

THE INFLUENCE OF E-SERVICE QUALITY AND BRAND TRUST ON INTENTION TO RE-BUY MALAY MUSLIM CLOTHING PRODUCTS E-COMMERCE SHOPEE

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Abstract

The purpose of this study was to determine the effect of E-Service Quality, and Brand Trust on Repurchase Intentions for Malay Muslim Clothing Products in Shopee E-Commerce. This type of research is quantitative research. The research method used is descriptive and verification. The sampling method used by the authors in this study is the Non-Probability Sampling method. The sample used was 99 respondents. Data processing is done by multiple linear regression analysis, hypothesis testing, and coefficient of determination. The results of the study showed that the simultaneous test results showed that the e-service quality variable (X1) and brand trust variable (X2) had a simultaneous effect on repurchase intention (Y). The results based on partial hypothesis testing show that e-service quality (X1) has a significant effect on repurchase intention (Y) and the Brand Trust variable (X2) has a significant effect on repurchase intention (Y). Meanwhile, based on the coefficient of determination test, it shows that E-Service Quality (X1) has a significant effect on repurchase intention (Y) of 52.56% and Brand Trust (X2) has a significant effect on repurchase intention (Y), which is 58.37%.

Article History:

Keywords: Electronic Service Quality, Brand Trust, Repurchase Intention

1. Introduction← 12pt, Times New Roman, Bold

Globalization has had a major impact on the development of information technology. One of the developments in information technology is the use of internet media by society. Currently, many internet service providers provide internet access services at affordable costs and at the adequate speed. Information technology connected to the global internet network provides opportunities for marketing products or services. In principle, the role of technology in marketing is as a tool to simplify the marketing process.

Marketing is the most important activity in a company to fulfill the wants and needs of society through products and services which are expected to provide benefits to consumers, and are also aimed at increasing profits for the company. The definition of marketing according to Kotler quoted in the book Alma (2018:4) is: "Marketing is a societal process by which individuals and groups obtain what they want through creating, offering, and freely exchanging products and services of value with others". Marketing is the process by which a person or group satisfies needs and wants by creating, providing, and exchanging goods and services. With technology making it easier to carry out online marketing processes, various companies have used the internet as a means to make it easier for people to buy their products and partner products, through online shopping sites.

According to Riyanto (2015), the Internet in business is used for exchanging information, product catalogs, promotional media, electronic mail, bulletin boards, electronic questionnaires, and mailing

lists. The internet can also be used to dialogue, discuss, and consult with consumers online, so that consumers can be involved proactively and interactively in designing, developing, marketing and selling products. The aim of a company or business person in creating a website for their business is to develop marketing and distribution and develop new information about products that can be accessed via the Web.

With the rapid development of technology and accompanied by the rapid growth of internet users in Indonesia, it is increasingly spurring competition between business people in cyberspace, namely by means of electronic commerce, namely the distribution, purchase, sale, and marketing of goods and services through electronic systems such as the internet or television, www (world wide web), or other computer networks that are often known as e-commerce. With the presence of e-commerce, the trend of consumer shopping which was previously done conventionally, where the physical presence of the consumer and the goods consumed are required, has gradually become possible to shop practically via the internet, telephone, and even via short message service (SMS), so that the way to shop online like this is very well received because it is felt to be more effective and efficient. (Stephen Gomory and Robert Hoch, 2008).

