make it more trusted by consumers, so that it will increase consumer satisfaction, which in turn increases consumer repurchase interest.

Atmaja et al (2021) researched "The Influence of E-Service Quality on Customer Satisfaction and Repurchase Intention in E-Commerce in the Culinary field." This study is a quantitative study with the aim of research to determine the effect of E-Service Quality consisting of website design dimensions. , dimensions

of security and dimensions of reliability on customer satisfaction and their effect on Repurchase Intention. Questionnaires in the form of google form tools were distributed using a purposive sampling method to 120 respondents who had done online shopping activities for culinary products. The results obtained indicate that the Website Design dimension does not significantly affect Customer Satisfaction, the Security dimension does not significantly affect Customer Satisfaction, the reliability dimension significantly affects Customer Satisfaction, and Customer Satisfaction will affect Repurchase Intention.

Santika et al (2018) "The Mediation Role of E-Satisfaction on the Effect of E-Service Quality on E-Loyalty Online Travel Sites in Bali" This research is motivated by the ease with which consumers in online businesses switch from online sites to other sites and the ease with which consumers buy the same product between different online sites. This study aims to determine the role of e-satisfaction in mediating the relationship between e-service quality and e-loyalty to users of e-commerce site booking tickets and hotel rooms (online travel sites) in Bali. The sampling method in this research is non-probability sampling with purposive sampling technique. Data were collected from 100 respondents who met the criteria for having made online transactions on online travel sites at least twice. The analytical method used is path analysis and Sobel test to test the significance of the role of e-satisfaction in mediating the relationship between e-service quality and e-loyalty. The results showed that e-service quality had a positive and significant effect on e-satisfaction; e-satisfaction has a positive and significant effect on e-loyalty; e-service quality has a positive and significant effect on e-loyalty; and e-satisfaction is significantly able to mediate the effect of e-service quality on e-loyalty.

Al-Bourini et al (2021) researched "The Role of E-Word of Mouth in the Relationship between Online Destination Image, E-satisfaction, E-Trust & E-Service Quality for International Tourists Perception" Destination Image as a development consisting of interrelated judgments combined with general impressions and beliefs that depend on data prepared from various sources over time; Little research has concentrated on image setups that suit this kind of purpose,

this article discusses the mediating role of Online Image on the relationship between E-WOM and service-electronic quality, electronic - satisfaction, electronic-trust Results from Structural Equation Modeling (AMOS path analysis) confirms that the estimation model meets the requirements and evidence of object robustness, structure and correlation. All four conditions for the estimation model are met: items that stack above 0.7; unshakable Composite Quality (CR) above 0.7; Average Variance Extraction (AVE) is above 0.5. Scholastics and industry will benefit from using this exam. Likewise, the tourism industry division can take from these results as references and proposals in the study constraints. Future research titles are proposed to address the restrictions.

Nurcahyo (2020) "Effect of e-Service Quality on e-Loyalty through e-Customer Satisfaction as an intervention for Mobile Apps users Studying abroad (Case Study on prospective students in Jakarta)" This study aims to determine the influence of e-service quality on the loyalty of application users to study abroad indirectly through the satisfaction of prospective students who will continue their studies abroad in Greater Jakarta. This research is quantitative research. The data analysis method used in this research is Partial Least Square-SEM with SmartPLS application. The data collection method used was a questionnaire distributed to 162 prospective students in Jabodetabek. The results of this study indicate that e-service quality has a significant effect on e-customer satisfaction and e-customer satisfaction has a significant effect on e-loyalty, and an indirect effect between e-service quality and e-loyalty through e-loyalty. -customer satisfaction.

2.2   Literature Review

2.2.1   E-Service Quality

Chase in abid (2019) says that e-service quality is a service provided to internet network consumers as an extension of the ability of a site to facilitate shopping, purchasing, and distribution activities effectively and efficiently. Tjiptono (2017), defines service quality as an effort to fulfill needs accompanied by consumer desires and the accuracy of the delivery method in order to meet the expectations and satisfaction of these customers.

Concerning the nature of e-service conveyance in the virtual commercial center, electronic service quality is progressively significant in impacting customer assessments and decisions. The E-Service Quality is profoundly worried because it is exceptionally identified with the achievement or disappointment of a web-based organization; for example, online travelers manage locales. The exchanges between online customers and online retailers are led through sites, and an elevated level of E-Service Quality accomplishes the smooth transactions. Site quality or E-Service Quality can, like this, be characterized as "the degree to which a site encourages productive and viable tourist industry guide and administrations to voyagers" Ting et al (2016). Webpage quality assumes a fundamental activity in choosing the web comprehension of explorers. In a manner of speaking, a web page is a significant part of the time one of the instruments online guest's aide's use for passing on E-service quality to its customers on the web.

Quality in the online environment E-service quality becomes something important in determining the success or failure of electronic commerce. E-service quality shows how an e-commerce site serves and facilitates online shopping, ordering, and delivery of a product or service effectively and efficiently Zeithaml et al in Santika (2018). One of the most widely used e-service quality models is the E-service quality According to Tjiptono (2011), Zeithaml et al.'s E-Service Quality model. is the most comprehensive and integrative online service quality model. Comprehensive and integrative due to the dimensions proposed by Zeithaml et al. relevant and thoroughly meet the need for quality electronic services. From the traditional E-Service Quality model above, Zeithaml et al. succeeded in developing five main dimensions of service quality.

2.2.1.1 Dimensions of E-Service Quality

Along with changing times, the dimensions of e-service quality have also experienced changes the development described by Tjiptono and Chandra (2011) to 7 dimensions, namely:

1. Efficiency, namely the ability of customers to access the website, search for the desired product and information related to that product, and leave the site with minimal effort.

2. Reliability, with regard to the technical functionality of the site in question, in particular the extent to which the site is available and functioning properly.

3. Fulfillment, including the accuracy of service promises, product stock availability, and product delivery in accordance with the promised time.

4. Privacy, in the form of guarantees that shopping behavior data cannot be provided to any other party and that customer credit card information is guaranteed to be secure.

5. Responsiveness is the ability of online checkers to provide accurate information to customers when problems arise, have a mechanism to handle product returns and provide online guarantees.

6. Compensation, including refunds, shipping costs, and product handling fees.

7. Contact reflects the customer's need to be able to talk to customer service staff online or by telephone rather than communicating with a machine.

2.2.1.2 Gap E-Service Quality

Reflecting the needs of customers with a website and the beliefs of the management or website administrators about these needs, Tjiptono and Chandra (2016) Identify 5 gaps or service quality, that is::

1. Gap 1: between customer expectations and management perception (Knowledge Gap). There is a difference between service ratings based on service users' and managers' understanding of service user expectations. This gap occurs due to lack of market research orientation, inadequate use of research results, lack of interaction between management and customers, poor bottom-up communication, and excessive levels of management.

2. Gap 2: between management's perception of customer expectations and service quality specifications (Standard Gap). One of the reasons for the gap is that managers have inadequate commitment to the quality of service

provided, perceptions of unworthiness, inadequate standardization of tasks, and poor task scheduling.

3. Gap 3: service quality specifications and service delivery (Delivery Gap). This gap is caused by the following factors, namely; Ambiguous roles, the extent to which employees can perform tasks in accordance with manager expectations but can also satisfy customers; Role conflict, where employees believe that their responsibilities cannot satisfy all parties; Whether the employee is suitable for the task at hand; Application of technology by employees; Control system (supervisor), due to the inadequacy of the evaluation system and reward system; Acceptable control, namely the feeling of freedom of employees in determining the method of service; Teamwork, the extent to which employees and managers set a common goal to satisfy customers.

4. Gap 4: between service delivery and external communication (Communication Gap). Customer expectations of service quality will be influenced by company statements through marketing communications. One of the causes of this gap is the tendency of inadequate horizontal communication and over-commitment.

5. Gap 5: between perceived service and expected service (Service Gap). The perceived difference between the perceived service and the service the customer expects. If it turns out that both are proven to be the same, then the company will get a positive image and influence. On the other hand, if the amount received is lower than expected, this will cause problems in the future for the company.

2.2.2 E-Satisfaction

Providing the best service to customers provides many advantages for the company. If the company provides great customer service, customers will be satisfied and will return to the company, and other benefits customers will tell the people around them and so on. This is a free promotion tool for companies and makes them more confident because they get a positive response from customers.

According to Kotler and Keller, in Abid at all (2019), satisfaction is a feeling of pleasure or disappointment caused by comparing product performance with expected desires. If performance fails to meet expectations, customers will be dissatisfied. If the product performance matches expectations, the customer will be satisfied. And if the performance exceeds expectations, the customer will be very satisfied or happy.

According to Hill et al (2017) Customer satisfaction is a measure of the total product performance of an organization in relation to a set of customer requirements. So it can be concluded here that talking about customer satisfaction talks about at least two stages, namely the expectation stage and then the satisfaction stage. This is because users will not only make purchases and use the product, then users will evaluate the experience of the buying activity and whether the performance of the use is in accordance with their perceptions and expectations.

Satisfied customers can help create loyal consumers Chairy and Yantini, (2011). The impact of this loyalty is in the form of a tendency to make repeat purchases, provide recommendations to others, and show an interest in being involved in the future Lawton et al in Albari (2012). It is also supported by research by Dian and Rusfian (2013) which states that satisfaction has a positive effect on repurchase intention. Similar results are shown by this study, namely satisfaction has a positive effect on repurchase intention.

2.2.2.1 Dimensions of E-Satisfaction

According to Irawan (2013), the factors that influence customer satisfaction are as follows:

1. Product quality is a multi-dimensional driver of customer satisfaction. Customers will be satisfied with the purchased product if the product is of good quality.

2. Customers who are sensitive to low prices are an important source of satisfaction because they get high value.

3. Emotional factor, this factor is related to a person's lifestyle.

4.   Cost and convenience, customers will be more satisfied with the relative ease, convenience and efficiency in obtaining products or services.

2.2.3   Repurchase Intention

Repurchase intention is consumer behavior that shows the extent of their commitment to make a purchase. Repurchase intention is consumer behavior that shows the extent of their commitment to make a purchase. According to Kotler Bowen and Makes (2014), repurchase interest arises after the alternative evaluation process. In the evaluation process, a person will make a series of choices regarding whether the product has met his expectations or not which will then lead to repurchase intentions. The evaluation process is a consumer assessment of the company's performance.

Repurchase intention is the intention and planned research of a customer to repurchase a product offered by the same company while taking into account the person's current condition and possible circumstances Hellier et al in Atmaja et al (2021). Repurchase intention can be characterized by the behavior that customers will be interested in making return visits in the future and doing online shopping again, as well as a willingness to promote their online shopping activities to others Kim et al (2012).

Repurchase intention is a planned desire and research from a customer to repurchase a product offered by the same company while still paying attention to the person's current condition and circumstances that may occur Hellier et al (2013). Repurchase intention can be characterized by the behavior that customers will be interested in making return visits in the future and doing online shopping again, as well as a willingness to promote their online shopping activities to others. Kim et al (2012). Customer repurchase intention is generally recognized as the main manifestation of customer loyalty and is one of the most common outcomes in the Revenue Management strategy. According to research by Suhaily and Soelasih, (2017) states that e-service has a negative effect on repurchase intention so that the higher the e-service will cause the lower the repurchase intention. It can be concluded that in online purchases, E-service does not have a big impact on

repurchase intention. Meanwhile, customer satisfaction will have a positive effect and become the basis for customers to make repeat purchases.

2.2.3.1 Factors Affecting Repurchase Intention.

According to Kotler and Keller (2013), there are several main factors that influence repurchase intention or someone's interest in making repeat purchases, namely:

1. Psychological Factor

   Includes individual learning experiences about events in the past, as well as the influence of individual attitudes and beliefs. Learning experience can be defined as a change in behavior due to previous experiences. The emergence of consumer interest in making repeat purchases is strongly influenced by individual learning experiences and consumer learning experiences that will determine actions and buying decisions.

2. Personal Factor

   The consumer's personality will influence the perception and decision making in buying. This personal factor includes self-concept. Self-concept can be defined as the way we see ourselves and at times as a picture of the wages we think about. In relation to repurchase interest, producers need to create a situation that consumers expect.

3. Social Factor

   Includes a small reference group factor. A model group is defined as a group of people who influence attitudes, opinions, norms and consumer behavior. This model group is a collection of certain families, groups or people. In analyzing repurchase interest, family factors play a role as decision makers, initiative makers, influencers in purchasing decisions, determinants of what to buy, who makes purchases and who is the user.

2.2.3.2 Dimensions of Repurchase Intention

According to Ferdinand (2012), repurchase intention or repurchase interest can be identified through the following indicators:

1. Transactional interest: namely the tendency of a person to always repurchase the product that has been consumed.

2. Referential interest: the tendency of a person to refer to the product he has bought, so that others will also buy it, with reference to his consumption experience.

3. Preferential interest: the interest that describes the behavior of someone who always has a primary preference for the product that has been consumed. This preference can only be changed if something happens to the product of its preference.

4. Explorative interest: this interest describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive characteristics of the product he subscribes to.

2.3 Framework

This study consists of 3 main variables to be investigated, namely service quality, e-satisfaction, and repurchase intention. The influence of each variable to other variables can be explained through theory and in previous studies. The following is an explanation of the influence between these variables :

2.3.1 The Effect of E-Service Quality on Repurchase Intention

The quality of electronic services E-service quality is considered as the extent to which a website (website) facilitates the shopping, purchasing, and delivery of goods and services effectively and efficiently Zeithaml et al (2012). According to research conducted by Pernami and Nurcaya (2015), e-satisfaction has a positive effect on online repurchase intention. According to research conducted by Santoso and Aprianingsih (2017), customer satisfaction electronically has a significant relationship with repurchase intention. According to research conducted by Susanto (2018), e-satisfaction has a positive and significant effect on online repurchase intention. So it can be concluded that e-satisfaction has a strong influence in realizing repurchase intention from customers.

Repurchase intention is defined as an individual's assessment of the repurchase of services or services from the same company by considering the current situation and the good atmosphere of the individual Hellier et al (2013). According to research conducted by Dolatabadi and Gharib Poor (2012), the quality of electronic services strongly influences intentions and attitudes towards repeat purchases. According to research conducted by Santoso and Aprianingsih (2017), e-service quality has a significant relationship with repurchase intention. So it can be concluded that e-service quality has a strong influence in realizing repurchase intention from customers.

2.3.2 The Effect of E-Satisfaction on Repurchase Intention

E-satisfaction is a psychological state that results when a customer is satisfied where he no longer looks for alternatives other than the website he is currently using. When the customer is not satisfied, he will look for other alternatives and it will be an opportunity for competitors to take advantage of the situation Oliver in Hidayah and Utami (2017).

E-Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance results of the product with the expected performance. Consumers form their expectations from previous experiences, such as asking colleagues or friends who have purchased or used the products that have been offered, as well as information on offers from the company. If the company's expectations are too high, consumers will be disappointed. Conversely, if the expectations offered by the company are too low, consumers will not be interested in the products offered.

Repurchase intention is customer satisfaction which is measured behaviorally by asking whether the customer will shop or use the company's services again (Tjiptono, 2014).

2.3.3 The Effect of E-Service Quality and E-Satisfaction Variable on Repurchase Intention

E-service quality is an important instrument in developing a competitive advantage in online retailing, this can be done by providing high quality services to consumers in Hidayah and Utami, (2017).

E-satisfaction is a psychological state that results when a customer is satisfied where he no longer looks for alternatives other than the website he is currently using. When the customer is not satisfied, he will look for other alternatives and it will be an opportunity for competitors to take advantage of the situation Oliver in Hidayah and Utami (2017).

According to research conducted by Astuti and Rusfian (2013), e-service quality has a positive and significant influence on repurchase intention through customer satisfaction online as an intermediary variable. According to research conducted by Santoso and Aprianingsih (2017), e-service quality has a significant relationship with repurchase intention, where customer satisfaction online has an important effect on increasing the repurchase intention. So it can be concluded that e-service quality has a strong influence in realizing repurchase intention through satisfaction from customers.Based on the description above, the following authors create a conceptual framework model for this research through Figure 2.1:
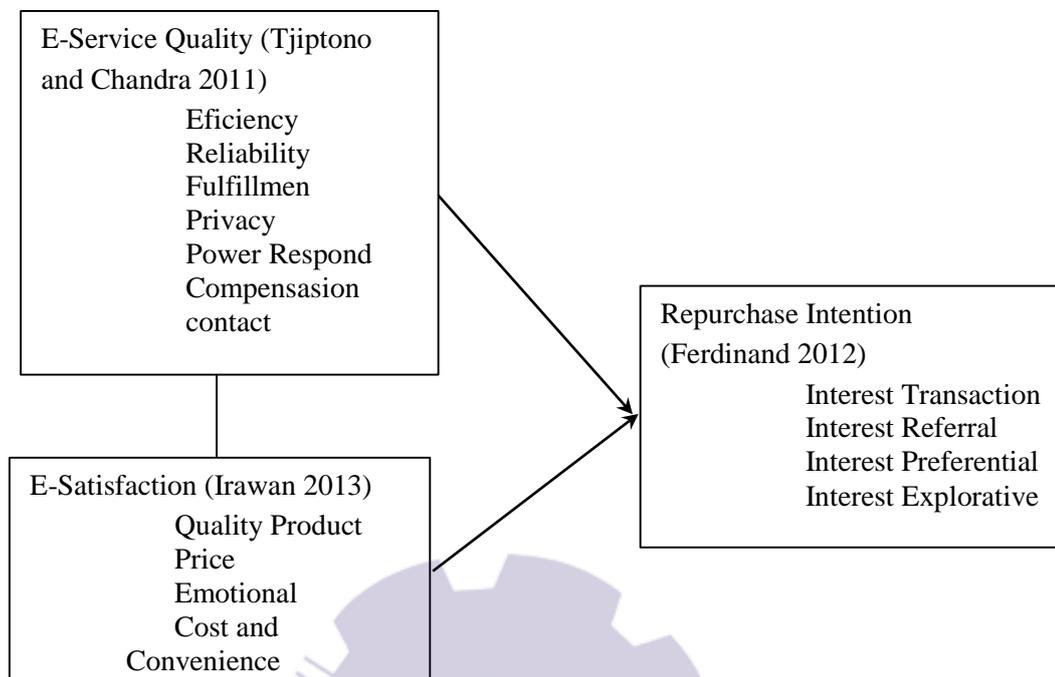
Figure 2.1 conceptual framework
Source: Processed data 2021

CHAPTER III
METHOD AND ACCOMPLISHMENT PROCESS

3.1 Location and Object of the Study

3.1.1 Location of the Study

The research location is the place or location where this researcher will be carried out, because the determination of the research location means that the object and purpose have been determined making it easier for the author to conduct research. The location of this research is in Bengkalis District, Bengkalis Regency. The reason the researcher set the location to be the object of this study was to obtain an overview, accurate information about various aspects related to the research problem, and to find out various problems that might be developed in this research.

3.1.2 Object of the Study

The object of research is something that will be the focus of this research. The object of this research is the effect of E-Service Quality and E-Satisfaction on Online Repurchase Intention to Lazada consumers.

3.2 Types and Sources of Data

3.2.1 Type of the Data

The type of data used is quantitative data, namely data that uses numbers. Suharsimi Arikunto explained that data is the result of recording research, both in the form of facts and figures. Another opinion states that data is a description of the variables in a number of objects. Data describes objects in certain variables. Data can be grouped by source. According to the source, the data can be divided into two, namely internal and external data. Internal data is data collected from the institution itself, while external data is data collected from outside the institution. While in this study the data used is external data.