Indonesia is currently the largest e-commerce market in Southeast Asia with a contribution of up to fifty percent of all transactions in this region. As the population using the internet increases and e-commerce penetration increases, the contribution of this sector to the Indonesian economy has the potential to continue to increase. According to kaltim.prokal.co, Brand & Marketing Institute (BMI) Research noted, in 2014 of the total internet users in Indonesia only 24% of consumers shopped online, and 36% said they did not trust online shops (<http://kaltim.prokal.co> on July 2, 2016). According to the IDEA survey, the reasons people do not shop online are because they are worried about product quality (42%), information security (40%), and lack of physical contact between sellers and buyers (38%), (<http://mebis.com> 2 July 2020)

In this study, the Repurchase Intention indicator refers to the opinion according to Ferdinand in the Saidani and Arifin journal (2012) that Repurchase Intention can be identified through the following dimensions:

- Transactional Intention, namely a person's tendency to always repurchase the product he has consumed.
- Referential Intention, namely a person's tendency to refer to the product he has bought, so that other people also buy it, with reference to his consumption experience.
- Preferential Intention, which is an intention that describes the behavior of a person who always has a primary preference for products that have been consumed. This preference can only be changed if something happens to the preferred product.

Exploratory Intention, this intention describes the behavior of The presence of online commerce will make it easier for consumers to carry out purchasing activities. Consumers don't need to come directly to the shop, they only need to visit the target site and determine the goods/services they need. According to data from the source: (www.similarweb.com, 2016), there are 50 e-commerce websites in the shopping category that are popular in Indonesia. One of the manufacturers or online stores that has entered to market its products is Shopee and below is the logo of one online shop, namely "Shopee", the picture is as follows:



Sumber : www.google.com (2023)

Shopee is a company in the E-Commerce sector that was founded in 2015. Shopee is now well-known in Indonesia as a means for buying and selling from consumer to consumer so that everyone can sell their goods through their own online shop. Items sold through Shopee can be new or used.

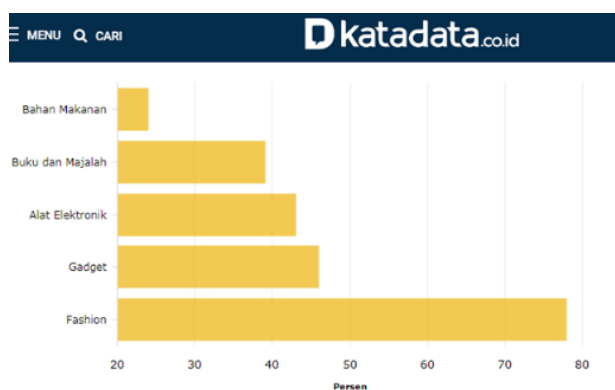
Table 1. 1 Ranking of E-Commerce Sites in Indonesia in the Fourth Quarter of 2022

Peringkat	Website
1	Tokopedia
2	Bukalapak.Com
3	Shopee
4	Lazada
5	JD.ID
6	Zalora
7	Sale Stock Indonesia
8	Elevenia

Sumber: www.databoks.katadata.co.id

Sumber: www.databoks.katadata.co.id

From Table 1.1, it can be seen that in 2022 in the fourth quarter, Shopee will be ranked 3rd as the most popular E-Commerce site in Indonesia. According to data quoted from <https://databoks.katadata.co.id/> (2022), the total number of visitors to the Shopee buying and selling site in the fourth quarter of 2022 was 116 million visitors. From Table 1.1 above, it can be concluded that the Shopee buying and selling site in the fourth quarter of 2022 will be able to beat its older competitors in terms of the popularity of frequently visited websites. The following is data regarding the best-selling product categories in E-Commerce, as follows:



Sumber :www.databoks.katadata.co.id

Looking at Table 1.1 and Figure 1.2 in the data above, a survey result revealed with the results that Shopee is in third position in the Ranking of E-Commerce Sites in Indonesia in the Fourth Quarter of 2022 and the Fashion category is the best-selling category sold on online buying and selling sites in 2022.

By looking at the data above, the Shopee buying and selling site has become a recommendation in the online shop category for Fashion goods, therefore the researchers conducted a pre-survey of 30 E-Commerce Consumers of Malay Muslim Clothing products on Shopee E-Commerce consisting of 30 consumers who had shopped for goods fashion Malay Muslim Clothing products on E-Commerce Shopee, this survey is to determine consumers' intentions in repurchasing Fashion goods on the E-Commerce buying and selling site for Malay Muslim Clothing products.