3.2.2   Source of the Data

What is meant by data sources in this research is the subject from which data can be obtained. In this study, the data sources that the authors use are as follows:

1. Primary data

Primary data is data obtained from the first data source such as the results of interviews collected directly by researchers at the research site. Primary data sources refer to information obtained directly (from first hand) by researchers related to variables of interest for a particular purpose of the study. primary data obtained directly from the original source without going through an intermediary. The primary data in this study is questionnaire data.

2. Secondary Data

Secondary data is data obtained from the second source of data needed to provide information or complementary data as comparison material. Secondary data refers to information gathered from existing sources. There are several secondary data sources, including books and magazines, government publications on economic indicators, census data, statistical abstracts, media databases, company annual reports and others.

3.3   Population and Sample

3.3.1   Population

The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions, Sugiyono (2013). The population in this study is the entire Bengkalis community who have installed the Lazada e-commerce application on their smartphone and at least twice have shopped using the Lazada e-commerce application.

3.3.2 Sample

Sample The sample is part of the number and characteristics of the population. If the population is large and the research is not possible to study everything that is in the population, for example due to limited funds, manpower and time, the researcher can use samples taken from the population, the conclusions will apply to the population, for that the sample taken from the population must be truly representative representing Sugiyono, (2013). According to Purba in Darmawan (2019), the number of samples in this study is unknown to obtain the number of samples using the formula.
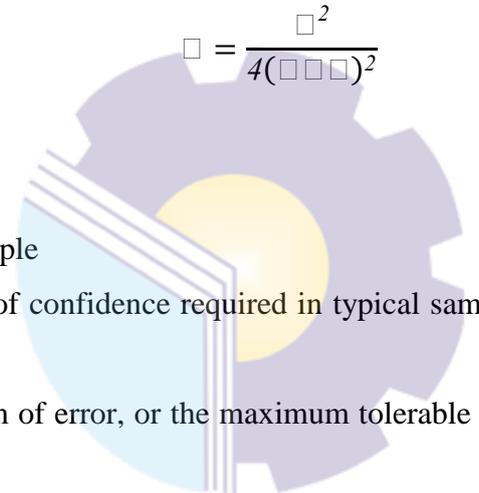
$$\square = \frac{\square^2}{4(\square\square\square)^2}$$

Information;

n   ; Large Sample

Z   ; The level of confidence required in typical sampling is 90% So that Z = 1.96

Moe   ; The margin of error, or the maximum tolerable error rate, is usually 10% or 0.1

Based on the above formula, it can be seen that the minimum sample size that must be achieved in this study is;

$$\square = \frac{\square^2}{4(\square\square\square)^2}$$

$$\square = \frac{(1,96)^2}{4(0,1)^2}$$

$$\square = \frac{3,8416^2}{4(0,01)^2}$$

n   ; 96.04 rounded up to 100 samples

The minimum sample for this study was 96 respondents. In order to represent the results of the study on the population, a sample of 100 respondents was taken.

3.4   Sampling Technique

The sampling technique used is non probability sampling, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be sampled. In this study, researchers used a purposive sampling technique. According to Sugiyono (2016), the sampling technique is a sampling technique for determining the sample to be used in the study. The purpose of the research using this purposive sampling technique is so that the samples taken later are in accordance with the objectives of the research itself and can solve problems and provide more representative values, so that the techniques taken can meet the objectives of doing a research. This sample aims to add a lot of insight into a phenomenon under study. The characteristics of the respondents who will be sampled in this study are people who have used Lazada E-commerce in the Bengkalis community.

3.5   Data Collection Techniques

According to Sugiyono (2017), data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. Without knowing data collection techniques, researchers will not get data that meets the data standards set. In this study, the data collection techniques used in this study were :

1. literature review

    Literature study is a data collection technique by reading and studying scientific literature related to Sugiyono's research (2013).

2. Questionnaire

    Questionnaire is a data analysis technique that is carried out by giving several written questions to research subjects related to the topic to be studied. For this one technique, it will be very appropriate to use if the

respondent correctly sees the variables to be measured and the research desires expected by the respondent or subject. This questionnaire technique is very well used in collecting data from respondents or research subjects even though it is very controlled. Not only that, this technique can also be used to collect data from respondents in several areas. In this study the questionnaire will be given directly to consumers who use the Lazada E-Commerce application.

3.   Documentation Study

Collect and study data obtained from various supporting books, theses, theses, dissertations, and information from internet searches related to E-service quality and E-satisfaction.

3.6   Data Processing Techniques

Data Processing Techniques must be processed first and presented in tabular form and analyzed according to the code given questionnaire. Kurniaman (2017) The data obtained is still in the form of raw data so that in this data processing technique there are three activities carried out, namely:

1.   Editing is checking what has been obtained, whether there are errors and deficiencies in data entry.

2.   Coding is the provision of codes for data that fall into existing categories.

3.   Tabulation is giving a score to the respondent's answer according to the right circumstances, then presenting the data in tabular form according to the answer category and calculating the frequency of each category.

3.7   Measurement Scale

Measurement Scale In this study the scale measurement technique used by the researcher is the Likert scale. This scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social symptoms or symptoms that occur. This has been determined by the researcher. Hereinafter referred to as research variables. Then it is translated through subdimensions into sub variables, then becomes an indicator that can be used as a benchmark for compiling question

items or statements related to research variables Iskandar (2016) Questions were made in the form of a questionnaire using a Likert scale of 1-5, each representing the opinion of the respondent. The scale is as follows :

Tabel 3.1 Likert Scale Instrument

No	Statement	Score
1	Strongly Agree (SA)	5
2	Agree (A)	4
3	Netral (N)	3
4	Disagree (D)	2
5	Strongly Disagree (SD)	1

Source: Iskandar, 2016

3.8 Test of Validity and Reliability

3.8.1 Test of Validity

Validity test is used to measure whether the questionnaire is valid or Hot. A questionnaire is said to be valid or valid if the questions in the questionnaire are able to reveal something that will be regulated by the questionnaire. Tests are carried out using SPSS, a measuring scale is said to be valid if the scale used to measure what is being measured by the questionnaire Ghozali (2011). To measure the validity of the correlation between the score of the question items and the total score of the construct or variable. while to find out the score of each question item is valid or not, then the statistical criteria are set as follows:

1.   if r count > r table and is positive, then the variable is valid.

2.   if r count < r table then the variable is not valid.

The value of rtable in this validity test is determined by looking at the value of the degree of freedom (df) and the specified alpha value. The alpha value in this study was set at 5% or 0.05. So, the value of degrees of freedom in this validity test is as follows:

Df   = n (number of respondents) – 2

        = 100 – 2

        = 98

The criteria for submitting an item are said to be valid if the correlation coefficient r count is positive and equal to or greater than r table with a significant level of 5%, if the coefficient is smaller than r table 5% then the correlation is said to be significant.

3.8.2 Test of Reliability

Reliability testing is carried out on question items that are declared valid. This test is used to measure the questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to a question is consistent or stable from time to time.

Reliability testing in this study uses a one shot method of measurement only once then the results will be compared with other questions or measure the correlation between the answers to questions using the Cronbach alpha statistical test where a variable is said to be reliable if it gives a Cronbach alpha value > 0.60 Ghozali (2013).

3.9 Data Analysis Method

Data analysis technique is the process of simplifying data into a form that is easier to read and interpret. The data obtained through data collection techniques require further data processing and analysis. The goal is to obtain a clearer picture of the results of the study in order to solve the problems being studied, so that it will make it easier for research to answer research questions and draw conclusions about the problems at hand. according to Sugiyono (2015) choosing what is important and what is learned, and making conclusions so that they are easily understood by themselves and others. the steps of data analysis are:

3.9.1 Descriptive Statistics

Descriptive statistics are statistics that function to describe or provide an overview of the object under study through sample or population data as it is, without analyzing and making conclusions that apply to the general public Sugiyono, (2019).

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Descriptive statistical analysis in this study presents data in the form of tables, percentages, and frequencies. The data presented are data that displays the mean, mode, median, standard deviation, maximum value, and minimum value. Following are the details of these data:

1. Mean (X), is the average value.
2. Mode (Mo), is the value of the variant that has the highest frequency
3. Median (Me), is the middle value, a value that limits 50% of the upper frequency, and 50% of the lower frequency.
4. Standard deviation is the root of the variance.
5. Maximum, is the highest value of the existing data.
6. Minimum, is the lowest value of the existing data.

To see the tendency of the assessment of the statements given to respondents, it will be seen from the average value (mean). Mean analysis is done by making a class boundary that is used to decide whether the average value can be included in the new category. The result of the average is then divided on the scale range based on the following formula:

$$Interval = \frac{Highest\ Score\ -\ Lowest\ Score\ Number\ of\ Classes}{Number\ of\ Classes}$$

$$Interval = \frac{5-1}{5}$$

Interval= 0,8

Based on this value, the assessment of the statements given to respondents is through the following categories:

Table 3.2 Score Identification

Class Score	Range	Mean
5	Very High	4,21 - 5,00
4	High	3,41 - 4,20
3	Medium	2,61 - 3,40
2	Low	1,81 - 2,60
1	Very Low	1,00 - 1,80

Source : Mulyono in Gusniputra, (2017)

3.9.2   Classical Assumption

Classical assumption test aims to determine the condition of the data used in the study. This research analysis model requires assumption test on the data which includes:

1.   Normality test

Normality test is a statistical test conducted to find out how the distribution of a data. The normality test method with SPSS can be done by using the Shapiro Wilk and Lilliefors test and the Kolmogorov Smirnov test. In addition, it can also be done with the graphical method. including normality tests in several statistical applications or software, such as SPSS, Stata and Minitab. Anwar (2017)

data Normality test of the data aims to test whether the regression model, the dependent variable or the independent variable is normally distributed or not. In this study, the histogram plot graph analysis method was used. Data normality analysis using Histogram graph is done by seeing whether the histogram position is in the middle or not. If the histogram position is slightly tilted to the left or right, the data is not normally distributed.

However, just looking at the histogram can be misleading especially for a small number of sample types. A more reliable method is to look at a normal probability plot that compares the cumulative distribution of the actual data with the cumulative distribution of the normal distribution. If the data distribution is normal, then the line that describes the actual data will follow the diagonal line" Ghozali, (2015).

2.   Multicollinearity Test

Multiple collinearity (multicollinearity) indicates the existence of more than one perfect linear relationship Situmorang and Lufti, (2015). Multicollinearity can be seen from the value of tolerance and variance inflation factor (VIF). These two measures indicate which independent variables are explained by other independent variables. Tolerance is a measure of the variability of the selected independent variable that is not

explained by other independent variables. The cut off value commonly used to indicate the presence of multicollinearity is tolerance < 0.1 while the variance inflation factor (VIF) > 5. Situmorang and Lufti, (2012).

3. Heteroscedasticity test

    Heteroscedasticity test is a test that assesses whether there is an inequality of variance from the residuals for all observations in the linear regression model. This test is one of the classical assumption tests that must be performed on linear regression. If the assumption of heteroscedasticity is not met, then the regression model is declared invalid as a forecasting tool. Anwar (2013) is a condition where the variance inequality of the error occurs for all observations of each independent variable in the regression model. On the other hand, the notion of homoscedasticity is a condition where the variance of the error is the same for all observations of each independent variable in the regression model.

    Aims to see how big the role of the independent variable on the dependent variable. In every regression equation there must be a residue. Residues, namely other variables involved but not included in the model so that the residue is an unknown variable so it is assumed to be random. Because it is assumed to be random, the magnitude of the residual is not related to the magnitude of the predicted value. If the residual data is not random, then the data can be said to be affected by heteroscedasticity. Situmorang and Lufti (2012).

    Heteroscedasticity test also in principle wants to test whether a group has the same variance among members of the group. If the variances are the same, and this should be the case, it is said that there is homoscedasticity. Meanwhile, if the variance is not the same, it is said that heteroscedasticity occurs. Situmorang and Lufti (2012).

4. Autocorrelation Test

    Autocorrelation is a symptom of a serial correlation between nuisance errors (residual), so that the emergence of a data is influenced by previous data. To detect the symptoms of autocorrelation, the Durbin Watson test (d). The

results of Durbin Watson's calculation (d) are compared with the value of d table at = 0.05. Table d has two values, namely the upper limit value (du) and the lower limit value (dL) for various values of n and k.

If d < dL   positive autocorrelation occurs

d > 4 - dL   negative autocorrelation occurs

du < d < 4 −   du no autocorrelation occurs dL

d ≤ d − 4 or

4 − du d ≤ 4 −   dL inconclusive test

3.9.3 Correlation analysis

Correlation is a relationship, coefficient, correlation index, direction and magnitude of a relationship or relationship where the correlation coefficient shows the close relationship between variables. Correlation is a term commonly used to describe whether there is a relationship between one thing and another. In simple terms, that's the meaning of correlation. Correlation analysis is a method or method to determine whether or not there is a linear relationship between variables. If there is a relationship, the changes that occur in one of the E-Service Quality and E-satisfaction variables will result in changes in the other variable Repurchase Intention. The term is called the term cause and effect, and the term is a characteristic of correlation analysis, min read (2020).

3.9.4 Regression Analysis

Regression analysis of a variable that affects is called the independent variable or independent variable, Mulyono (2019), while the variable that is affected is called the dependent variable or dependent variable. Influencing variables are referred to by various terms: independent variables, independent variables, explanatory variables, explanatory variables, or E-Service Quality and E-satisfaction variables because in graphs they are often drawn as the abscissa or X-axis). The variable that is affected is known as the dependent variable, dependent variable, or variable Repurchase Intention. Both of these variables can be random variables, but the variable that is affected must always be a random variable.

Regression analysis is one of the widely used analyses. Regression analysis is used to make predictions and forecasts.

Simple linear regression analysis is a linear relationship between one independent variable E-Service Quality and E-satisfaction and the dependent variable Repurchase Intention. Simple regression analysis can be used to determine the direction of the relationship between the independent variable and the dependent variable, whether it has a positive or negative relationship and to predict the value of the dependent variable if the value of the independent variable increases or decreases. By looking at the variables used in this study, it can be formulated as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Information:

Y   = Repurchase Intention

$X_1 X_2$ = E-Service Quality and E-Satisfaction Variable

a   = Constant

b_1, b_2 = Regression Coefficient

e   = Error rates
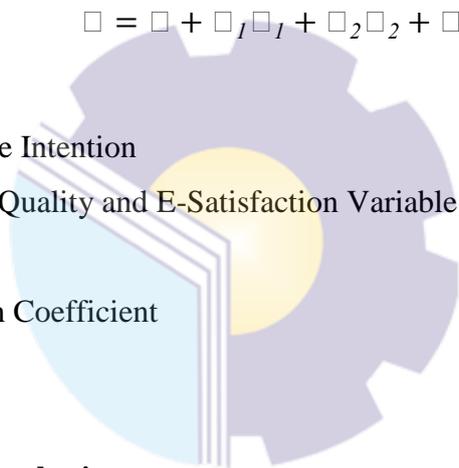
3.10 Research Hypothesis

Research hypotheses are tentative answers to research questions. Hypotheses can be explained from various points of view, for example etymologically, technically, statistically, and so on. According to Sugiyono (2015). It is said to be temporary, because the answers given are only based on relevant theories, not yet based on empirical facts obtained through data collection. then the research hypothesis is as follows:

H1   : E-service quality has a significant effect on repurchase intention in using e-commerce applications in the Bengkalis community partially.

H2   : E-satisfaction has a significant effect on repurchase intention in using e-commerce applications in the Bengkalis community partially.

H3   : E-service quality and E-satisfaction have a significant effect on repurchase intention in using e-commerce applications in the Bengkalis community simultaneously.

3.10.1 T Test

According to Pardede and Manurung (2014), the tcount test is used to test the effect partially (per variable) on the dependent variable. Does this variable have a significant effect on the dependent variable (Y) or not. The formula used is as follows:

$$t_{hitung} \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Information:

t   = Test coefficient

r   = Correlation

n   = Number of samples

r^2 = Coefficient of determination

3.10.2 F Test

According to Pardede and Manurung (2014), the F test can be used to simultaneously test the effect of the independent variable on the dependent variable (Y). The F test can be used the following formula:

$$F_{hitung} \frac{R^2/k}{(1-R2)/(n-k-1)}$$

Information:

F   = Count F Value

R2   = The coefficient of determination

n   = Number of samples

k   = Number of variables

3.11 Research Model

The research model used in this study is an associative research model. Associative research is research that aims to determine the effect or relationship between two or more variables. This research has the highest level compared to descriptive and comparative because this research can build a theory that can function to explain, predict and control a symptom.

In this study, to determine the effect of E-Service Quality and E-Satisfaction on Online Repurchase Intention to Lazada Consumers in Bengkalis City, data information observations and conclusions and considerations will then be connected with relevant theories in order to obtain accurate research results.

Based on the description above, the following authors create a Research Model model for this research through Figure 3.2:
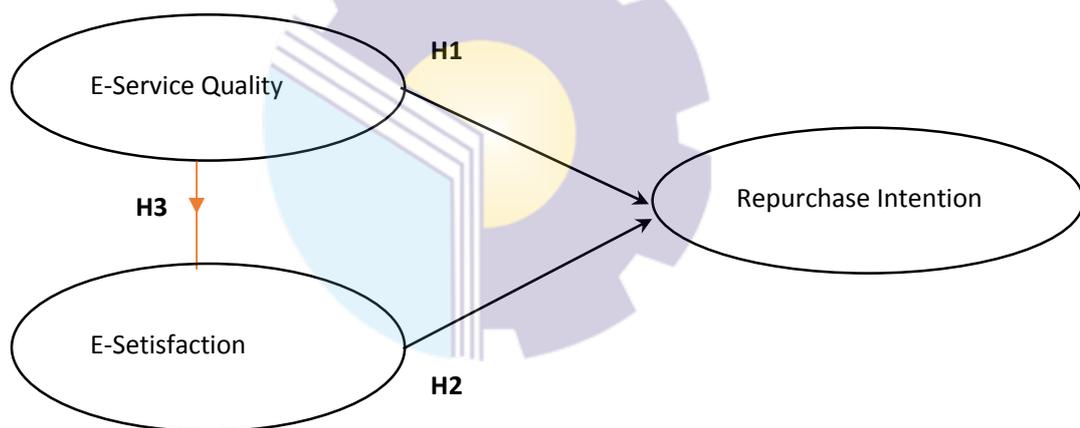
Figure 3.1 Research Model
Source: Processed data, 2021

Description :

	Partial Relationship

	Simultaneous Relationship

3.12 Types of Study

This research is a causal associative research using a quantitative approach. Causal associative research is research that aims to determine the effect between two or more variables Umar (2015). This study describes the relationship between influencing and being influenced by the variables to be studied. Using a quantitative approach because the data that will be used to analyze the relationship between variables is expressed by numbers or a numerical scale Kuncoro (2013). This study analyzes the effect of work discipline and leadership on employee performance.

3.13 Concept Definition and Operational Variables

3.13.1 Concept Definition

Concepts are the limits of variable problems that are used as guidelines in research so that it will be easier to operationalize them in the field. To understand and make it easier to interpret the many theories that exist in this study, several conceptual definitions related to what will be studied will be determined. The definition given to a variable or construct by providing or determining clarity, or providing operational requirements to regulate the construct or variable Sugiyono, (2017).

3.13.2 Operational Variables

Operational variables are needed to determine the types and indicators of the variables involved in this study. In addition, the operationalization of variables aims to determine the measurement scale of each variable, so that hypothesis testing using tools can be carried out correctly. In more detail In accordance with the object of research, the main problem under study comes from 3 variables, namely e-service quality, e-satisfaction, and repurchase intention. Operationalization for each variable is as follows:

1.   Independent Variable or Free Variable (X)

        According to Sekaran (2013), independent variables are variables that affect the dependent variable both positively and negatively which determine the dependent variable to build a cause-and-effect relationship. In this study, the

independent variable X1 is e-service quality. and the independent variable X2 is e-satisfaction.

2. Dependent Variable or Bound Variable (Y)

According to Sekaran (2013), the dependent variable is a variable that is the main concern of researchers by explaining its variability or the main variable that is a factor in conducting an investigation. In this study, the dependent variable (Y) is repurchase intention. to make it easier to understand, the operationalization of variables can be seen in the table 3.3 below:

Table 3.3 Variable Operations

Variable	Definition Operation	Dimensions	Indicator	Scale
E-Service Quality (X1)	Irawan (2018:37) How far is the application Facilitate the shopping, purchasing, and delivery of its products effectively and efficiently.	Efficiency	(Tjiptono and Chandra 2011) 1. The ability to execute orders quickly and precisely in e-commerce applications. 2. Ease of finding products and information needed in e-commerce applications.	Likert 1. Strongly Agree (SA) was given a score of 5 2. Agree (A) was given a score of 4 3. Netral (N)was given a score of 3 4. Disagree (D) was given a score of 2 5. Strongly Disagree (SD) was given a score of 1
		Reliability	3. E-commerce applications can always function as they should.	
		Fulfillment	4. The delivery time of the goods is in accordance with the estimates given by the e-commerce application.	
		Privacy	5. Guaranteed confidentiality of personal information by e-commerce applications. 6. Guaranteed payment protection and security by e-commerce applications.	
		Power Respond	7. E-commerce applications provide accurate and fast information to customers when problems arise. 8. E-commerce applications have mechanisms for	

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Variable	Definition Operation	Dimensions	Indicator	Scale
			handling product returns.	
		Compensation	9. E-commerce applications provide compensation in the form of refunds in the event of a problem. 10. The e-commerce application will bear all the costs of handling the product in the event of a serious problem.	
		Contact	11. The e-commerce application has a call center service and e-mail support that can be contacted. 12. E-commerce applications have social media accounts.	
E-Satisfaction (X2)	Saidani dan Arifin (2012:7) Products and service on e-commerce app exceed the perception that expected by customer.	Quality Product	Irawan (2013) 1. Satisfaction with the quality of the product purchased is in accordance with the product description on the e-commerce application. 2. Satisfaction with the quality of products purchased on e-commerce applications online is as good or better for products that can be purchased at offline stores.	Likert 1. Strongly Agree (SA) was given a score of 5 2. Agree (A) was given a score of 4 3. Netral (N) was given a score of 3 4. Disagree (D) was given a score of 2 5. Strongly Disagree (SD) was given a score of 1
		Price	3. Satisfaction with the price of the product purchased is in accordance with the quality obtained when shopping on e-commerce applications.	
		Emotional	4. Satisfaction with having the pride of shopping online on e-commerce applications. 5. Satisfaction with following a modern lifestyle shopping online	

Variable	Definition Operation	Dimensions	Indicator	Scale
			on e-commerce applications.	
		Cost and Convenience	6. Satisfaction with the costs incurred tends to be more efficient in shopping on e-commerce applications. 7. Satisfaction with the convenience obtained tends to be greater in shopping on e-commerce applications.	
Repurchase Intention (Y)	tjiptono dan Chandra (2016:178) Interests appear through appraisal individual from customer Lazada.	Interest Transactional	tjiptono dan Chandra (2016:178) 1 Tend to always repurchase products that have been purchased on e-commerce applications.	Likert 1,Strongly Agree (SA) was given a score of 5
		Interest Referral	2 Tend to give positive information to others about the advantages and experiences of shopping on e-commerce applications.	2, Agree (A) was given a score of 4
		Interest Preferential	3 Interest in prioritizing shopping in e-commerce applications when they want to shop online.	3, Netral (N) was given a score of 3
		Interest Explorative	4 Interest in always looking for the latest information about e-commerce applications. 5 Interest in always looking for information to support positive programs in e-commerce applications.	4, Disagree (D) was given a score of 2 5, Strongly Disagree (SD) was given a score of 1

Source: Processed Data, 2021

CHAPTER IV
RESULT AND DISCUSSION

4.1 Result

4.1.1 Research Object Overview

4.1.1.1 Lazada's Brief History

Lazada Indonesia is an online shopping site that offers various types of products, ranging from electronics, books, children's toys and baby equipment, medical devices and beauty products, household appliances, as well as traveling and sports equipment. Lazada Indonesia was founded in March 2012 and is part of the Lazada Group which operates in Southeast Asia. In 2014, Lazada Group had operations in Singapore, Malaysia, Indonesia, Vietnam, Thailand, and the Philippines with Singapore as the office location their center.

Lazada Group is a subsidiary of a German internet company called Rocket Internet. Rocket Internet is an online incubator company that has succeeded in creating innovative online companies in various parts of the world. Headquartered in Berlin, Germany, Rocket Internet projects include Zalando, TopTarif, eDarling, Groupon (formerly CityDeal). In April 2016, Alibaba Group officially acquired a majority stake in Lazada Group for US$1 billion.

Lazada Indonesia is more focused on the type of B2C or business to customer e-commerce because the company's main goal is to absorb individual customers who make transactions on their site. In business to customer, it will be more focused on how the basic mechanism for buyers to access the company on the web has been provided by the company. After that, how to service the site and the most complicated is how to make the main challenge for sales.

Lazada has a vision "To be a trusted online shopping place and provide the best quality in terms of quality and service to consumers", and has a mission "Serving all the needs of buyers from ordering to delivery of goods to their destination". Lazada also has the company logo shown in Figure 4.1 :

Figure 4.1 Lazada Logo
Source : https://technobusiness.id

4.1.2 Characteristic of Respondents

Respondents in this study were 100 Bengkalis people who had installed the Lazada application on their smartphones and shopped at least twice at Lazada. Characteristics of respondents are described by gender, age, income, occupation.

4.1.2.1 Characteristics of Respondents Based on Gender

Characteristics of respondents by gender can be seen in Table 4.1 of respondents according to the type of Gender below:

Table 4.1 Characteristics of Respondents Based on Gender

No	Gender	Frequency	Pecent
1	Male	38	38,0
2	Female	62	62,0
Total		100	100%

Source: Processed Data, 2021

Based on Table 4.1, it can be seen that the number of male respondents was 38 people with a percentage of 38,% and the number of female respondents was 62 people with a percentage of 62.%. This shows that the Bengkalis women community is the most dominant in shopping using the Lazada application.

The domination of women cannot be denied in terms of shopping. Since the rise of online shopping trends, women's shopping activities have also increased, because the convenience and attractive facilities offered by the Lazada application are very tempting. This is understandable because women need more than men. Starting from clothes, headscarves, tote bags, make-up, to skin care, women's needs

must be intensely fulfilled. Women are also more easily influenced by persuasion and promotions offered by sellers. While men tend to be more indifferent and shop when really needed. So it's no wonder that more women shop online than men.

4.1.2.2 Characteristics of Respondents Based on Age

Characteristics of respondents based on age can be seen in Table 4.2 of respondents according to the type of Age below:

Table 4.2 Characteristics of Respondents Based on Age

No	Age	Frequency	percent
1	18 - 22 years old	30	30,0
2	23 - 27 years old	31	31,0
3	28 - 32 years old	21	21,0
4	33 - 38 years old	16	16,0
5	> 39 years old	2	2,0
	Total	100	100%

Source: Processed Data, 2021

Based on Table 4.2, it can be seen that the number of respondents based on the age of 18-22 years was 30 people with a percentage of 30.0%, the number of respondents based on the age of 22-27 years was 31 people with a percentage of 31.%, and the number of respondents based on the age of 28-32 years as many as 21 people with a percentage of 21.%, the number of respondents based on the age of 33-38 years as many as 15 people with a percentage of 16.%. This shows that the Bengkalis community aged 23-27 years is the most dominant shopping using the Lazada application.

The age of 23-27 is the beginning of the release of a career that has just begun. Needs and wants in these early days inevitably increase and many new things suddenly want to be tried and fulfilled. starting to try a business, to the need for self-care, thereby increasing the intensity of shopping in this age range. One means of shopping, of course, is through online shopping, which is very familiar with modern technology. So it is natural that the Bengkalis people aged 23-27 years are the most respondents.

4.1.2.3 Characteristics of Respondents Based on Income

Characteristics of respondents based on income can be seen in Table 4.3 of respondents according to the type of Occupation below:

Table 4.3 Characteristics of respondents based on income

No	Income	Frequency	Percent
1	< Rp 1.000.000	34	34,0
2	Rp 1.000.000 - Rp 3.000.000	31	31,0
3	> Rp 3.000.000	35	35,0
	Total	100	100%

Source: Processed Data, 2021

Based on Table 4.3, it can be seen that the number of respondents based on income < Rp 1,000,000 as many as 34 people with a percentage of 34.0%, the number of respondents based on income of Rp 1,000,000-Rp 3,000,000 as many as 31 people with a percentage of 31.0%, and the number of respondents based on income >Rp 3,000,000 as many as 34 people with a percentage of 34.0%, this shows the Bengkalis Community is stable in shopping using the application.

One way to save money or expenses is to shop online. If seen in the table above, from the monthly income the Bengkalis people prefer to spend their money by shopping online and there is no mistake if their income is > Rp 3,000,000 which is more for shopping and spending their money.

4.1.2.4 Characteristics of Respondents Based on Occupation

Characteristics of respondents by occupation can be seen in Table 4.4 of respondents according to the type of Occupation below:

Table 4.4 Characteristics of respondents by occupation

No	Occupation	Frequency	Percent
1	Student	48	48,0
2	Teacher	16	16,0
3	Businessman	11	11,0
4	Employee	10	10,0
5	Other	15	15,0
	Total	100	100%

Source: Processed Data, 2021

Based on Table 4.4 it can be seen that the number of respondents based on work as students is 47 people with a percentage of 49.0%, the number of

respondents based on work as a teacher is 15 people with a percentage of 15.6%, the number of respondents based on work as entrepreneurs is 7 people with a percentage of 7, 3%, the number of respondents based on work as entrepreneurs was 13 people with a percentage of 7%, the number of respondents based on other occupations was 14 people with a percentage of 14.6%, this shows that the Bengkalis Community in the form of student work uses online shopping places using the Lazada application.

The proliferation of marketplaces is increasingly attracting people to shop via the internet. From a financial point of view, online shopping is considered more profitable so that it makes people more interested in spending money online. Especially in this digital era, it is easier for anyone to find information or buy something they want without having to leave the house. This is supported by the proliferation of e-commerce and marketplaces that make shopping easy with just a smartphone. That's why, especially young people in this millennial era, prefer to spend money online rather than buying it in person in stores.

4.1.3 Result of Descriptive Statistics

4.1.3.1 Respondent's Explanation on E-Service Quality Variable

Descriptive statistical analysis of respondents' answers about the variable E-service quality is based on respondents' answers to the questions contained in the questionnaire distributed to respondents. The following are respondents' answers which can be seen in Table 4.5 :

Table 4.5 Respondents' answers about the E-service quality variable

Indicator	item	Answers					Mean Item	Mean Indicator	Score
		SD (%)	D (%)	N (%)	A (%)	SA (%)			
Efficiency	Q1.1	6,0	2,0	4,0	58,0	30,0	4,04	4,00	High
	Q1.2	5,0	2,0	7,0	59,0	27,0	3,96		
Reliability	Q1.3	5,0	2,0	7,0	59,0	27,0	4,01	3,96	High
	Q1.4	6,0	3,0	10,0	56,0	25,0	3,91		
Fulfillment	Q1.5	5,0	3,0	7,0	52,0	33,0	4,05	4,05	High
	Q1.6	5,0	3,0	3,0	60,0	29,0	4,05		
Privacy	Q1.7	5,0	3,0	5,0	63,0	24,0	3,98	4,00	High
	Q1.8	4,0	3,0	8,0	57,0	28,0	4,02		
Power Respond	Q1.9	4,0	3,0	11,0	55,0	27,0	3,98	3,95	High
	Q1.10	2,0	6,0	10,0	63,0	19,0	3,91		
Compensation	Q1.11	3,0	3,0	10,0	59,0	25,0	4,00	3,98	High
	Q1.12	3,0	2,0	15,0	56,0	24,0	3,96		
Contact	Q1.13	4,0	1,0	10,0	58,0	27,0	4,03	4,03	High
	Q1.14	4,0	1,0	9,0	61,0	25,0	4,02		

Source: Processed Data, 2021

Based on the descriptive statistical calculations in Table 4.5 it can be seen that the respondents' answers to the first statement, the average value for this first statement is 4.04 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application is able to execute orders quickly and precisely.

Respondents' answers to the second statement, the average value for this second statement is 3.96 and is included in the category of strongly agreed answers. This shows that the average respondent strongly agrees that the Lazada application they use is able to provide convenience in finding the products and information they need.

Respondents' answers to the third statement, the average value for this third statement is 4.01 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application they use can always function as it should.

Respondents' answers to the fourth statement, the average value for this third statement is 3.91 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application provides its services in accordance with the promised time.

Respondents' answers to the fifth statement, the average value for this third statement is 4.05 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application is able to meet the delivery time of goods according to the estimate given.

Respondents' answers to the sixth statement, the average value for this third statement is 4.05 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application is able to fulfill the delivery of goods in accordance with what was ordered by the customer.

Respondents' answers to the seventh statement, the average value for this third statement is 3.98 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application guarantees the confidentiality of personal information.

Respondents' answers to the eighth statement, the average value for this third statement is 4.02 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application guarantees payment protection and security.

Respondents' answers to the ninth statement, the average value for this third statement is 3.98 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application provides accurate and fast information to customers when problems arise.

Respondents' answers to the tenth statement, the average value for this third statement is 3.91 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application has the right mechanism or procedure to handle product returns.

Respondents' answers to the eleventh statement, the average value for this third statement is 4.00 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application provides compensation in the form of a refund if a problem occurs.

Respondents' answers to the twelfth statement, the average value for this third statement is 3.96 and is included in the category of agreeable answers. This

shows that the average respondent agrees that the Lazada application will bear all the costs of handling the product if a serious problem occurs.

Respondents' answers to the thirteenth statement, the average value for this third statement is 4.03 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application has a call center service and email support that can be contacted.

Respondents' answers to the fourteenth statement, the average value for this third statement is 4.02 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application has a social media account.

4.1.3.2 Respondents' Explanation of the E-Satisfaction Variable

Descriptive statistical analysis of respondents' answers about the e-satisfaction variable is based on respondents' answers to the questions contained in the questionnaire distributed to respondents. The following are respondents' answers which can be seen in Table 4.6:

Table 4.6 Respondents' answers about the e-satisfaction variable

Indicator	Item	Answers					mean Item	Mean Indicator	Score
		SD (%)	D (%)	N (%)	A (%)	SA (%)			
Quality Product	Q2.1	4,0	7,0	-	59,0	30,0	4,11	4,00	High
	Q2.2	3,0	1,0	18,0	60,0	18,0	3,89		
Price	Q2.3	3,0	11,0	-	62,0	25,0	4,08	4,10	High
	Q2.4	1,0	2,0	8,0	63,0	26,0	4,11		
Emotional	Q2.5	2,0	-	10,0	62,0	26,0	4,10	4,10	High
	Q2.6	1,0	1,0	6,0	71,0	21,0	4,10		
Cost and Convenience	Q2.7	2,0	2,0	10,0	61,0	25,0	4,05	4,08	High
	Q2.8	2,0	-	6,0	70,0	22,0	4,10		

Source: Processed Data, 2021

Based on the results of the descriptive statistical calculations in Table 4.6 it can be seen that the respondents' answers to the first statement, the average value for this first statement is 4.11 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application provides quality products purchased in accordance with the product description.

Respondents' answers to the second statement, the average value for this second statement is 3.89 and is included in the category of answers strongly agree. This shows that the average respondent strongly agrees that the Lazada application provides the quality of products purchased online as good or better than products that can be purchased at offline stores.

Respondents' answers to the third statement, the average value for this third statement is 4.08 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application provides the price of the product purchased according to the quality obtained when shopping.

Respondents' answers to the fourth statement, the average value for this third statement is 4.11 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application does not change the product price when there has been a purchase of goods.

Respondents' answers to the fifth statement, the average value for this third statement is 4.10 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application provides a good response and responsiveness.

Respondents' answers to the sixth statement, the average value for this third statement is 4.10 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application provides a modern lifestyle that can be followed when shopping online.

Respondents' answers to the seventh statement, the average value for this third statement is 4.05 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application provides costs that tend to be more efficient.

Respondents' answers to the eighth statement, the average value for this third statement is 4.10 and is included in the category of agreeable answers. This shows that the average respondent agrees that the Lazada application can provide a layout that makes it easy to find products.

4.1.3.3 Respondents' Explanation of the Repurchase Intention Variable

Descriptive statistical analysis of respondents' answers about the variable of repurchase intention is based on respondents' answers to the questions contained in the questionnaire distributed to respondents. The following are respondents' answers which can be seen in Table 4.7:

Table 4.7 Respondents' Answers About Repurchase Intention Variables

Indicator	Item	Answers					mean Item	Mean Indicator	Score
		SD (%)	D (%)	N (%)	A (%)	SA (%)			
Interest Transactional	Q3.1	2,0	2,0	18,0	58,0	20,0	3,92	4,00	High
	Q3.2	6,0	1,0	20,0	48,0	25,0	3,85		
Interest Referral	Q3.3	2,0	3,0	16,0	62,0	17,0	3,89	4,10	High
	Q3.4	2,0	3,0	19,0	64,0	12,0	3,81		
Interest Preferential	Q3.5	3,0	8,0	20,0	51,0	18,0	3,73	4,10	High
	Q3.6	2,0	10,0	9,0	63,0	16,0	3,81		
Interest Explorative	Q3.7	3,0	-	15,0	66,0	16,0	3,92	4,08	High
	Q3.8	3,0	4,0	16,0	54,0	23,0	3,90		

Source: Processed Data, 2021

Based on the descriptive statistical calculations in Table 4.7 it can be seen that the respondents' answers to the first statement, the average value for this first statement is 3.92 and is included in the category of agreeable answers. This shows that the average respondent agrees to repurchase the product that has been purchased.

Respondents' answers to the second statement, the average value for this second statement is 3.85 and is included in the category of strongly agreed answers. This shows that the average respondent strongly agrees that they prefer to use the Lazada application rather than trying to buy other online products.

Respondents' answers to the third statement, the average value for this third statement is 3.89 and is included in the category of agreeable answers. This shows that the average respondent agrees to provide positive information to others about the advantages and shopping experience on the Lazada application.

Respondents' answers to the fourth statement, the average value for this third statement is 3.81 and is included in the category of agreeable answers. This shows that the average respondent agrees that they are willing to share positive things about the Lazada application with others.

Respondents' answers to the fifth statement, the average value for this third statement is 3.73 and is included in the category of agreeable answers. This shows that the average respondent agrees that when they want to buy products online they will prioritize the Lazada application.

Respondents' answers to the sixth statement, the average value for this third statement is 3.81 and is included in the category of agreeable answers. This shows that the average respondent agrees that if Lazada does not have the stock of the product they need, they will buy another product.

Respondents' answers to the seventh statement, the average value for this third statement is 3.92 and is included in the category of agreeable answers. This shows that the average respondent agrees that they will always seek the latest information to support positive programs in the Lazada application.