Sumber : shopee.co.id

In Figure 1.3 above is the profile of the Malay Muslim Clothing stall on Shopee E-Commerce. This stall is located in Bandung Regency, where up to now the number of products has reached 53 products with various categories and the level of buyer satisfaction has reached 96% and the number of feedback has reached 629, so with this feedback this E-Commerce has gained a Good Seller reputation with premium Seller features on Shopee with delivery time 1-2 days.

The internet has a very important influence in the era of globalization where geographical boundaries between countries are no longer an obstacle in the process of communication and interaction between individuals. So this has an impact on making it easier for individuals to communicate and exchange information across countries, and the existence of the internet makes it easier for the globalization process in the world. The internet itself stands for interconnection-networking, where the internet is an entire computer network that is connected using the global system standard Transmission Control Protocol/Internet Protocol Suite (TSP/IP) as a packet-switching communication protocol to serve billions of users throughout the world. (Wikipedia, 2014). Malay Muslim Clothing products are one of the products that use the internet to sell their products. To see if there is a decrease or increase in product sales below, the following is data on sales of Malay Muslim Clothing for the last 5 years (in rupiah units), namely:

Table 1. 2 Malay Muslim Clothing Sales Data for the Last 5 Years (In Rupiah Units)

Tahun				
(Periode / Tahun)				
2018	2019	2020	2021	2022
1.338.259.000	1.579.488.200	1.672.387.599	1.288,231.000	970.764.000

Source: Financial Data for Malay Muslim Clothing on E-Commerce Shopee

In table 1.2 based on data on sales of Malay Muslim Clothing for the 5 Year Period 2018 - 2022, it can be explained that in 2018 it was IDR 1,338,259.00 and experienced an increase in 2019 with a value of IDR. 1,579,488,200 as well as in 2020 it increased again to Rp. 1,672,387,599 but decreased in 2021 to Rp. 1,288,231,000 and will decrease again in 2022 by Rp. 970,746,000. In this case, it can be seen from the factors causing the decline in numbers, one of which is the decreasing repurchase intention for Malay Muslim Clothing products, consumers shop by expecting products in the form of goods and services that can be received and enjoyed with good and satisfying service.

Good quality online service or e-service will produce satisfaction for consumers. Consumers will feel satisfied with the services provided by the company if they feel that the quality of the service can meet their expectations, but dissatisfaction arises when consumers feel dissatisfied after using the goods or services purchased and feel that the performance of the product, both goods and services, is not as expected. From this dissatisfaction, negative attitudes arise from consumers towards brands and service providers, including the emergence of negative word of mouth, reduced possibilities for consumers to make repeat purchases, or consumers switching to other brands (brand switching).

In this research, the indicator of repurchase intention refers to the opinion. According to Hasan Ali (Busyairi, 2022), repurchase intention can be identified through the following indicators:

1. Transactional intention is a person's tendency to repurchase previously purchased items.
2. Referential intention is a person's tendency to refer to things that are acquired so that they can be purchased by other people, based on their consumption experience.
3. Preferential intention is an intention that explains the behavior of someone who has a strong preference for the product that has been eaten. This option can only be canceled if something happens to the selected product.
4. Exploratory value, this value defines the behavior of someone who always seeks knowledge about the product they are interested in and seeks information to support the good features of the product used.

Seen from the fact that there are still problems on the Shopee buying and selling site which is followed by the increasingly popular trend of online buying and selling. Shopee as a popular buying and selling site has not been balanced with problems seen from the aspects of security, product quality, consumer satisfaction in shopping, complaint response service, guarantees, and inconsistency between the products promised to its users. This has been proven by cases of fraud committed by parties who take advantage of the popularity of the Shopee buying and selling site which will damage consumers' trust in buying products on the Shopee buying and selling site. An important factor that can influence online purchasing intentions is the trust factor. According to Kafferer (in Febby and Erdiansyah 2018:69), trust is important for customers because it helps them reduce the risks and time they devote to the company.