Respondents' answers to the eighth statement, the average value for this third statement is 3.90 and is included in the category of agreeable answers. This shows that the average respondent agrees that they will continue to use the Lazada application for shopping.

4.1.3.4 Result of Descriptive Statistic

The Independent variable in this study is the E-Service Quality, E-Satisfaction and dependent variable is Repurchase Intention. Descriptive statistics of each variable will be shown in the following Figure 4.1 :

Statistics

		E-Service Quality	E-Satisfaction	Repurchase Intintion
N	Valid	100	100	100
	Missing	0	0	0
Mean		3,9943	4,0675	3,8538
Median		4,2143	4,1250	4,0000
Mode		4,36	4,00	4,25
Std. Deviation		,73489	,53608	,60041
Variance		,540	,287	,360
Range		4,00	4,00	3,88
Minimum		1,00	1,00	1,13
Maximum		5,00	5,00	5,00
Sum		399,43	406,75	385,38
Percentiles	25	3,8571	3,9063	3,6250
	50	4,2143	4,1250	4,0000
	75	4,3571	4,3750	4,2500

Figure 4.2 Descriptive Statistics
Source: Processed Data, 2021

Based on Table 4.9, it can be seen that the E-Service Quality variable has a minimum value of 1,00 a maximum value of 5,00 and an average value of 3.995 with a standard deviation of 0.735. The mean value is greater than the standard deviation of 3,995 > 0,735, this indicates that the results are good, because the standard deviation is a reflection of the low deviation, the distribution data that occurs shows normal results and there is no bias. Likewise, the E-satisfaction variable has a minimum value of 1,00 a maximum value of 5,00 and an average value of 4.068 with a standard deviation of 0,536. This means that the mean value is more substantial than the standard deviation of 4.068 > 0,536, so that the distribution of data that occurs shows normal results and there is no bias. And the And finally, the Repurchase Intention variable has a minimum value of 1,13 a maximum value of 5,00 and an average value of 3,854 with a standard deviation of 0.600 This means that the mean value is more substantial than the standard deviation of 3,854 > 0.600, so the data distribution that occurs shows normal results and there is no bias. With the number of respondents as many as 100 respondents.

4.1.4 Test of Validity and Reliability

4.1.4.1 Test of Validity

Validity test is related to the problem of "whether the instrument used to measure the phenomenon can indeed measure exactly what is to be measured". If the instrument used is valid, it means that the instrument can actually measure the phenomenon under study correctly. Testing the validity using the Product Moment Correlation Analysis method by testing the correlation between the scores of each question item used and the total score. If the question items have a significant correlation with the total score (significant value < level) then the question items are declared valid.

1. Test the Validity of the E-service Quality Variable

    The results

    of the validity analysis distributed to 100-2 = 98 respondents for each question item from E-service quality can be seen in table 4.8 as follows:

Table 4.8 Testing the Validity of the Variable E-service Quality

Item	Corrected Item Value Total Correlation/rcount	sig.	r tabel	Criteria
1	0,827	0,000	0.1966	Valid
2	0,734	0,000	0.1966	Valid
3	0,834	0,000	0.1966	Valid
4	0,809	0,000	0.1966	Valid
5	0,791	0,000	0.1966	Valid
6	0,830	0,000	0.1966	Valid
7	0,831	0,000	0.1966	Valid
8	0,767	0,000	0.1966	Valid
9	0,834	0,000	0.1966	Valid
10	0,766	0,000	0.1966	Valid
11	0,776	0,000	0.1966	Valid
12	0,770	0,000	0.1966	Valid
13	0,806	0,000	0.1966	Valid
14	0,776	0,000	0.1966	Valid

Source: Processed Data, 2021

Validity Test Criteria with Product Moment Correlation method:

a. If the significance value of the correlation coefficient < level (eg 0.05) means that the item is declared valid.

b. If the significance value of the correlation coefficient > level (eg 0.05) means that the item is declared invalid.

Based on the calculations in Table 4.8 Validity testing is carried out on each question item, so that in the validity test it is necessary to pay attention to the correlation coefficient value of each item with a total score, for example the correlation value between Q1.1 and X1 (total) is the result of the validity of item 1. SPSS presents the results of correlation analysis in a matrix (rows and columns), so that the way to see the value of the correlation coefficient can be done from the row to the right or from the column down. The correlation coefficient value between Q1.1 (item 1) and X1 (total) is 0.827 with a Sig value. 0.000. Significant value < 0.05 indicates item 1 (X1.1) is valid.

2. Test the Validity of the E-Satisfaction Variable

Results of the validity analysis distributed to 100-2=98 respondents for each question item from E-Satisfaction can be seen in table 4.9 as follows:

Table 4.9 Test the Validity of the E-Satisfaction Variable Questionnaire

Item	Corrected Item Value Total Correlation/rcount	sig.	r tabel	Criteria
1	0,811	0,000	0.1966	Valid
2	0,725	0,000	0.1966	Valid
3	0,746	0,000	0.1966	Valid
4	0,711	0,000	0.1966	Valid
5	0,791	0,000	0.1966	Valid
6	0,704	0,000	0.1966	Valid
7	0,584	0,000	0.1966	Valid
8	0,708	0,000	0.1966	Valid

Source: Processed Data, 2021

Validity Test Criteria with Product Moment Correlation method:

a. If the significance value of the correlation coefficient < level (eg 0.05) means that the item is declared valid.

b. If the significance value of the correlation coefficient > level (eg 0.05) means that the item is declared invalid.

Based on the calculations in Table 4.9 Validity testing is carried out on each question item, so that in the validity test it is necessary to pay attention to the correlation coefficient value of each item with a total score, for example the correlation value between Q2.1 and X2 (total) is the result of the validity of item 1. SPSS presents the results of correlation analysis in a matrix (rows and columns), so that the way to see the value of the correlation coefficient can be done from the row to the right or from the column down. The correlation coefficient value between Q2.1 (item 1) and X2 (total) items is 0.811 with a Sig value. 0.000. Significant value < 0.05 indicates item 1 (Q2.s valid.

3. Test the Validity of the E-Repurchase Intention Variable

The results of the validity analysis distributed to 100 - 2 = 98 respondents for each question item from E-service quality can be seen in table 4.10 as follows:

Table 4.10 Test the Validity of the E-Repurchase Intention Questionnaire Variable

Item	Corrected Item Value Total Correlation/rcount	sig.	r tabel	Criteria
1	0,756	0,000	0.1966	Valid
2	0,753	0,000	0.1966	Valid
3	0,578	0,000	0.1966	Valid
4	0,524	0,000	0.1966	Valid
5	0,763	0,000	0.1966	Valid
6	0,685	0,000	0.1966	Valid
7	0,687	0,000	0.1966	Valid
8	0,796	0,000	0.1966	Valid

Source: Processed Data, 2021

Validity Test Criteria with Product Moment Correlation method:

a. If the significance value of the correlation coefficient < level (eg 0.05) means that the item is declared valid.

b. If the significance value of the correlation coefficient > level (eg 0.05) means that the item is declared invalid.

Based on the calculations in Table 4.10 Validity testing is carried out on each question item, so that in the validity test it is necessary to pay attention to the correlation coefficient value of each item with a total score, for example the correlation value between Q3.1 and Y (total) is the result of the validity of item 1. SPSS presents the results of correlation analysis in a matrix (rows and columns), so that the way to see the value of the correlation coefficient can be done from the row to the right or from the column down. The value of the correlation coefficient between items Q3.1 (item 1) and Y (total) is 0.756 with a value of Sig. 0.000. Significant value < 0.05 indicates item 1 (Q3.1) is valid.

4.1.4.1 Test of Reliability

If the validity test is used to test the accuracy of the instrument to measure the phenomenon under study, then the reliability test is used to test the reliability or consistency of the measuring instrument, if it is tested twice or more. A ruler is a reliable measuring tool, because how many times it is used to measure it will get the same result, which is to measure length. There are several reliability testing methods that can be used, such as: Test Retest, Split Half, Kruder Richardson,

Alpha Cronbach. This section will explain how to test the validity of the research instrument using the Split Half and Alpha Cronbach methods. can be seen in table 4.11 as follows:

Table 4.11 Reliability Test for each Variable

No	Variabel	r alpa	Kriteria
1	E-Service Quality	0,956	Reliabel
2	E-Satisfaction	0,868	Reliabel
3	E-Repurchase Intention	0,847	Reliabel

Source: Processed Data, 2021

Based on the calculations in Table 4.11 part of the E-Service Quality reliability test results presents the results of descriptive analysis in the form of Mean, Standard Deviation and the number of samples tested. the results of the reliability test using the Cronbach Alpha method, namely the Alpha value = 0.956. The criteria for a research instrument are declared reliable, the closer to 1 the more reliable, and the closer to 0 the more unreliable. The results of the reliability test using the Cronbach Alpha method obtained a reliability coefficient value of 0.956 (close to 1), thus it can be stated that the instrument used is reliable.

The results of the E-Satisfaction reliability test present the results of descriptive analysis in the form of Mean, Standard Deviation and the number of samples tested. the results of the reliability test using the Cronbach Alpha method, namely the Alpha value = 0.868. The criteria for a research instrument are declared reliable, the closer to 1 the more reliable, and the closer to 0 the more unreliable. The results of the reliability test using the Alpha Cronbach method obtained a reliability coefficient value of 0.868 (close to 1), thus it can be stated that the instrument used is reliable.

The results of the Repurchase Intention reliability test present the results of descriptive analysis in the form of Mean, Standard Deviation and the number of samples tested. the results of the reliability test using the Cronbach Alpha method, namely the Alpha value = 0.847. The criteria for a research instrument are declared reliable, the closer to 1 the more reliable, and the closer to 0 the more unreliable. The results of the reliability test using the Cronbach Alpha method obtained a

reliability coefficient value of 0.847 (close to 1), thus it can be stated that the instrument used is reliable.

4.1.5 Result of Hypothesis

4.1.5.1 Classic assumption test

The use of Regression as an analytical model must fulfill several basic assumptions (Classical Assumptions), in order to obtain an unbiased estimator of Ordinary Least Square Regression. SPSS has provided options for testing some classical assumptions such as Normality Test, Multicollinearity, Autocorrelation, and Heteroscedasticity.

1.   Normality test

The purpose of the normality test is to determine whether the regression model is normally distributed. Normality test can be seen through the histogram graph and the normal P-P plot graph. The results of the normality test through the histogram graph can be seen in Figure 4.3 The following:
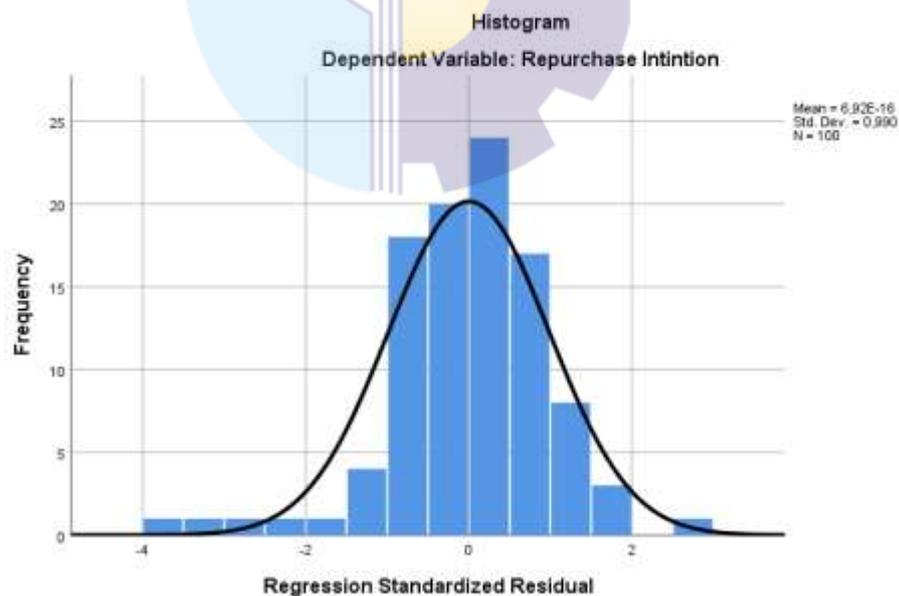
Figure 4.3 Normality test histogram results
Source: Processed Data, 2021

Based on Figure 4.3 it can be seen that the graph has a bell shape and does not point to the right and does not point to the left. So, it shows that the data is normally distributed.

The use of parametric statistical analysis must meet the assumption that the data is normally distributed, so it is necessary to test the normality of the data. The test that is often used is the Graph (Normal Probability Plot) method. If the distribution of the data on the graph is around the diagonal line and the direction of the distribution follows the direction of the diagonal line, it means that the data is normally distributed. The results of the data normality test using the Graph (Normal Plot) method can be seen in Figure 4.4 as follows:
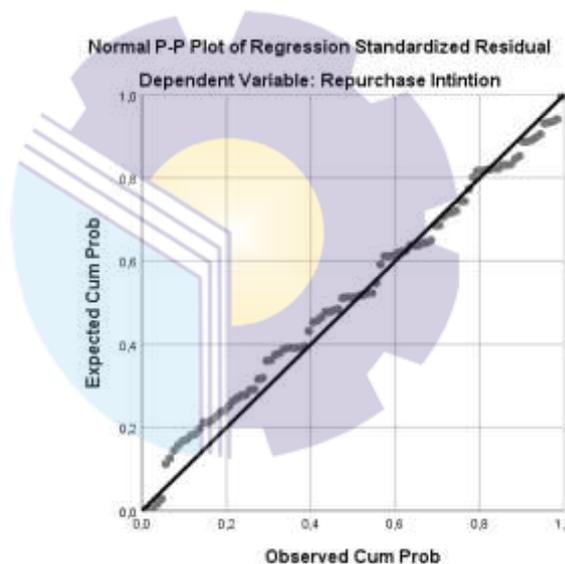
Figure 4.4 Normality test results
Source: Processed Data, 2021

Based on Figure 4.4 it can be seen that the data (dots) spread around the diagonal line and follow the direction of the diagonal line. So, it shows that the data is normally distributed. and can also be tested by the Kolmogorov-Smirnov Test in Figure 4.5 below:

One-Sample Kolmogorov-Smirnov Test

		Unstandardiz ed Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,38289232
Most Extreme Differences	Absolute	,075
	Positive	,047
	Negative	-,075
Test Statistic		,075
Asymp. Sig. (2-tailed)		,183[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Figure 4.5 Normality Kolmogorov-Smirnov test results
Source: Processed Data, 2021

The output table in Figure 4.5 shows a significant figure of 0.183. This is because the significance value is greater than 0.05 (0.183 > 0.05) and the researcher concludes that the data is normal.

2. Multicollinearity Test

Multicollinearity is a symptom of a perfect (very strong) linear relationship between the analyzed independent variables. The regression model assumes the absence of multicollinearity or the absence of perfect correlation between one independent variable and other independent variables. One of the ways commonly used to detect the presence of multicollinearity is to look at the value of the Variance Inflation Factor (VIF) of each independent variable, where if the VIF value is > 5 then there are symptoms of multicollinearity in the regression model. The multicollinearity test is presented in table 4.6 The coefficients are as follows:

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,348	,298		1,169	,245		
	E-Service Quality	-,079	,078	-,097	-1,011	,314	,456	2,192
	E-Satisfaction	,940	,107	,839	8,751	,000	,456	2,192

a. Dependent Variable: Repurchase Intintion

Figure 4.6 Multicollinearity Test Results
Source: Processed Data, 2021

Based on Table 4.6 it can be seen that the VIF value in the Collinearity Statistics column, for the E-service Quality and E-satisfaction variables, the VIF value is 2.192 because it is smaller than 5 meaning the two variables are not perfectly correlated. Thus it is stated that there are no symptoms of multicollinearity in the Regression model.

3.   Autocorrelation Test

Autocorrelation is a symptom of a serial correlation between disturbance errors (residual), so that the emergence of a data is influenced by the previous data. To detect autocorrelation symptoms, the Durbin Watson test (d) was performed. The results of Durbin Watson's calculation (d) are compared with the value of d table at $= 0.05$. Table d has two values, namely the upper limit value (du) and the lower limit value (dL) for various values of n and k. The results of the autocorrelation test are presented in the Model Summary table, see Figure 4.7 as follows:

Model Summary[b]
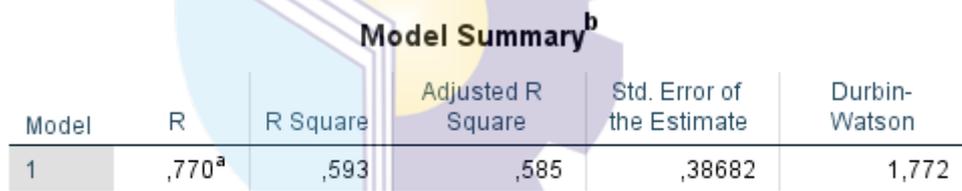
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,770[a]	,593	,585	,38682	1,772

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

b. Dependent Variable: Repurchase Intintion

Figure 4.7 Autocorrelation Test Results
Source: Processed Data, 2021

in the far right column, presents Durbin Watson's score of 1,772. The autocorrelation test was carried out by comparing the Durbin Watson value with the table values (dU and dL) at the level and n = 96. The dU value = 1.736 and the dL value = 1.613 because the Durbin Watson value is greater than the dU value and less than 4-dU, it can be stated that the autocorrelation symptom-free regression model cannot be stated.

4.   Heteroscedasticity Test

The heteroscedasticity test aims to test whether the regression model has variance inequality. A good regression model is homoscedasticity or there

is no heteroscedasticity. Heteroscedasticity tests can be done through a graphical approach and a statistical approach. The results of the heteroscedasticity test through a graphical approach can be seen in Figure 4.8 below:
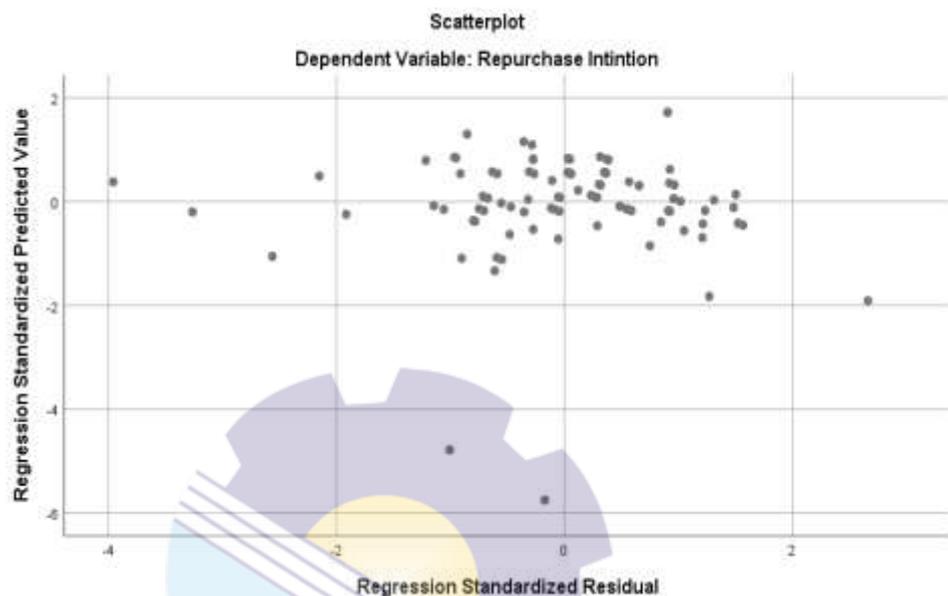
Figure 4.8 Heteroscedasticity Test Results
Source: Processed Data, 2021

Through Figure 4.8 it can be seen that there is no heteroscedasticity, because the points spread above and below the number 0 on the Y axis and do not seem to form a certain pattern. So, this shows that substructure I is free from heteroscedasticity.

4.1.5.2 Correlation Analysis

Simple correlation analysis (Product Moment Correlation – Pearson) was used to determine the closeness of the relationship and the direction of the relationship between 2 variables. The value of the correlation coefficient indicates whether or not the relationship between variables is strong, while the sign (positive/negative) indicates the direction of the relationship, that is, the relationship is unidirectional or opposite. The correlation coefficient value close to 1 means that the relationship between variables is very strong. The correlation

coefficient value that is close to 0 means that the relationship between variables is very weak. can be seen in Figure 4.9 as follows:

Correlations

		E-Service Quality	E-Satisfaction	Repurchase Intintion
E-Service Quality	Pearson Correlation	1	,737**	,522**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
E-Satisfaction	Pearson Correlation	,737**	1	,767**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Repurchase Intintion	Pearson Correlation	,522**	,767**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4.9 Correlation Analysis test
Source: Processed Data, 2021

Based on the calculations in Table 4.9 the relationship (correlation) between E-service Quality and Repurchase Intention can be seen from the E-service Quality - Pearson Correlation line in the Repurchase Intention column where the value is 0.522, this indicates that E-Service quality has a positive relationship. and strong (close to 1) with Repurchase Intention, a positive relationship shows a unidirectional relationship, meaning that an increase in E-service Quality will be followed by an increase in repurchase intention or vice versa.

Testing the significance of the correlation between E-service Quality and Repurchase Intention is seen from two things, namely the * sign and the Sig value. (2-tail):

1. The sign ** behind the correlation coefficient value (0.522**) indicates that the relationship between E-service Quality and Repurchase Intention is statistically significant at level = 0.01. In SPSS the notation ** indicates a significance level of 0.01 (99% confidence level).

2.   Using the value of Sig. (2-tail). If the value of Sig. (2-tailed) smaller than = 0.05 means that E-service Quality and Repurchase Intention have a significant relationship at level = 0.05 (95% confidence level).

Testing the significance of the correlation between E-Satisfaction and Repurchase Intention is seen in two ways, namely from the * sign and from the Sig value. (2-tail):

1.   The sign ** behind the correlation coefficient (0.767**) indicates that the relationship between E-Satisfaction and Repurchase Intention is statistically significant at level = 0.01. In SPSS the notation ** indicates a significance level of 0.01 (99% confidence level).

2.   Using the value of Sig. (2-tail). If the value of Sig. (2-tailed) smaller than = 0.05 means that E-Satisfaction and Repurchase Intention have a significant relationship at level = 0.05 (95% confidence level),

4.1.5.3 Regression Analysis

Regression analysis is used to determine the effect of changes in a variable called the Independent Variable E-Service Quality and E-Satisfaction (Independent) on changes in another variable called the Bound Variable Repurchase Intention (Dependent). Independent variables are variables that affect or cause changes in other variables, while the dependent variable is a variable whose changes are dependent/caused by changes in other variables. can be seen in Figure 4.10 as follows:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,770[a]	,593	,585	,38682

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

Figure 4.10 Regression Analysis test
Source: Processed Data, 2021

concluded in Figure 4.10 As it is known that Multiple Correlation is a relationship test for variables more than 2, in this case the value of the multiple correlation coefficient (R) shows the magnitude of the relationship between the independent variables E-Service Quality and E-Satisfaction simultaneously . the same as Repurchase Intention The Correlation Coefficient value of 0.770 is close to 1, which means that the Independent Variables of E-Service Quality and E-Satisfaction together have a strong relationship with the Repurchase Intention Variable.

The coefficient of determination (R Square) shows the contribution of all independent variables, namely E-Service Quality and E-Satisfaction to Repurchase Intention, so R Square 0.593 means E-Service Quality and E-Satisfaction is able to contribute 59.3% to Repurchase Intention, thus the remaining 40.7% is determined by other variables not examined.

The R Square value also indicates whether or not the regression model is used, the higher the R Square value (closer to 1), the more precise the model used, and conversely the lower the R Square value (close to 0), the more inaccurate the model used.

4.1.5.4 Testing the Effect of Each Variable with T Test (partial hypothesis)

The partial hypothesis test (t test) is used to determine the magnitude of the effect of E-Service Quality and E-Satisfaction on individual repurchase intentions, and the results of the partial test. Simple regression is based on a causal relationship between one independent variable and one dependent variable. I want to know how much influence E-Service Quality independent variable has on Repurchase Intention dependent variable can be seen in figure 4.11 as follows :

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,348	,298		1,169	,245
	E-Service Quality	-,079	,078	-,097	-1,011	,314
	E-Satisfaction	,940	,107	,839	8,751	,000

a. Dependent Variable: Repurchase Intintion

Figure 4.11 The partial hypothesis test (t test)
Source: Processed Data, 2021

Hypothesis formulation:

Ho : bi = 0 (The independent variable partially has no significant effect on repurchase intention).

Ha : bi ≠ 0 (The independent variable partially has a significant effect on Repurchase Intention).

Based on the table, The E-Service Quality and E-Satisfaction variable effect on Repurchase Intention it can be seen the value:

a   = 0,348

b1   = -0,79

b2   = 0,940

Then the Multiple Linear Regression equation The The E-Service Quality and E-Satisfaction variable effect on Repurchase Intention can be arranged as follows:

$$Y = a + b1\ X1 + b2X2 + e$$
$$Y = 0,348 + -0,79\ X1 + 0,940\ X2$$

The explanation of the multiple regression equation The The E-Service Quality and E-Satisfaction variable effect on Repurchase Intention is as follows:

1. A constant of 0.348 means that if the E-Service Quality (X1) and E-Satisfaction (X2) variables are equal to 0, then the Repurchase Intention (Y) is 0.348.

2. E-Service Quality regression coefficient (b1) of -0.79 indicates the magnitude of the effect of E-Service Quality on Repurchase Intention, a regression coefficient of Negative value means that E-Service Quality has a negative effect, meaning that a decrease in E-Service Quality by 1 unit will cause Repurchase Intention decreased by -0.79.

3. E-Satisfaction regression coefficient (b2) of 0.940 indicates the magnitude of the effect of E-Satisfaction on Repurchase Intention, a positive regression coefficient means that E-Satisfaction has a positive (unidirectional) effect, meaning that an increase in E-Satisfaction 1 unit will cause an increase in Repurchase Intention of 0.940.

4.1.5.5 Testing the Effect of Each Variable with F Test (Simultaneous Test)

Simultaneous Test (F test) is used to determine whether all independent variables have the same effect on the dependent variable. The test is carried out using the F distribution test, namely by comparing the critical value of F (F table) with the calculated F value contained in the ANOVA table. The results of the regression analysis containing the regression coefficients for each variable simultaneously, as well as the F-count value for hypothesis testing, can be seen in Figure 4.12 as follows :

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,175	2	10,588	70,759	,000[b]
	Residual	14,514	97	,150		
	Total	35,689	99			

a. Dependent Variable: Repurchase Intintion

b. Predictors: (Constant), E-Satisfaction, E-Service Quality

Figure 4.12 Simultaneous Test (F test)
Source: Processed Data, 2021

The E-Service Quality and E-Satisfaction variable effect on Repurchase Intention it can be seen the Test Criteria: Level = 0.05

F-count > Ftable or Sig. < 0.05 then Ho is rejected (Ha is accepted)

F-count ≤ F-table or Sig. ≥ 0.05 then Ho is not rejected (Ha is rejected)

Hypothesis formulation:

Ho : b1 = b2 = 0 (E-Service Quality and E-Satisfaction have no significant effect on Repurchase Intention).

Ha : b1 ≠ b2 ≠ 0 (E-Service Quality and E-Satisfaction have a significant effect on Repurchase Intention).

Because the t-test is used to test the effect of each independent variable, then the interpretation is carried out separately, namely for the E-Service Quality variable (X1), then for the E-Satisfaction variable (X2). The test is carried out by comparing the value of tcount with the value of ttable at the level of = 0.05 and degrees of freedom (n-k-1) = 100 – 2 – 1 = 97 where the value of ttable = 1.985 is obtained.

1.   E-Service Quality Variable H1

Partial test (T test) in Figure 4.11 Hypothesis testing is done by t-test. Results Based on the analysis, the value of tcount = -1.011 with a value of Sig. 0.314 then the calculated t value is compared with t table at level = 0.05 degrees of freedom (nk-1) = 100-2-1 = 97 which is the same as = 1.661 So tcount (-1.011) < T table (1.985) and the value of Sig . 0.314 > 0.05 then Ha is rejected (Ho is accepted). Thus it can be stated that the E-service Quality variable has a negative and insignificant effect on the Repurchase Intention variable partially.

2.   E-Satisfaction Variable H2

Partial Test (T test) can be seen in table 4.11 Hypothesis testing is done by t test. Based on the results of the analysis, the value of tcount = 8,751 with the value of Sig. 0.000 then the calculated t value is compared with t table

at level = 0.05 degrees of freedom (nk-1) = 100-2-1 = 97 which is the same as = 1.661 So tcount (8.751) > T table (1.985) and the value of Sig. 0.000 < 0.05 then Ho is rejected (Ha is accepted). Thus, it can be stated that the E-satisfaction variable has a positive and significant effect on the repurchase intention variable.

3. E-service Quality and E-satisfaction Variable H3

    The following shows the results or the value of Fcount which is 70,759, then for hypothesis testing this value is compared with the value of F table at level = 0.05 degrees of freedom 3:97 which is 2.70 Then F count (70,759) > F Table (2,70) or the value of Sig. 0.000 <0.05 then Ho is rejected (Ha is accepted), meaning that E-Service Quality and E-Satisfaction simultaneously have a significant effect on repurchase.

4.2 Discussion

4.2.1. Effect of E-Service Quality on Purchase Intention

The results showed that the first hypothesis in this study E-service quality (X1) has a direct negative and insignificant effect on repurchase intentions in using the Lazada e-commerce application in the Bengkalis Community Partially. These results indicate that Lazada users in the Bengkalis community feel that the services provided by Lazada such as timely delivery, ensuring the security of personal information, compensation and assistance services provided through the available contacts are not yet perceived as good enough so that the E-service Quality cannot increase Repurchase Intention.

Based on the descriptive analysis of the e-service quality variable in Table 4.5 there are four statements that fall into the low category. one of which is on the compensation dimension in the form of the statement "Lazada will handle all product handling costs if a serious problem occurs" This makes e-commerce applications used by the Bengkalis Community has not provided very good compensation in terms of handling problems and returning the funds they need, thus giving the impression of a bad experience for the community in online shopping, so that it has not been able to generate interest in buying in the future. Therefore, e-

commerce application development companies must maintain and improve quality in terms of Compensation and Power response so that repurchase interest is always good and is even expected to increase from e-commerce application users. Especially for the Bengkalis Community. The results of this study are in line with research conducted by Nurcahyo (2018) which states that E-service quality directly does not have a significant effect on customer loyalty because the probability value is the smallest so it is considered not to have a direct effect. then e-service quality does not affect the level of repeat purchases.

This is not in line with the research of Santoso (2020) which states that e-service quality has an effect on e-repurchase intention. It can be seen that the strong E-service Quality of Lazada users is not caused by the influence of the Repurchase Intention of the E-Commerce company. Even though customers are satisfied with using Lazada, customers still don't want to use Lazada anymore. This can be caused by E-Commerce competition which is currently very tight so that consumers still do not have loyalty to a brand in this e-commerce and want to find the cheapest of the available brand choices. Lazada has many competitors that are more attractive to consumers, so consumers tend to want to use applications that provide the best quality E-services. The sampling area of this research is located in Bengkalis with different consumer behavior from previous studies in the Semarang area.

According to Kotler, Bowen and Makens in Ruri (2017) segmentation can be grouped based on demographics, geography, psychographics, and main behaviors. Based on the geographical segmentation of the sampling area, market segmentation and consumer behavior in Semarang are certainly different from consumer behavior in Bengkalis. Urban communities in Semarang can get the easiest access to E-service Quality provided by all E-commerce because it is located in the center of the capital compared to communities in Bengkalis. Currently Ecommerce is strengthening E-Service Quality so that it becomes a tough competitor for Lazada. Moreover, the majority of respondents in this study are female students who are considered more up to date and easily access E-service Quality through the e-commerce provided, especially for the Bengkalis Community.

Realistically and logically this can happen, and it is absolutely clear that in Bengkalis, the E-service Quality variable does not have a significant effect on the Repurchase Intention variable. The data is taken from the Bengkalis community's response, the population and sample are truly representative. and the data being tested really meets the requirements, namely passing the classical assumption test: The data is normally distributed, there is no autocorrelation, there is no multicollinearity, and there is no heteroscedasticity.

4.2.2   Effect of E-Satisfaction on Repurchase Intention

The results showed that the second hypothesis in this study is acceptable, namely e-satisfaction has a positive and significant effect on repurchase intentions using e-commerce applications in the Bengkalis Community. The results of this study are in line with research conducted by Santoso and Aprianingsih (2017) which states that customer satisfaction (electronically) has a significant relationship with repurchase intentions in the Go-Ride case study in Java. So it can be concluded that e-satisfaction has a strong influence in realizing repurchase intentions from customers.

E-Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the product's performance results with the expected performance. Consumers form their expectations from previous experiences, such as asking colleagues or friends who have purchased or used the products that have been offered, as well as offering information from companies. If the company's expectations are too high, consumers will be disappointed. Conversely, if the expectations offered by the company are too low, consumers will not be interested in the products offered. This research is also in line with previous research conducted by Heryana (2016) entitled "The effect of customer satisfaction on customer repurchase interest at John Van Tien Salon, Bogor " which proves that satisfaction has a significant effect on reuse interest.

The results of the descriptive analysis of the e-satisfaction variable in Table 4.6 also show that the emotional dimension with the statement item "I am satisfied with the quality of the products I bought online on the Lazada application are as

good or better than their products. which can be purchased at offline stores" has an average value of answers even though in the agreed category it has the lowest score of 3.88. This shows that there are potential weaknesses for application developers to the quality of products purchased online in the Lazada application which is not better than products that can be purchased in offline stores. A person will usually start to leave something when he is not proud of doing something. Likewise with online shopping activities through this e-commerce application. Potential dissatisfaction in the future can occur, which in turn will weaken users' buying interest in e-commerce applications. Therefore, Lazada application development companies must be able to provide a touch and increase emotions in terms of customer pride. The company must position itself as an up-to-date and stunning company, and provide touching values to customers, thus making anyone who shop online through the Lazada app feel proud and valued as a customer.

4.2.3   Effect of E-Service Quality and E-Satisfaction on Repurchase Intention

The results show that the third hypothesis in this study can be accepted simultaneously, namely e-service quality and e-satisfaction have a positive and significant effect on repurchase intention in using Lazada's e-commerce application in the Bengkalis community. This illustrates that the higher the trust that consumers have in e-commerce Lazada. This means that the variables of e-service quality and E-satisfaction have an effect on the variable of repurchase intention. After testing the effect of each independent variable, it can be determined which independent variable has the dominant influence and the biggest influence on Repurchase Intentions. The coefficient of determination (R Square) shows the contribution of all independent variables, namely E-Service Quality and E-Satisfaction to Repurchase Intention, so that R Square of 0.770 means E-Service Quality and E-Satisfaction was able to contribute 59.3% to Repurchase Intention, thus the remaining 40.7% was determined by other variables not examined such as product quality, price, emotional factors, convenience, brand loyalty, brand awareness, brand equity, and brand associations. The results of this study are also in line with research conducted by Santoso and Aprianingsih (2017) which states that e-service

quality has a significant relationship with repurchase intention, where customer satisfaction online has an important effect on increasing repurchase intention if a study occurs. Go-Ride in Java. So it can be concluded that e-service quality has a strong influence in realizing repurchase intentions through e-satisfaction from customers.

According to Harahap et al. (2020), electronic service quality is the extent to which a website facilitates efficient and effective shopping, purchasing and delivery of products and services. In a previous study, Hasman et al. (2019) found that the quality of electronic services has a positive and significant effect on repurchase intentions. However, Dian and Ruzfian (2015) did not find any significant impact from e-commerce. service quality on repurchase intention. Taking into account the research gap, this becomes an interesting topic for further research. E-Satisfaction was entered as an intermediate variable. Electronic satisfaction can be defined as customer satisfaction regarding previous purchasing experiences with a particular e-commerce company and generating favorable responses, such as purchases and repeat purchases (Azam et al., 2012; Vijay et al., 2019). The relationship between electronic satisfaction and repurchase intention can be explained by expectancy confirmation theory (ECT). ECT states that the shopper's goal of repurchasing an item or continuing administrative use is substantially resolved by his compliance with the prior use of the item or administration, Bhattacherjee in Lai et al (2016).

The quality of electronic services is an important instrument in developing a competitive advantage in online retail, it can be done by providing high quality services to consumers. E-satisfaction is a psychological state that results when a customer is satisfied that he or she is no longer looking for alternatives to the current website. When the customer is not satisfied, he will look for other alternatives and become an opportunity for competitors to take advantage of this situation. Oliver in Hidayah and Utami, (2017).

Repurchase intention is an individual's decision to purchase another service from the same company, taking into account his current situation and possible circumstances. With the rapid development of online retail, repeat purchases have

become very important in marketing research. What is meant by online repurchase intention is the desire of consumers who have purchased at an online store at least once, to repurchase at the store. The repurchase intention itself is based on consumers' positive reactions to goods and services from a store. According to Wahdatul et al. (2021)

Based on the descriptive analysis of the repurchase intention variable in Table 4.7, the referential interest dimension in the form of statement items has the highest average answer value of 3.92. This is because people already have a very good shopping experience on the e-commerce applications they use, so they will willingly provide references to others in the form of positive information about the shopping experience and all the benefits they get during the shopping process. This is also done so that the previous community was satisfied with the e-commerce applications they used to provide references to others. This goal is also achieved through E-Service Quality and E-Satisfaction provided by excellent e-commerce applications. So that in the end good E-Service Quality will have a strong effect on repurchase interest which was previously influenced by high satisfaction factors. Therefore, if the e-commerce application development company wants to further increase buying interest and increase word of mouth promotion through referential interest, the key factor is to increase user satisfaction. Lazada must continue to improve the factors that influence this transactional interest. Companies must be able to involve new customers and old customers, so as not to move to other places. Moreover, students are young people who are still unstable and change their choices easily. Companies must be able to have programs and services that are able to bind customers to always shop online through the e-commerce applications they use.

4. 3   Limitation of Study

In conducting this research there are several limitations experienced by researchers, the limitations of this study are as follows:

1.   This study uses an observation object that focuses on online shop service products, buying and selling services on the Lazada application, so that it has an impact on the limited generalization of the research. Thus, to apply

this research in different contexts, caution is needed to observe external factors that arise due to differences in the characteristics of the research object which are expected to have an impact on the model's inability to explain the phenomenon under study.

2. The scope of the geographical background in the city of Bengkalis, especially the sample used which only consists of the Bengkalis community, has not been able to fully demonstrate this phenomenon and also has an impact on the generalization of the research in general. limited. Thus, to apply this research to different settings, care is needed to observe the different characteristics that impact on differences in consumer behavior. If this is ignored, it has the potential to bias the test results, leading to errors in interpreting the suggested policies.

3. Researchers cannot provide questionnaires directly to respondents and assist respondents in filling out the questionnaire. This is due to the busyness of the respondents and constraints with the location. This is an obstacle because it is not known whether the respondent really fills out the questionnaire correctly. Also, researchers can't directly answer things that are not known by the respondent concerning questions asked in the questionnaire.