Online companies must create a good quality site to create consumer trust, thereby generating the intention to buy on the site. This statement is also supported by research conducted by Reza Satrya Dwitama (2021) "The Influence of Brand Image, E-Service Quality, E-Customer Satisfaction, and E-Customer Trust on Repurchase Intention of Tokopedia Application Users (Study of Productive Age Consumers of Application Users Tokopedia in East Java)" shows that Brand Image, E-Service Quality, E-Customer Satisfaction, and E-Customer Trust have a significant effect on Repurchase Intention.

In repurchase intention, one of the factors is that brand trust has a very big influence on the sustainability of a brand because if a brand is no longer trusted by consumers, it will be difficult for products with that brand to develop in the market. However, if consumers trust the brand, then products with that brand will continue to develop in the market. Brand trust refers to consumers having confidence in a brand. Brand trust is explained by Kumar (in Syahdiany and Trinanda, 2019: 227) as "an individual's desire to trust the brand's capacity to meet their demands". In addition, brand trust is defined as the success of a brand that is able to create a memorable experience for customers that is based on brand honesty, integrity, and decency. Murthy (2018) in Kusdianto (2018): 74. Research conducted by Cindy Widya Astuti Abdurrahman (2022) This research found that Social Media Marketing and Brand Trust have a positive effect on Repurchase Interest. Research by Devy Dellasari, and Dr. Imanuddin Hasbi, S.T., M.M. (2020) in his research found an influence between the customer experience variable and the brand trust variable on the repurchase intention variable of 75%.

The development of information technology causes a cultural shift. This is felt by society, companies, and organizations. This fact is a challenge in itself for companies, namely creating customers' desire to use products and services and establishing close relationships between companies and customers. Service quality is one of the determining factors for success that influences company competition. The adoption of a new service quality, especially in the world of e-commerce, is web-based service quality.

Online service quality (e-service quality) According to Santos in (Puti Queenszuya De Fritz, 2020) the definition of e-service quality is: Electronic service quality includes all client comments and assessments of online shipping and handling companies regarding failed services.

Another research was conducted by Ramadania, Juniwati, and Meilky Limanto (2020) with the research title "E-Service Quality Interaction, Brand Awareness, Trust and Satisfaction on Repurchase Interest in Gojek On-Line Transportation". The research results for Go-Car and Go-Food services show that there is a significant influence between electronic service quality and brand awareness on trust and satisfaction. Furthermore, research was conducted by Martina Rahmawati Masitoh, Hermansyah Andi Wibowo, and Deni Sunaryo (2018) entitled "The Influence of Service Quality, Satisfaction and Brand

Trust on Repurchase Intentions in the Tokopedia Online Store" This research proves that service quality has a positive and significant effect on satisfaction customer. Customer satisfaction has a positive and significant effect on brand trust. Brand trust has a positive and significant effect on repurchase intention.

Based on the background description above, to determine the conditions and relationships between e-service quality and brand trust factors influencing purchasing intention decisions for Malay Muslim clothing products at the Shopee online shop, the researcher is interested in conducting research with the title "The Influence of E-Service Quality and Brand Trust on Repurchase Intentions of Malay Muslim Clothing Products on Shopee E-Commerce"

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

Based on the background description above, to find out the conditions and relationship between E-Service Quality and Brand Trust factors on Repurchase Intention for Gloo Baby n Kids products at TikTok Shop, the researcher is interested in taking research with the title "The Effect of E-Service Quality and Brand Trust on Repurchase Intention for Gloo Baby n Kids Products at E-Commerce TikTok Shop".