4. The variables studied are still not enough to be measured Intention to repurchase especially for e-commerce Lazada, so that further researchers are expected to improve this research, by using factors other than those that have been studied by the author. For example, such as product quality, price, emotional factors, convenience, brand loyalty, brand awareness, brand equity, and brand associations.

CHAPTER V
CONCLUSION AND SUGGESTION

5.1 Conclusions

Based on the results of research and discussion on the effect of e-service quality and e-satisfaction on repurchase intention in using e-commerce applications in the Bengkalis community, the following conclusions are obtained:

1. The e-service quality has a negative effect on repurchase intention partially. This shows that, through improving e-satisfaction, the e-services quality can affect the level of repurchase intention in using the Lazada e-commerce application in the Bengkalis Community.

2. e-satisfaction has a positive effect on repurchase intention partially, increasing Online consumer satisfaction increases Itenton's repurchase using the Lazada e-commerce application in the Bengkalis community.

3. The quality of e-service E-satisfaction has a positive effect on repurchase intentions Simultaneously, these results show that the importance of the role of e-service quality and e-satisfaction will have an impact on Repurchase Intention using the Lazada e-commerce application in the Bengkalis Community.

5.2 Suggestions

Based on the results of research and discussion of the effect of e-service quality and e-satisfaction on repurchase intention in using e-commerce applications in the Bengkalis community, the suggestions that the author can give are as follows:

1. Effect of E-Service Quality on Purchase Intention

   Based on the respondent's answer to the statement "The delivery time of the goods is in accordance with the estimate given by the Lazada application", it was found that the disagreed answer allowed a very high percentage. Therefore, it is recommended for e-commerce application development companies to make strict regulations for sellers in e-commerce applications regarding packaging time and goods must not exceed the specified time, if

past the specified time, the seller must be penalized. This is done so that delivery times can be further improved.

Based on respondents' answers to the statement "the e-commerce application that I use provides accurate and fast information to customers when a problem arises", the answer to disagree allows a fairly high percentage. Therefore, it is recommended for e-commerce application development companies to add a live chat feature to the application so that customer complaints can be heard immediately and add applications to existing customers. In addition, personnel in the customer care division must be increased in order to minimize queues or waiting lists from customers who want to immediately report the problems they face. E-commerce application development companies are also advised to open branches or representative offices in every city, at least major cities in each province, so that customers feel close to their e-commerce applications and customers who want to report immediately can meet in person. with an ecommerce application representative and resolve the issue.

2. Effect of E-Satisfaction on Repurchase Intention

Based on the respondent's answer to the statement "the e-commerce application that I use will bear all the costs of handling the product in the event of a serious problem", it was found that the respondents disagreed and had a fairly high percentage. Generally, this serious problem is related to product damage during delivery to the destination address by the courier service. This is actually the full responsibility of the expedition service and is not the absolute responsibility of the e-commerce application. However, it is recommended for e-commerce application development companies to provide education to customers so that they know how to make a complaint against the expedition used.

In addition, it is also recommended that the obligation to use insurance be carried out on the purchase of goods that are considered high risk when sent by the expedition. Then it is recommended to return to the e-commerce application development company to always guard the customer complaint

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process until it is completed. This is done to obtain clarity and certainty to customers if the goods received are damaged or defective.

3. Effect of E-Service Quality and E-Satisfaction on Repurchase Intention.

Based on the respondent's answer to the statement "I am satisfied with the pride that can be obtained by shopping online through the e-commerce application that I use", it was found that the disagreed answer allowed a fairly high percentage. Therefore, it is recommended for e-commerce application development companies to provide exclusive rewards to their customers such as thank you certificates after shopping, as well as badges or ratings based on purchase intensity. E-commerce application development companies must also regularly conduct customer gathering activities and invite them to join the official community. This is done so that customers feel valued and feel part of the e-commerce application, so that it will further increase pride in the e-commerce application.

Based on the respondent's answer to the statement "I will always repurchase the products that I have purchased on the e-commerce application that I use", it was found that the disagreed answer allows a fairly high percentage. Therefore, it is recommended for e-commerce application development companies to engage in the form of giving lots of points, vouchers, and discounts to customers after completing the transaction. E-commerce applications must also have game and quiz content in them with reward points, vouchers, and discounts. The function of these points, vouchers, and discounts is as cashback or rebates when making your next purchase. This is done so that customers are motivated to shop again through the e-commerce applications they use.

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Gambaran Umum Lazada Dan Identitas Responden
http://eprints.undip.ac.id/75404/3/BAB_II.pdf

APPENDIX 1 : RESEARCH QUESTIONNAIRE

Pengaruh E-Service Quality Dan E-Satisfaction Terhadap Online Repurchase Intention (Studi Pada Konsumen Lazada Di Kota Bengkalis)

Dear.

Prospective Respondents

In place

Best wishes,

I, the undersigned below :

Name   : Rifka Zahera

ID   : 5404181179

Study Program : International Business Administration

Intended to conduct research "The Influence of E-Service Quality and E-Satisfaction on Online Repurchase Intention (Study on Lazada Consumers in Bengkalis City)".

This research will not harm the respondents. All information from research results will only be used for research purposes and will be kept confidential. Therefore, I hope that you can participate by filling out this questionnaire according to the actual situation and conditions.

IDENTITAS RESPONDEN

Nama   :

Usia   :

    1. 18 - 22

    2. 23 - 27

    3. 28 - 32

    4. 33 - 38

    5. > 39

Jenis Kelamin :

       1. Laki - Laki

       2. Perempuan

Asal Daerah   :

       1. Bengkalis

       2. Bantan

       3. Bukit Batu

       4. Mandau

       5. Rupat

       6. Rupat Utara

       7. Siak Kecil

       8. Pinggir

       9. Bandar Laksamana

       10. Talang Muandau

       11. Bathin Solapan

Pekerjaan   :

       1. Mahasiswa/i

       2. PNS/Guru

       3. Pengusaha

       4. Wiraswasta

       5. Lainnya

DAFTAR KUESIONER

Jawablah pertanyaan–pertanyaan berikut ini dengan memberikan tanda centang (√) pada kotak yang telah tersedia di bawah ini!

keterangan :

(SS)   : Sangat Setuju

(S)   : Setuju

(KS)   : Kurang Setuju

(TS)   : Tidak Setuju

(STS) : Sangat Tidak Setuju

NO	PERTANYAAN	SS	S	KS	TS	STS
E-Service Quality						
	Efisiensi					
1	lazada mampu menjalankan perintah dengan cepat dan tepat.					
2	lazada mampu memberikan kemudahan dalam menemukan produk dan informasi yang saya butuhkan.					
	Reliabilitas					
3	Aplikasi lazada selalu dapat berfungsi sebagaimana mestinya.					
4	Aplikasi Lazada menyampaikan jasanya sesuai dengan waktu yang dijanjikan.					
	Pemenuhan					
5	Waktu pengiriman barang sesuai dengan estimasi yang diberikan oleh aplikasi lazada.					
6	Pengiriman barang sesuai dengan yang dipesan oleh pelanggan pada aplikasi lazada.					
	Privasi					
7	lazada menjamin kerahasiaan informasi pribadi saya.					
8	lazada menjamin perlindungan dan keamanan pembayaran.					
	Daya Tanggap					
9	lazada memberikan informasi yang tepat dan cepat kepada pelanggan sewaktu timbul masalah.					
10	lazada memiliki mekanisme atau tata cara yang tepat untuk menangani pengembalian produk.					
	Kompensasi					
11	lazada memberikan kompensasi berupa pengembalian dana apabila terjadi masalah.					
12	lazada akan menanggung semua biaya penanganan produk apabila terjadi masalah serius.					
	Kontak					

13	lazada memiliki layanan call center dan email support yang bisa dihubungi.					
14	lazada memiliki akun-akun media sosial.					
E-Satisfaction						
	Kualitas Produk					
1	Saya merasa puas terhadap kualitas produk yang saya beli sesuai dengan deskripsi produk pada aplikasi lazada.					
2	Saya merasa puas terhadap kualitas produk yang saya beli secara online pada aplikasi lazada sama baiknya atau lebih baik daripada produk yang bisa dibeli pada toko offline.					
	Harga					
3	Saya merasa puas terhadap harga produk yang dibeli sesuai dengan kualitas yang didapat ketika berbelanja pada aplikasi lazada.					
4	Tidak terjadi perubahan harga produk ketika telah terjadi transaksi pembelian barang pada aplikasi lazada.					
	Emosional					
5	Saya merasa puas terhadap respon dan daya tanggap yang diberikan oleh aplikasi lazada.					
6	Saya merasa puas terhadap gaya hidup modern yang bisa diikuti ketika berbelanja online pada aplikasi lazada.					
	Biaya dan Kemudahan					
7	Saya merasa puas terhadap biaya yang dikeluarkan cenderung lebih efisien dalam berbelanja pada aplikasi lazada.					
8	Saya merasa puas terhadap layout yang memudahkan dalam mencari produk dalam berbelanja pada aplikasi lazada.					
Repurchase Intention						
	Minat Transaksional					
1	Saya akan selalu membeli ulang produk yang telah saya beli pada aplikasi lazada.					
2	Saya lebih memilih menggunakan aplikasi lazada daripada mencoba membeli produk online lain.					
	Minat Referensial					

3	Saya akan memberi informasi positif kepada orang lain tentang kelebihan dan pengalaman berbelanja pada aplikasi lazada.					
4	Saya bersedia menceritakan hal-hal positif tentang aplikasi lazada kepada orang lain					
	Minat Preferensial					
5	Ketika saya ingin membeli suatu produk secara online, saya akan mengutamakan aplikasi lazada.					
6	jika lazada tidak tersedia stok Produk yang saya butuhkan maka saya akan membeli produk lain.					
	Minat Eksploratif					
7	Saya akan selalu mencari informasi terbaru untuk mendukung program-program positif pada aplikasi lazada.					
8	Saya akan terus menggunakan aplikasi lazada untuk berbelanja.					

For this purpose, the authors request assistance with actual data and information from you as one of the selected respondents. The confidentiality of the identity and answers of Sister as one of the respondents is guaranteed by the author. Thank you for your help and participation.

Yours faithfully,

Rifka

RIFKA ZAHERA
NIM.5404181179

APPENDIX 2 : RESPONDENT IDENTITY

No	Nama Lengkap	Asal Daerah	Jenis Kelamin	Umur	Pendapatan Perbulan	Pekerjaan
1	Siti Nurhaliza	Bengkalis	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
2	Elvi novianda	Bantan	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
3	Tia Alfina Damayanti	Siak Kecil	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
4	Lisda Br Sihombing	Bengkalis	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
5	Dahlia	Bengkalis	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
6	Sucica	Bantan	Perempuan	28 - 32	1.000.000-3.000.000	PNS/Guru
7	Yusril Aulia	Bantan	Laki-Laki	18 - 22	<1.000.000	Mahasiswa/i
8	Novi Ariska	Bukit Batu	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
9	Kurnia Sri aryani	Rupat Utara	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
10	Ella maira	Bathin Solapan	Perempuan	28 - 32	<1.000.000	Mahasiswa/i
11	Nurul Muslimah	Rupat	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
12	Yesi Nurita	Bantan	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
13	Wan wila qurnia	Bengkalis	Perempuan	23 - 27	1.000.000-3.000.000	Mahasiswa/i
14	Muh iskandar dinata	Rupat	Laki-Laki	23 - 27	>3.000.000	Pengusaha
15	Endang Nirastuti	Bengkalis	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
16	Rika Agustina	Bengkalis	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
17	Dewi Rahayu	Siak Kecil	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
18	Siti Haliza	Siak Kecil	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
19	Rina Nopiyanti	Bantan	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
20	KARTINI NELVIASARI	Bengkalis	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
21	Sulaiman	Rupat	Laki-Laki	23 - 27	>3.000.000	Satpam
22	Fitri Hartini	Bengkalis	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
23	Vidya annisa	Bukit Batu	Perempuan	23 - 27	>3.000.000	PNS/Guru
24	Rosyidin tobri	Rupat	Laki-Laki	28 - 32	>3.000.000	PNS/Guru
25	Putri wahyuni	Bukit Batu	Perempuan	23 - 27	1.000.000-3.000.000	Mahasiswa/i
26	Ernia hartati	Bengkalis	Perempuan	33 - 38	>3.000.000	Karyawan

27	vivi lingsari	Bengkalis	Perempuan	23 - 27	1.000.000-3.000.000	Mahasiswa/i
28	Nurlaila fitria	Bantan	Perempuan	28 - 32	>3.000.000	Dokter
29	Ajeng maulani shadikin	Mandau	Perempuan	18 - 22	1.000.000-3.000.000	Mahasiswa/i
30	Herlina susanti	Bengkalis	Perempuan	33 - 38	>3.000.000	Perawat
31	Nadia rosa	Rupat	Perempuan	23 - 27	1.000.000-3.000.000	Mahasiswa/i
32	Absah	Rupat	Perempuan	33 - 38	1.000.000-3.000.000	ibu rumah tangga
33	masa'at zaki	Rupat	Laki-Laki	28 - 32	1.000.000-3.000.000	bengkel
34	Sulaiha	Rupat Utara	Perempuan	23 - 27	1.000.000-3.000.000	ibu rumah tangga
35	Susanti	Siak Kecil	Perempuan	28 - 32	>3.000.000	ibu rumah tangga
36	julia fitri	Bengkalis	Perempuan	23 - 27	>3.000.000	pengusaha
37	Azizatul Aulia	Bantan	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
38	Yulia ningrum	Bengkalis	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
39	Al amin	Rupat	Laki-Laki	23 - 27	>3.000.000	Wiraswasta
40	Yuki kato	Bantan	Perempuan	18 - 22	1.000.000-3.000.000	Karyawan swasta
41	Triwani	Bengkalis	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
42	Putri Wahyuni	Bengkalis	Perempuan	23 - 27	<1.000.000	Mahasiswa/i
43	Cita suci	Bantan	Perempuan	23 - 27	1.000.000-3.000.000	wiraswasta
44	Jailani	Rupat	Laki-Laki	23 - 27	>3.000.000	Petani
45	Tarmizi	Rupat	Laki-Laki	> 39	>3.000.000	PNS/Guru
46	Teguh imam saputro	Rupat	Laki-Laki	33 - 38	>3.000.000	pengusaha
47	indah murtia ningsih	Rupat	Perempuan	33 - 38	1.000.000-3.000.000	ibu rumah tangga
48	muh khairul rizwan	Rupat Utara	Laki-Laki	28 - 32	1.000.000-3.000.000	wiraswasta
49	ikhsan nasuha	Bengkalis	Laki-Laki	23 - 27	1.000.000-3.000.000	Mahasiswa/i
50	Ibrahim	Rupat Utara	Laki-Laki	28 - 32	>3.000.000	PNS/Guru
51	Syafik	Rupat Utara	Laki-Laki	23 - 27	1.000.000-3.000.000	wiraswasta
52	Nanda dzaki purnama	Siak Kecil	Laki-Laki	28 - 32	1.000.000-3.000.000	honor

53	sae saputri	Siak Kecil	Perempuan	23 - 27	1.000.000-3.000.000	ibu rumah tangga
54	Sofian	Bengkalis	Laki-Laki	23 - 27	1.000.000-3.000.000	Mahasiswa/i
55	Muhammad syukri	Rupat Utara	Laki-Laki	28 - 32	1.000.000-3.000.000	Mahasiswa/i
56	Nur kholijah	Bengkalis	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
57	Mira Ernila Wati	Rupat	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
58	Annisa Apriliani	Bantan	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
59	Musaat zaki	Rupat	Laki-Laki	18 - 22	<1.000.000	Mahasiswa/i
60	Sumarni	Bengkalis	Perempuan	23 - 27	>3.000.000	Karyawan retail
61	Gressila Pebiona	Bantan	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
62	Fadhilatul Hikmi	Bathin Solapan	Laki-Laki	18 - 22	<1.000.000	Mahasiswa/i
63	Hafizah	Bengkalis	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
64	Ams	Mandau	Perempuan	18 - 22	<1.000.000	Mahasiswa/i
65	Dandi kurniawan	Pinggir	Laki-Laki	23 - 27	1.000.000-3.000.000	Mahasiswa/i
66	Muhammad Nurul fadlan	Pinggir	Laki-Laki	23 - 27	1.000.000-3.000.000	Mahasiswa/i
67	Faisal amin	Bandar Laksamana	Laki-Laki	28 - 32	>3.000.000	Wiraswasta
68	Ananda ahsanul rizki	Bandar Laksamana	Laki-Laki	28 - 32	>3.000.000	Karyawan
69	Tamara Mourentika	Bandar Laksamana	Perempuan	28 - 32	>3.000.000	Karyawan
70	Yayin irma sahara	Mandau	Perempuan	33 - 38	>3.000.000	Ibu rumah tangga
71	Ramlah	Rupat Utara	Perempuan	33 - 38	>3.000.000	PNS/Guru
72	Maryadi	Rupat	Laki-Laki	33 - 38	>3.000.000	PNS/Guru
73	Risa	Rupat	Perempuan	33 - 38	>3.000.000	PNS/Guru
74	Zahara	Rupat	Perempuan	28 - 32	>3.000.000	PNS/Guru
75	Noriana huang	Rupat	Perempuan	33 - 38	>3.000.000	Pengusaha
76	Sulis setiawan	Rupat	Perempuan	33 - 38	>3.000.000	PNS/Guru
77	Zafira	Rupat	Perempuan	28 - 32	>3.000.000	PNS/Guru
78	Sarmento	Rupat Utara	Laki-Laki	33 - 38	>3.000.000	PNS/Guru
79	Soerya muekti	Rupat Utara	Laki-Laki	28 - 32	>3.000.000	Pengusaha

80	Windra	Siak Kecil	Perempuan	23 - 27	1.000.000-3.000.000	Ibu rumah tangga
81	Desi	Siak Kecil	Perempuan	33 - 38	>3.000.000	PNS/Guru
82	Hayati	Bukit Batu	Perempuan	28 - 32	1.000.000-3.000.000	Ibu rumah tangga
83	Ikazila	Rupat Utara	Perempuan	23 - 27	1.000.000-3.000.000	Ibu rumah tangga
84	Ahan	Rupat	Perempuan	28 - 32	>3.000.000	Ibu rumah tangga
85	Melani hakim	Rupat	Perempuan	28 - 32	>3.000.000	PNS/Guru
86	Sabsuandi	Pinggir	Laki-Laki	33 - 38	>3.000.000	wiraswasta
87	muh zikra arrafi	Pinggir	Laki-Laki	23 - 27	1.000.000-3.000.000	Mahasiswa/i
88	m firdaus	Mandau	Laki-Laki	28 - 32	>3.000.000	PNS/Guru
89	nelya sasmita	Talang Muandau	Perempuan	28 - 32	1.000.000-3.000.000	ibu rumah tangga
90	anggi taqiyah	Pinggir	Perempuan	23 - 27	1.000.000-3.000.000	Mahasiswa/i
91	m hasnul khusaen	Siak Kecil	Laki-Laki	23 - 27	<1.000.000	Mahasiswa/i
92	joko saputra	Pinggir	Laki-Laki	23 - 27	<1.000.000	Mahasiswa/i
93	RIZAL ZAINUDDIN	Bathin Solapan	Laki-Laki	23 - 27	1.000.000-3.000.000	Mahasiswa/i
94	Budiman	Rupat Utara	Laki-Laki	33 - 38	1.000.000-3.000.000	Nelayan
95	muhammad rusman	Talang Muandau	Laki-Laki	23 - 27	1.000.000-3.000.000	Mahasiswa/i
96	khubeb al'mahera	Talang Muandau	Laki-Laki	23 - 27	<1.000.000	Mahasiswa/i
97	muhammad Ramadan	Bandar Laksamana	Laki-Laki	23 - 27	1.000.000-3.000.000	Mahasiswa/i
98	Dwiki rahmadi	Bandar Laksamana	Laki-Laki	23 - 27	<1.000.000	Mahasiswa/i
99	muh rizki fadhil	Bandar Laksamana	Laki-Laki	>39	>3.000.000	PNS/Guru
100	Ismail	Mandau	Laki-Laki	33 - 38	>3.000.000	Petani

APPENDIX 3 : RESPONDENTS ANSWERS TO EACH QUESTION ITEM

No	Q1.1	Q1.2	Q1.3	Q1.4	Q1.5	Q1.6	Q1.7	Q1.8	Q1.9	Q1.10	Q1.11	Q1.12	Q1.13	Q1.14	X1	Q2.1	Q2.2	Q2.3	Q2.4	Q2.5	Q2.6	Q2.7	Q2.8	X2	Q3.1	Q3.2	Q3.3	Q3.4	Q3.5	Q3.6	Q3.7	Q3.8	Y
1	4	3	3	4	4	4	4	4	4	4	4	4	4	4	3,86	4	3	4	4	4	4	4	4	3,88	3	3	3	3	3	4	4	4	3,38
2	4	4	4	3	4	3	4	4	4	3	4	4	3	3	3,64	4	4	4	4	4	4	4	4	4	3	3	4	4	3	4	3	3	3,38
3	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4,07	4	4	4	4	4	4	4	4	4	4	3	4	4	2	2	4	4	3,38
4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	4	4	3	5	4	4	2	5	3,88	4	4	4	4	4	4	4	4	4
6	5	5	5	5	5	5	4	4	4	4	3	3	3	3	4,14	4	3	5	4	3	4	5	5	4,13	3	4	4	4	5	4	3	4	3,88
7	1	1	1	1	1	1	1	3	1	2	1	1	1	1	1,21	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1,13
8	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
9	2	1	2	1	1	1	2	3	2	2	3	3	2	2	1,93	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
10	4	4	3	3	2	2	4	4	4	4	4	4	4	4	3,57	3	3	3	3	4	4	3	4	3,38	2	3	3	3	3	3	4	3	3
11	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,93	4	3	4	4	4	4	4	4	3,88	3	3	4	4	3	3	4	3	3,38
12	4	4	4	4	4	4	3	3	4	3	4	4	4	4	3,79	4	4	4	4	4	5	3	4	4	3	3	4	4	3	4	4	4	3,63
13	4	5	5	4	5	5	4	4	4	4	4	4	5	4	4,36	5	3	4	4	4	4	4	4	4	2	1	3	3	3	1	4	3	2,5
14	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
15	1	1	1	1	2	2	1	1	2	3	3	3	3	4	2	1	1	4	2	4	4	4	4	3	4	3	4	4	1	4	4	4	3,5
16	5	4	4	4	4	4	5	5	4	4	4	4	4	4	4,21	4	4	4	4	4	4	4	4	4	4	3	4	4	4	5	4	4	4
17	4	3	3	4	4	4	4	4	3	2	2	3	3	4	3,36	4	4	3	4	4	4	3	4	3,75	3	3	4	4	2	4	4	4	3,5
18	4	5	4	5	5	5	5	5	5	5	5	5	5	5	4,86	4	5	5	5	5	4	1	4	4,13	4	1	4	4	4	4	4	4	3,63

19	3	3	4	3	4	4	4	4	4	4	4	3	4	4	3,71	4	3	4	4	3	3	4	4	3,63	4	4	4	4	4	4	3	3	3,75
20	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3	3	3	4	4	4	2,88	4	4	4	4	4	4	4	4	4
21	5	5	4	5	4	5	5	5	4	5	5	5	4	4	4,64	4	4	4	5	4	4	4	4	4,13	4	4	4	4	4	5	4	5	4,25
22	4	5	4	3	3	4	5	5	3	4	4	4	5	5	4,14	4	4	4	4	4	4	3	5	4	4	3	5	5	3	4	4	4	4
23	4	4	4	5	4	5	5	4	4	4	4	3	5	5	4,29	4	3	4	5	4	5	4	4	4,13	4	3	4	4	2	4	4	4	3,63
24	5	5	5	4	4	4	2	4	4	3	5	4	4	5	4,14	5	4	5	4	4	5	4	5	4,5	5	4	4	4	2	4	4	4	3,88
25	5	4	4	5	4	5	4	2	5	3	4	5	4	3	4,07	4	4	3	5	5	4	4	5	4,25	3	5	4	5	5	4	4	5	4,38
26	4	3	5	4	3	5	4	5	4	4	5	4	4	5	4,21	5	4	5	5	4	5	4	5	4,63	4	5	3	4	4	5	4	5	4,25
27	5	4	4	5	5	4	4	5	4	5	4	5	4	5	4,5	4	5	4	5	4	5	4	4	4,38	4	3	3	5	4	4	4	3	3,75
28	4	5	4	5	4	5	4	5	4	4	5	4	5	4	4,43	5	4	4	4	5	4	5	4	4,38	4	5	4	3	4	5	4	5	4,25
29	4	5	4	5	4	4	4	4	5	4	4	5	4	5	4,36	4	5	4	5	5	4	5	4	4,5	4	5	4	3	4	4	4	5	4,13
30	4	5	4	5	4	5	4	4	4	3	4	4	4	3	4,07	5	4	5	4	5	4	4	5	4,5	4	5	4	4	5	4	4	5	4,38
31	5	4	5	4	4	5	4	4	4	4	4	5	4	4	4,29	5	4	5	4	5	4	5	4	4,5	4	5	3	4	4	5	4	5	4,25
32	4	5	4	3	5	4	5	4	4	5	4	4	5	4	4,29	5	4	5	4	5	4	4	5	4,5	4	5	4	3	5	4	5	4	4,25
33	5	4	5	4	5	4	4	5	5	4	4	5	4	3	4,36	5	4	5	4	4	5	4	5	4,5	4	5	4	3	4	5	4	4	4,13
34	5	4	4	5	5	4	4	5	4	4	4	3	4	5	4,29	5	4	4	5	5	4	4	5	4,5	4	5	4	3	5	4	4	5	4,25
35	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4,5	5	4	5	4	5	4	5	4	4,5	3	4	4	5	4	2	4	4	3,75
36	5	4	4	5	4	5	4	5	5	4	5	4	4	5	4,5	4	5	4	4	5	4	4	5	4,38	4	4	4	4	4	4	4	4	4
37	4	4	4	4	4	5	5	5	4	4	5	5	5	4	4,43	3	3	4	4	4	4	4	4	3,75	3	2	4	4	3	4	5	3	3,5
38	1	3	4	4	4	4	4	4	4	4	4	4	4	4	3,71	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

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40	4	3	4	4	3	4	4	4	3	4	4	4	4	4	3,79	3	3	4	4	3	3	4	4	3,5	3	3	4	4	3	2	3	3	3,13
41	3	2	4	1	3	4	4	4	3	4	4	4	4	4	3,43	3	3	3	4	3	4	4	4	3,5	3	3	2	2	2	2	4	1	2,38
42	4	4	5	5	4	4	4	4	4	4	4	4	5	5	4,29	4	4	3	3	4	4	4	4	3,75	3	3	4	4	4	4	5	5	4
43	4	5	5	4	4	5	5	4	4	5	5	4	5	4	4,5	4	5	4	4	5	4	4	5	4,38	5	4	4	3	4	4	4	5	4,13
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58	3	4	4	4	5	4	4	4	5	5	4	3	4	4	4,07	4	3	4	4	5	4	5	4	4,13	3	3	4	4	3	4	4	4	3,63

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60	4	4	4	4	5	4	4	4	4	4	3	3	4	4	3,93	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	3,75
61	4	4	4	4	4	5	4	4	5	5	4	4	4	4	4,21	4	4	4	4	4	4	4	4	4	4	3	4	4	3	3	4	3	3,5
62	4	4	4	4	5	4	4	4	4	4	4	4	5	5	4,21	5	5	5	4	4	4	3	3	4,13	4	4	4	4	4	4	4	4	4
63	4	4	4	4	4	4	4	5	4	4	3	4	4	3	3,93	3	3	4	4	4	4	4	4	3,75	3	3	4	4	2	4	3	4	3,38
64	4	5	3	4	5	4	4	4	3	4	3	3	5	4	3,93	4	4	5	5	4	4	4	4	4,25	3	1	4	4	3	3	1	1	2,5
65	4	4	3	4	4	4	5	4	3	4	4	4	3	4	3,86	4	4	3	4	4	5	5	4	4,13	4	4	5	5	5	5	4	4	4,5
66	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4,07	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3,75
67	4	4	4	4	4	4	5	5	4	3	4	5	4	4	4,14	4	4	5	5	3	3	3	4	3,88	5	4	4	4	4	4	5	4	4,25
68	4	4	5	4	5	4	4	5	3	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	2	5	3	3	3	3	3,5
69	2	5	2	3	5	5	3	3	3	2	3	2	3	3	3,14	5	5	4	5	3	3	3	3	3,88	3	4	5	2	3	2	3	2	3
70	4	4	4	5	4	4	4	4	4	4	5	5	5	5	4,36	4	4	4	4	4	4	4	4	4	4	4	4	4	3	2	4	4	3,63
71	4	4	4	4	5	4	4	5	5	4	5	4	5	4	4,36	4	5	5	4	4	5	5	4	4,5	5	4	4	4	4	4	4	4	4,13
72	4	5	4	4	5	4	4	4	4	5	4	4	4	4	4,21	4	4	5	4	4	4	4	3	4	5	4	4	4	4	4	4	4	4,13
73	4	4	3	2	4	4	3	2	2	3	5	4	3	3	3,29	5	4	4	4	5	4	4	4	4,25	4	5	2	5	3	2	3	2	3,25
74	4	4	5	4	3	4	4	4	3	4	3	3	4	5	3,86	4	4	4	5	3	3	3	5	3,88	4	4	5	2	3	4	3	2	3,38
75	4	4	3	2	4	4	3	4	4	5	3	5	5	4	3,86	4	5	4	5	5	5	4	5	4,63	5	4	4	3	5	5	4	4	4,25
76	5	4	4	3	5	4	5	4	4	5	4	4	4	5	4,29	4	5	4	4	5	4	4	4	4,25	4	5	4	4	4	4	5	5	4,38
77	4	4	5	4	4	5	3	2	5	4	2	3	4	4	3,79	4	4	5	5	4	5	4	3	4,25	4	5	3	3	4	4	5	4	4
78	5	4	5	4	4	5	4	4	5	5	5	4	4	5	4,5	5	4	5	4	5	5	5	5	4,75	5	4	3	3	5	4	5	4	4,13

79	5	4	5	4	4	5	5	4	4	5	4	5	4	4	4,43	4	4	4	5	4	5	4	5	4,38	5	4	5	3	4	5	3	4	4,13
80	5	4	4	5	5	4	4	5	5	4	4	5	4	5	4,5	5	4	4	3	4	4	4	5	4,13	5	5	5	4	3	4	5	4	4,38
81	4	5	5	4	4	5	5	4	4	4	5	4	4	4	4,36	5	4	4	5	5	4	4	5	4,5	4	4	5	4	4	5	5	4	4,38
82	5	4	4	5	4	4	5	4	4	5	4	5	4	4	4,36	4	4	5	4	4	5	5	4	4,38	4	4	5	5	5	4	3	4	4,25
83	5	5	5	4	4	5	4	5	4	4	5	4	3	4	4,36	4	5	4	4	4	5	5	4	4,38	4	5	3	4	4	4	4	5	4,13
84	4	5	4	5	4	4	4	5	4	5	4	4	5	4	4,36	4	4	4	5	4	5	4	4	4,25	4	5	4	3	5	4	4	5	4,25
85	4	5	4	5	4	4	4	5	4	4	5	4	5	4	4,36	4	5	4	4	4	4	5	4	4,25	4	5	4	3	4	4	5	5	4,25
86	4	4	4	4	5	4	4	4	4	4	4	5	4	5	4,21	4	5	4	4	5	4	3	4	4,13	4	5	4	3	4	4	4	4	4
87	4	4	5	4	4	4	4	3	5	3	4	3	5	4	4	5	5	4	4	4	4	4	5	4,38	4	5	5	4	4	5	4	5	4,5
88	4	4	5	4	4	5	5	4	4	5	4	4	4	5	4,36	4	4	4	4	4	4	3	4	3,88	5	4	4	5	5	4	4	3	4,25
89	4	5	4	3	5	4	4	5	5	4	4	5	5	4	4,36	4	4	5	4	4	5	5	4	4,38	4	4	5	4	5	4	4	4	4,25
90	4	4	5	5	4	5	5	4	5	4	5	4	4	4	4,43	5	4	4	5	5	4	4	5	4,5	5	4	4	4	5	4	4	5	4,38
91	4	5	4	4	5	4	4	4	4	4	4	4	5	4	4,21	4	4	4	4	5	4	4	4	4,13	4	4	5	4	4	3	4	3	3,88
92	5	4	4	4	4	4	5	4	4	5	5	4	4	5	4,36	4	4	4	4	4	4	5	4	4,13	4	4	5	4	4	4	4	5	4,25
93	4	2	4	3	4	4	4	4	5	4	4	4	4	4	3,86	4	3	5	4	4	4	4	4	4	5	4	4	4	4	5	5	4	4,38
94	5	4	4	5	4	5	5	4	4	4	4	4	4	4	4,29	5	3	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4,13
95	4	4	4	4	5	4	4	4	5	4	4	5	5	4	4,29	4	4	4	5	4	4	5	4	4,25	4	4	5	4	4	4	4	4	4,13
96	4	4	4	4	5	4	4	4	4	4	5	4	4	5	4,21	4	4	4	4	3	4	4	4	3,88	4	4	5	4	4	4	4	4	4,13
97	4	4	4	4	4	4	4	4	5	5	4	4	5	4	4,21	4	4	5	4	4	5	4	4	4,25	4	4	5	4	4	4	4	4	4,13
98	5	4	4	4	4	4	4	3	4	4	4	3	4	4	3,93	4	5	4	4	4	4	5	4	4,25	4	5	4	4	4	4	4	5	4,25

99	4	2	4	3	3	2	4	3	4	4	4	4	4	4	3,5	4	4	3	3	4	4	4	4	3,75	4	4	4	4	4	4	4	4	4
100	4	3	4	4	3	4	4	3	3	4	4	4	4	4	3,71	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

APPENDIX 4 : DATA PROCESSED OF SPSS 25

. **Deskriptif Statistik Variabel**

Deskriptif Statistik Variabel E-Service Quality

Statistics

		Q1.1	Q1.2	Q1.3	Q1.4	Q1.5	Q1.6	Q1.7	Q1.8	Q1.9	Q1.10	Q1.11	Q1.12	Q1.13	Q1.14	E-Service Quality
N	Valid	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		4,04	3,96	4,01	3,91	4,05	4,05	3,98	4,02	3,98	3,91	4,00	3,96	4,03	4,02	55,92
Median		4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	59,00
Mode		4	4	4	4	4	4	4	4	4	4	4	4	4	4	61
Std. Deviation		,984	,942	,937	1,006	,989	,947	,932	,921	,932	,842	,865	,864	,881	,864	10,288
Variance		,968	,887	,879	1,012	,977	,896	,868	,848	,868	,709	,747	,746	,777	,747	105,852
Range		4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
Minimum		1	1	1	1	1	1	1	1	1	1	1	1	1	1	14
Maximum		5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
Sum		404	396	401	391	405	405	398	402	398	391	400	396	403	402	5592
Percentiles	25	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	54,00
	50	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	59,00
	75	5,00	4,00	5,00	4,75	5,00	5,00	4,00	5,00	5,00	4,00	4,75	4,00	5,00	4,75	61,00

Deskripsi Statistik Variabel E-Satisfaction

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Statistics

		Q2.1	Q2.2	Q2.3	Q2.4	Q2.5	Q2.6	Q2.7	Q2.8	E-Satisfaction
N	Valid	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0
Mean		4,11	3,89	4,08	4,11	4,10	4,10	4,05	4,10	32,54
Median		4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	33,00
Mode		4	4	4	4	4	4	4	4	32
Std. Deviation		,852	,815	,734	,709	,732	,628	,783	,674	4,289
Variance		,725	,665	,539	,503	,535	,394	,614	,455	18,392
Range		4	4	4	4	4	4	4	4	32
Minimum		1	1	1	1	1	1	1	1	8
Maximum		5	5	5	5	5	5	5	5	40
Sum		411	389	408	411	410	410	405	410	3254
Percentiles	25	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	31,25
	50	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	33,00
	75	5,00	4,00	4,75	5,00	5,00	4,00	4,75	4,00	35,00

Deskripif Statistic Variabel Repurchse Intention

Statistics

		Q3.1	Q3.2	Q3.3	Q3.4	Q3.5	Q3.6	Q3.7	Q3.8	Repurchase Intintion
N	Valid	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0
Mean		3,92	3,85	3,89	3,81	3,73	3,81	3,92	3,90	30,83
Median		4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	32,00
Mode		4	4	4	4	4	4	4	4	34
Std. Deviation		,800	1,009	,790	,761	,952	,895	,761	,905	4,803
Variance		,640	1,018	,624	,580	,906	,802	,579	,818	23,072
Range		4	4	4	4	4	4	4	4	31
Minimum		1	1	1	1	1	1	1	1	9
Maximum		5	5	5	5	5	5	5	5	40
Sum		392	385	389	381	373	381	392	390	3083
Percentiles	25	4,00	3,00	4,00	4,00	3,00	4,00	4,00	4,00	29,00
	50	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	32,00
	75	4,00	4,75	4,00	4,00	4,00	4,00	4,00	4,00	34,00

Deskriptif Statistik Variabel

Statistics

		E-Service Quality	E-Satisfaction	Repurchase Intintion
N	Valid	100	100	100
	Missing	0	0	0
Mean		3,9943	4,0675	3,8538
Median		4,2143	4,1250	4,0000
Mode		4,36	4,00	4,25
Std. Deviation		,73489	,53608	,60041
Variance		,540	,287	,360
Range		4,00	4,00	3,88
Minimum		1,00	1,00	1,13
Maximum		5,00	5,00	5,00
Sum		399,43	406,75	385,38
Percentiles	25	3,8571	3,9063	3,6250
	50	4,2143	4,1250	4,0000
	75	4,3571	4,3750	4,2500

B.   Correlation Analysis

Zero order

Correlations

		E-Service Quality	E-Satisfaction	Repurchase Intintion
E-Service Quality	Pearson Correlation	1	,737**	,522**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
E-Satisfaction	Pearson Correlation	,737**	1	,767**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Repurchase Intintion	Pearson Correlation	,522**	,767**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Partial Correlation

Correlations

Control Variables			E-Service Quality	E-Satisfaction
Repurchase Intintion	E-Service Quality	Correlation	1,000	,616
		Significance (2-tailed)	.	,000
		df	0	97
	E-Satisfaction	Correlation	,616	1,000
		Significance (2-tailed)	,000	.
		df	97	0

C.   Regression Analysis

analisis regresi

Descriptive Statistics

	Mean	Std. Deviation	N
Repurchase Intintion	3,8538	,60041	100
E-Service Quality	3,9943	,73489	100
E-Satisfaction	4,0675	,53608	100

Correlations

		Repurchase Intintion	E-Service Quality	E-Satisfaction
Pearson Correlation	Repurchase Intintion	1,000	,522	,767
	E-Service Quality	,522	1,000	,737
	E-Satisfaction	,767	,737	1,000
Sig. (1-tailed)	Repurchase Intintion	.	,000	,000
	E-Service Quality	,000	.	,000
	E-Satisfaction	,000	,000	.
N	Repurchase Intintion	100	100	100
	E-Service Quality	100	100	100
	E-Satisfaction	100	100	100

T and F test

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	E-Satisfaction, E-Service Quality[b]	.	Enter

a. Dependent Variable: Repurchase Intintion

b. All requested variables entered.