2. Method

The research method in this study is a research descriptive verification. The analysis method which is used to test whether the title "The Influence of E-Service Quality and Brand Trust on Repurchase Intentions of Malay Muslim Clothing Products on Shopee E-Commerce" and to test whether the hypothesis is accepted or rejected. Multiple linear regression hypothesis test. Research on data collection techniques for field research, questionnaires, and library research. The number of samples is 99 respondents with a non-probability sampling technique. In this study, Pearson correlation analysis was used to explain the degree of relationship between the independent variable and the dependent variable. The coefficient of determination is used to measure how far the model's ability to explain variations in the dependent variable. If the coefficient of determination is closer to one, it can be said that the independent variable (independent) has a very strong effect on the dependent variable (dependent). Partial test to test each independent variable, namely e-service quality and brand trust, whether it has an influence or not on the dependent variable, namely Repurchase Intentions.

3. Results and Discussion

The data collected in this research was by distributing questionnaires to 99 respondents who were customers of "The Influence of E-Service Quality and Brand Trust on Repurchase Intentions of Malay Muslim Clothing Products on Shopee E-Commerce". respondents to E-"The Influence of E-Service Quality and Brand Trust on Repurchase Intentions of Malay Muslim Clothing Products on Shopee E-Commerce". The questionnaire distributed consisted of 47 statement items.

To get an overview of the respondents, the following are tables compiled to provide a general description of the respondents regarding gender, age, highest level of education, and length of work. The majority of respondents in the gender group are women. Active respondents are 31 - 40 years old. Respondents who frequently buy are private sector employees. With an average income of 5 million - 10 million. Respondent Data Based on Online Shopping Frequency in 1 Month. Respondents Based on the Amount

of Last Expenditure (Rupiah), From this information it can be seen that the majority of respondents spent money in the range of Rp. 300,000 – Rp. 600,000 for online shopping.

Validity Testing

Validity tests are carried out to measure the extent to which the instrument can be used to measure what it wants to measure. The validity test carried out in this research is intended to find out whether the statements used in this research can measure the research variables. The r table value for n = 99 with a significance level of 0.1 is 0.166. The correlation coefficient value of each questionnaire item for variable The E-Service Quality variable (X1) is valid and can be used to measure the variables studied. The results of testing the validity of questionnaire items show that all statement items in each Brand Trust variable (X2) have a correlation value above 0.166 so the questionnaire items for the Brand Trust variable (X2) can be used to measure the variables studied. Based on the results of the validity test, it show that the correlation value of each question item with the total score obtained is greater than 0.166, so it can be concluded that the statement items used are valid and can be used in further data analysis.

Reliability Testing

For the E-Service Quality (X1) variable, Cronbach's Alpha was obtained at 0.975, so the questionnaire for this variable was declared reliable because it was > 0.60. For the Brand Trust variable (X2), Cronbach's Alpha was obtained at 0.897, so the questionnaire for this variable was declared reliable because it was > 0.60. For the Repurchase Intentions (Y) variable, Cronbach's Alpha was obtained at 0.903, so the questionnaire for this variable was declared reliable because it was >0.60. Based on the results of reliability tests carried out on all items in this research, it show that all research items can be said to be reliable and thus can be used as instruments in measuring the variables determined in this research.

Research Model Test and Hypothesis Test

The results of data analysis with the help of computer processing based on SPSS version 22 calculations obtained a multiple regression equation based on the following output.

Table 2
Multiple Linear Regression Test

Coefficients ^a					
Model		Unstandardized Coefficients B	Standardized Coefficients Beta	t	Sig.
1	(Constant)	17,267		8,142	,000
	E_Service_Quality (X ₁)	,274	,495	4,971	,000
	Brand_Trust (X ₂)	,521	,416	4,180	,000

Based on the output:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 17,267 + 0,274X_1 + 0,521X_2 + e$$

Determination test

The results of data analysis with the help of computer processing based on SPSS version 22 calculations obtained multiple correlation tests and determination tests based on the following output.