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,348	,298		1,169	,245
	E-Service Quality	-,079	,078	-,097	-1,011	,314
	E-Satisfaction	,940	,107	,839	8,751	,000

a. Dependent Variable: Repurchase Intintion

Simultan test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,175	2	10,588	70,759	,000[b]
	Residual	14,514	97	,150		
	Total	35,689	99			

a. Dependent Variable: Repurchase Intintion

b. Predictors: (Constant), E-Satisfaction, E-Service Quality

D. Classical Assumption

1. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,38289232
Most Extreme Differences	Absolute	,075
	Positive	,047
	Negative	-,075
Test Statistic		,075
Asymp. Sig. (2-tailed)		,183[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

2. Multikolinierity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,348	,298		1,169	,245		
	E-Service Quality	-,079	,078	-,097	-1,011	,314	,456	2,192
	E-Satisfaction	,940	,107	,839	8,751	,000	,456	2,192

a. Dependent Variable: Repurchase Intintion

3. Autokorelation Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,770[a]	,593	,585	,38682

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

E. Test of Validity and Reliability

1. Test Of Validity

Test Of Validity Variabel E-Service Quality

Correlations

		Q1.1	Q1.2	Q1.3	Q1.4	Q1.5	Q1.6	Q1.7	Q1.8	Q1.9	Q1.10	Q1.11	Q1.12	Q1.13	Q1.14	E-Service Quality
Q1.1	Pearson Correlation	1	,579**	,722**	,687**	,652**	,638**	,673**	,612**	,673**	,577**	,594**	,644**	,523**	,605**	,827**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Q1.2	Pearson Correlation	,579**	1	,561**	,657**	,642**	,659**	,540**	,525**	,505**	,492**	,509**	,470**	,573**	,435**	,734**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Q1.3	Pearson Correlation	,722**	,561**	1	,644**	,588**	,751**	,694**	,573**	,717**	,577**	,623**	,587**	,635**	,611**	,834**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Q1.4	Pearson Correlation	,687**	,657**	,644**	1	,634**	,683**	,623**	,613**	,688**	,503**	,546**	,531**	,573**	,583**	,809**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Q1.5	Pearson Correlation	,652**	,642**	,588**	,634**	1	,666**	,593**	,587**	,714**	,515**	,496**	,511**	,613**	,554**	,791**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Q1.6	Pearson Correlation	,638**	,659**	,751**	,683**	,666**	1	,700**	,532**	,665**	,576**	,592**	,558**	,628**	,579**	,830**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Q1.7	Pearson Correlation	,673**	,540**	,694**	,623**	,593**	,700**	1	,648**	,604**	,693**	,652**	,627**	,628**	,602**	,831**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Q1.8	Pearson Correlation	,612**	,525**	,573**	,613**	,587**	,532**	,648**	1	,589**	,549**	,571**	,598**	,584**	,571**	,767**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Q1.9	Pearson Correlation	,673**	,505**	,717**	,688**	,714**	,665**	,604**	,589**	1	,616**	,589**	,652**	,689**	,590**	,834**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Q1.10	Pearson Correlation	,577**	,492**	,577**	,503**	,515**	,576**	,693**	,549**	,616**	1	,597**	,606**	,643**	,669**	,766**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Q1.11	Pearson Correlation	,594**	,509**	,623**	,546**	,496**	,592**	,652**	,571**	,589**	,597**	1	,663**	,623**	,649**	,776**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Q1.12	Pearson Correlation	,644**	,470**	,587**	,531**	,511**	,558**	,627**	,598**	,652**	,606**	,663**	1	,625**	,569**	,770**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Q1.13	Pearson Correlation	,523**	,573**	,635**	,573**	,613**	,628**	,628**	,584**	,689**	,643**	,623**	,625**	1	,689**	,806**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Q1.14	Pearson Correlation	,605**	,435**	,611**	,583**	,554**	,579**	,602**	,571**	,590**	,669**	,649**	,569**	,689**	1	,776**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
E-Service Quality	Pearson Correlation	,827**	,734**	,834**	,809**	,791**	,830**	,831**	,767**	,834**	,766**	,776**	,770**	,806**	,776**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Test Of Validity Variabel E-Satisfaction

Correlations

		Q2.1	Q2.2	Q2.3	Q2.4	Q2.5	Q2.6	Q2.7	Q2.8	E-Satisfaction
Q2.1	Pearson Correlation	1	,614**	,584**	,582**	,614**	,357**	,355**	,491**	,811**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
Q2.2	Pearson Correlation	,614**	1	,437**	,545**	,527**	,417**	,214*	,369**	,725**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,032	,000	,000
	N	100	100	100	100	100	100	100	100	100
Q2.3	Pearson Correlation	,584**	,437**	1	,468**	,474**	,509**	,415**	,433**	,746**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
Q2.4	Pearson Correlation	,582**	,545**	,468**	1	,485**	,384**	,172	,484**	,711**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,087	,000	,000
	N	100	100	100	100	100	100	100	100	100
Q2.5	Pearson Correlation	,614**	,527**	,474**	,485**	1	,506**	,397**	,573**	,791**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
Q2.6	Pearson Correlation	,357**	,417**	,509**	,384**	,506**	1	,503**	,501**	,704**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
Q2.7	Pearson Correlation	,355**	,214*	,415**	,172	,397**	,503**	1	,316**	,584**
	Sig. (2-tailed)	,000	,032	,000	,087	,000	,000		,001	,000
	N	100	100	100	100	100	100	100	100	100
Q2.8	Pearson Correlation	,491**	,369**	,433**	,484**	,573**	,501**	,316**	1	,708**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,001		,000
	N	100	100	100	100	100	100	100	100	100
E-Satisfaction	Pearson Correlation	,811**	,725**	,746**	,711**	,791**	,704**	,584**	,708**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Test Of Validity Variabel Repurchase Intention

Correlations

		Q3.1	Q3.2	Q3.3	Q3.4	Q3.5	Q3.6	Q3.7	Q3.8	Repurchase Intintion
Q3.1	Pearson Correlation	1	,573**	,370**	,389**	,502**	,458**	,470**	,463**	,756**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
Q3.2	Pearson Correlation	,573**	1	,296**	,186	,589**	,404**	,431**	,581**	,753**
	Sig. (2-tailed)	,000		,003	,064	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
Q3.3	Pearson Correlation	,370**	,296**	1	,334**	,350**	,327**	,271**	,338**	,578**
	Sig. (2-tailed)	,000	,003		,001	,000	,001	,006	,001	,000
	N	100	100	100	100	100	100	100	100	100
Q3.4	Pearson Correlation	,389**	,186	,334**	1	,305**	,198*	,322**	,309**	,524**
	Sig. (2-tailed)	,000	,064	,001		,002	,048	,001	,002	,000
	N	100	100	100	100	100	100	100	100	100
Q3.5	Pearson Correlation	,502**	,589**	,350**	,305**	1	,437**	,402**	,567**	,763**
	Sig. (2-tailed)	,000	,000	,000	,002		,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
Q3.6	Pearson Correlation	,458**	,404**	,327**	,198*	,437**	1	,407**	,537**	,685**
	Sig. (2-tailed)	,000	,000	,001	,048	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
Q3.7	Pearson Correlation	,470**	,431**	,271**	,322**	,402**	,407**	1	,575**	,687**
	Sig. (2-tailed)	,000	,000	,006	,001	,000	,000		,000	,000
	N	100	100	100	100	100	100	100	100	100
Q3.8	Pearson Correlation	,463**	,581**	,338**	,309**	,567**	,537**	,575**	1	,796**
	Sig. (2-tailed)	,000	,000	,001	,002	,000	,000	,000		,000
	N	100	100	100	100	100	100	100	100	100
Repurchase Intintion	Pearson Correlation	,756**	,753**	,578**	,524**	,763**	,685**	,687**	,796**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Test of Reliability

Test of Reliability Variabel E-service Quality

Reliability Statistics

Cronbach's Alpha	N of Items
,956	14

Item Statistics

	Mean	Std. Deviation	N
Q1.1	4,04	,984	100
Q1.2	3,96	,942	100
Q1.3	4,01	,937	100
Q1.4	3,91	1,006	100
Q1.5	4,05	,989	100
Q1.6	4,05	,947	100
Q1.7	3,98	,932	100
Q1.8	4,02	,921	100
Q1.9	3,98	,932	100
Q1.10	3,91	,842	100
Q1.11	4,00	,865	100
Q1.12	3,96	,864	100
Q1.13	4,03	,881	100
Q1.14	4,02	,864	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1.1	51,88	90,086	,792	,952
Q1.2	51,96	92,503	,688	,954
Q1.3	51,91	90,648	,803	,951
Q1.4	52,01	90,111	,771	,952
Q1.5	51,87	90,741	,750	,953
Q1.6	51,87	90,579	,798	,951
Q1.7	51,94	90,784	,800	,951
Q1.8	51,90	92,172	,726	,953
Q1.9	51,94	90,724	,803	,951
Q1.10	52,01	93,283	,729	,953
Q1.11	51,92	92,802	,739	,953
Q1.12	51,96	92,907	,733	,953
Q1.13	51,89	92,018	,772	,952
Q1.14	51,90	92,798	,739	,953

Test of Reliability Variabel E-Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
,868	8

Item Statistics

	Mean	Std. Deviation	N
Q2.1	4,11	,852	100
Q2.2	3,89	,815	100
Q2.3	4,08	,734	100
Q2.4	4,11	,709	100
Q2.5	4,10	,732	100
Q2.6	4,10	,628	100
Q2.7	4,05	,783	100
Q2.8	4,10	,674	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q2.1	28,43	13,197	,722	,839
Q2.2	28,65	13,987	,613	,853
Q2.3	28,46	14,231	,654	,848
Q2.4	28,43	14,571	,613	,852
Q2.5	28,44	13,966	,711	,841
Q2.6	28,44	14,996	,618	,853
Q2.7	28,49	15,081	,443	,871
Q2.8	28,44	14,754	,615	,852

Test of Reliability Variabel Repurchase Intention

Reliability Statistics

Cronbach's Alpha	N of Items
,847	8

Item Statistics

	Mean	Std. Deviation	N
Q3.1	3,92	,800	100
Q3.2	3,85	1,009	100
Q3.3	3,89	,790	100
Q3.4	3,81	,761	100
Q3.5	3,73	,952	100
Q3.6	3,81	,895	100
Q3.7	3,92	,761	100
Q3.8	3,90	,905	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q3.1	26,91	17,901	,669	,819
Q3.2	26,98	16,787	,637	,823
Q3.3	26,94	19,309	,452	,844
Q3.4	27,02	19,818	,395	,850
Q3.5	27,10	17,000	,658	,819
Q3.6	27,02	17,979	,565	,831
Q3.7	26,91	18,628	,588	,829
Q3.8	26,93	16,975	,708	,813

APPENDIX 5 : T Table

Titik Persentase Distribusi t (df = 81 –120)

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

Catatan: Probabilita yang lebih kecil yang ditunjukkan pada judul tiap kolom adalah luas daerah dalam satu ujung, sedangkan probabilitas yang lebih besar adalah luas daerah dalam kedua ujung.

APPENDIX 6 : F Table

Titik Persentase Distribusi F untuk Probabilita = 0,05															

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74

APPENDIX 7 : R Table

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

APPENDIX 8 : Tabel Durbin Watson

Tabel Durbin-Watson (DW), α = 5%

n	k=1 dL	k=1 dU	k=2 dL	k=2 dU	k=3 dL	k=3 dU	k=4 dL	k=4 dU	k=5 dL	k=5 dU
71	1.5865	1.6435	1.5577	1.6733	1.5284	1.7041	1.4987	1.7358	1.4685	1.7685
72	1.5895	1.6457	1.5611	1.6751	1.5323	1.7054	1.5029	1.7366	1.4732	1.7688
73	1.5924	1.6479	1.5645	1.6768	1.5360	1.7067	1.5071	1.7375	1.4778	1.7691
74	1.5953	1.6500	1.5677	1.6785	1.5397	1.7079	1.5112	1.7383	1.4822	1.7694
75	1.5981	1.6521	1.5709	1.6802	1.5432	1.7092	1.5151	1.7390	1.4866	1.7698
76	1.6009	1.6541	1.5740	1.6819	1.5467	1.7104	1.5190	1.7399	1.4909	1.7701
77	1.6036	1.6561	1.5771	1.6835	1.5502	1.7117	1.5228	1.7407	1.4950	1.7704
78	1.6063	1.6581	1.5801	1.6851	1.5535	1.7129	1.5265	1.7415	1.4991	1.7708
79	1.6089	1.6601	1.5830	1.6867	1.5568	1.7141	1.5302	1.7423	1.5031	1.7712
80	1.6114	1.6620	1.5859	1.6882	1.5600	1.7153	1.5337	1.7430	1.5070	1.7716
81	1.6139	1.6639	1.5888	1.6898	1.5632	1.7164	1.5372	1.7438	1.5109	1.7720
82	1.6164	1.6657	1.5915	1.6913	1.5663	1.7176	1.5406	1.7446	1.5146	1.7724
83	1.6188	1.6675	1.5942	1.6928	1.5693	1.7187	1.5440	1.7454	1.5183	1.7728
84	1.6212	1.6693	1.5969	1.6942	1.5723	1.7199	1.5472	1.7462	1.5219	1.7732
85	1.6235	1.6711	1.5995	1.6957	1.5752	1.7210	1.5505	1.7470	1.5254	1.7736
86	1.6258	1.6728	1.6021	1.6971	1.5780	1.7221	1.5536	1.7478	1.5289	1.7740
87	1.6280	1.6745	1.6046	1.6985	1.5808	1.7232	1.5567	1.7485	1.5322	1.7745
88	1.6302	1.6762	1.6071	1.6999	1.5836	1.7243	1.5597	1.7493	1.5356	1.7749
89	1.6324	1.6778	1.6095	1.7013	1.5863	1.7254	1.5627	1.7501	1.5388	1.7754
90	1.6345	1.6794	1.6119	1.7026	1.5889	1.7264	1.5656	1.7508	1.5420	1.7758
91	1.6366	1.6810	1.6143	1.7040	1.5915	1.7275	1.5685	1.7516	1.5452	1.7763
92	1.6387	1.6826	1.6166	1.7053	1.5941	1.7285	1.5713	1.7523	1.5482	1.7767
93	1.6407	1.6841	1.6188	1.7066	1.5966	1.7295	1.5741	1.7531	1.5513	1.7772
94	1.6427	1.6857	1.6211	1.7078	1.5991	1.7306	1.5768	1.7538	1.5542	1.7776
95	1.6447	1.6872	1.6233	1.7091	1.6015	1.7316	1.5795	1.7546	1.5572	1.7781
96	1.6466	1.6887	1.6254	1.7103	1.6039	1.7326	1.5821	1.7553	1.5600	1.7785
97	1.6485	1.6901	1.6275	1.7116	1.6063	1.7335	1.5847	1.7560	1.5628	1.7790
98	1.6504	1.6916	1.6296	1.7128	1.6086	1.7345	1.5872	1.7567	1.5656	1.7795
99	1.6522	1.6930	1.6317	1.7140	1.6108	1.7355	1.5897	1.7575	1.5683	1.7799
100	1.6540	1.6944	1.6337	1.7152	1.6131	1.7364	1.5922	1.7582	1.5710	1.7804
101	1.6558	1.6958	1.6357	1.7163	1.6153	1.7374	1.5946	1.7589	1.5736	1.7809
102	1.6576	1.6971	1.6376	1.7175	1.6174	1.7383	1.5969	1.7596	1.5762	1.7813
103	1.6593	1.6985	1.6396	1.7186	1.6196	1.7392	1.5993	1.7603	1.5788	1.7818
104	1.6610	1.6998	1.6415	1.7198	1.6217	1.7402	1.6016	1.7610	1.5813	1.7823
105	1.6627	1.7011	1.6433	1.7209	1.6237	1.7411	1.6038	1.7617	1.5837	1.7827
106	1.6644	1.7024	1.6452	1.7220	1.6258	1.7420	1.6061	1.7624	1.5861	1.7832
107	1.6660	1.7037	1.6470	1.7231	1.6277	1.7428	1.6083	1.7631	1.5885	1.7837
108	1.6676	1.7050	1.6488	1.7241	1.6297	1.7437	1.6104	1.7637	1.5909	1.7841
109	1.6692	1.7062	1.6505	1.7252	1.6317	1.7446	1.6125	1.7644	1.5932	1.7846
110	1.6708	1.7074	1.6523	1.7262	1.6336	1.7455	1.6146	1.7651	1.5955	1.7851
111	1.6723	1.7086	1.6540	1.7273	1.6355	1.7463	1.6167	1.7657	1.5977	1.7855
112	1.6738	1.7098	1.6557	1.7283	1.6373	1.7472	1.6187	1.7664	1.5999	1.7860
113	1.6753	1.7110	1.6574	1.7293	1.6391	1.7480	1.6207	1.7670	1.6021	1.7864
114	1.6768	1.7122	1.6590	1.7303	1.6410	1.7488	1.6227	1.7677	1.6042	1.7869
115	1.6783	1.7133	1.6606	1.7313	1.6427	1.7496	1.6246	1.7683	1.6063	1.7874
116	1.6797	1.7145	1.6622	1.7323	1.6445	1.7504	1.6265	1.7690	1.6084	1.7878
117	1.6812	1.7156	1.6638	1.7332	1.6462	1.7512	1.6284	1.7696	1.6105	1.7883
118	1.6826	1.7167	1.6653	1.7342	1.6479	1.7520	1.6303	1.7702	1.6125	1.7887
119	1.6839	1.7178	1.6669	1.7352	1.6496	1.7528	1.6321	1.7709	1.6145	1.7892
120	1.6853	1.7189	1.6684	1.7361	1.6513	1.7536	1.6339	1.7715	1.6164	1.7896
121	1.6867	1.7200	1.6699	1.7370	1.6529	1.7544	1.6357	1.7721	1.6184	1.7901
122	1.6880	1.7210	1.6714	1.7379	1.6545	1.7552	1.6375	1.7727	1.6203	1.7905

WRITER BIOGRAFY

Rifka Zahera is the name of the author of this thesis. The author was born to parents, Mr. Tarmizi, S,Hum. and mother Azlina as the third child of five siblings, the author was born in Pangkalan Buah village, Rupat district, Bengkalis district on November 16, 1999. The author started his education at SDN 21 Sungai Cingam graduating in 2010, continuing MTS and MA to Islamic boarding schools nurul hidayah in the village of Bantan Tua Bengkalis graduated in 2017. Until finally he was able to study at the Bengkalis State Polytechnic Faculty majoring in International Business Administration.

With perseverance and high motivation to continue learning and trying, the author has successfully completed the work of this thesis. Hopefully by writing this thesis, he will be able to make a positive contribution to the world of education.

Finally, the writer would like to express his deepest gratitude for the completion of the thesis entitled **"The Effect of E-Service Quality and E-Satisfaction on Online Repurchase Intention (Study on Lazada Consumers in Bengkalis City)"**.