Table 3
Correlation and Determination Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,792 ^a	,628	,620	,54071

a. Pra. Predictors: (Constant), Brand_Trust (X₂), E_Service_Quality (X₁)

b. Db. Dependent Variable: Repurchase_Intentions (Y)

The correlation coefficient value between E-Service Quality (X₁) and Brand Trust (X₂) with Repurchase Intentions (Y) is 0.792, indicating a strong relationship because it is between 0.60 – 0.799.

To determine the influence of E-Service Quality (X₁) and Brand Trust (X₂) on Repurchase Intentions (Y), seen from the coefficient of determination (R square) it is 0.628 or 62.8%, which means that Repurchase Intentions are determined by E-Service Quality (X₁) and Brand Trust (X₂) amounted to 62.8% while the remaining 37.2% was influenced by other variables not studied.

Correlation Test

To find out how strong the relationship between E-Service Quality and Brand Trust is with Repurchase Intentions, a correlation test analysis was carried out, the results of which can be seen in the following table:

Table 4.
Correlation Test

Correlations		Repurch ase_Inte ntions (Y)	E_Service _Quality (X ₁)	Brand_Tr ust (X ₂)
Pearson Correlation	Repurchase_Intentions (Y)	1,000	,736	,775
	E_Service_Quality (X ₁)	,736	1,000	,831
	Brand_Trust (X ₂)	,775	,831	1,000
Sig. (1- tailed)	Repurchase_Intentions (Y)	.	,000	,000
	E_Service_Quality (X ₁)	,000	.	,000
	Brand_Trust (X ₂)	,000	,000	.
N	Repurchase_Intentions (Y)	99	99	99
	E_Service_Quality (X ₁)	99	99	99
	Brand_Trust (X ₂)	99	99	99

Based on the results of the Pearson Product Moment correlation calculation, the value obtained for the relationship between E-Service Quality and Repurchase Intentions is 0.736. Because the value is

between 0.60 – 0.799, the relationship between E-Service Quality and Repurchase Intentions can be said to be strong.

Based on the results of the Pearson Product Moment correlation calculation, the value obtained for the relationship between Brand Trust and Repurchase Intentions is 0.775. Because the value is between 0.60 -0.799, the relationship between Brand Trust and Repurchase Intentions can be said to be strong. The coefficient of determination calculation was carried out to determine the magnitude of the contribution of the E-Service Quality variable to the Repurchase Intentions variable, namely $0.7362 \times 100\% = 54.17\%$, meaning that Repurchase Intentions are influenced by E-Service Quality by 54.17%. The contribution of the Brand Trust variable to the Repurchase Intentions variable is $0.7752 \times 100\% = 60.06\%$, meaning that Repurchase Intentions are influenced by Brand Trust by 60.06%.

Hypothesis Test

Table 5.
t Tests Significance Value
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,156	,182		6,353	,000
E_Service_Quality (X ₁)	,230	,087	,296	2,641	,010
Brand_Trust (X ₂)	,424	,090	,529	4,721	,000

a. Dependent Variable: Repurchase_Intentions (Y)

From the t-test statistical calculation above, t-count for E-Service Quality = 2.641 is greater than t-table = 1.661, so H_a is accepted and H_o is rejected. This means that there is a positive influence between E-Service Quality on Repurchase Intentions.

4. Conclusion

The results of the descriptive analysis stated "The Influence of E-Service Quality and Brand Trust on Repurchase Intentions of Malay Muslim Clothing Products on Shopee E-Commerce".

Brand Trust has a positive influence on Repurchase Intention Intentions of Malay Muslim Clothing Products on Shopee E-Commerce. There is a positive influence of E-Service Quality and Brand Trust on Repurchase Intention Intentions of Malay Muslim Clothing Products on Shopee E-Commerce. Brand Trust has a greater contribution than E-Service Quality in creating Repurchase Intention.

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