The influence e-service quality, brand image, and sales promotion on repurchase intentions on the platform e-commerce Tokopedia.

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Abstract

The rapid development of information technology has transformed conventional trading activities into digital transactions e-commerce platforms. Tokopedia, as one of the largest e-commerce platforms in Indonesia, increasing competition and a noticeable decline in user numbers, which may indicate decreasing repurchase intention. This study to analyze the effect of e-service quality, brand image, and sales promotion on repurchase intention among Tokopedia users. This research employs a quantitative approach using a descriptive and verificative research design. Data were collected through a structured questionnaire distributed to 170 Tokopedia users selected using purposive sampling. The questionnaire measured four main variables: e-service quality, brand image, sales promotion, and repurchase intention. The collected data were analyzed using IBM SPSS Statistics version 26, including validity and reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination (R^2), and hypothesis testing through t-test and F-test at a 5% significance level. The results indicate that e-service quality, brand image, and sales promotion each have a positive and significant effect on repurchase intention, both partially and simultaneously. Among the three independent variables, sales promotion shows the strongest influence on repurchase intention. The coefficient of determination reveals that 85.5% of the variation in repurchase intention can be explained by e-service quality, brand image, and sales promotion, while the remaining 14.5% is influenced by other factors not examined in this study. These findings suggest that improving electronic service performance, strengthening brand image, and implementing effective sales promotion strategies are crucial to enhancing consumer repurchase intention on the Tokopedia e-commerce platform.

1. Introduction

The progression of information technology has engendered a novel economic paradigm that has transformed trade into a virtual realm, commonly known as e-commerce. In e-commerce, diverse organizations engage with clients unbound by spatial or temporal limitations, granting firms enhanced flexibility to promote their goods and services while facilitating effortless access for consumers to acquire the products or services they require online. Ika et al. (2020) assert that the accessibility of internet technology has facilitated buying for customers and has resulted in an enhancement of consumer

behavior within the Indonesian populace. This has established Indonesia as a promising market for online marketplaces.

The availability of these internet services enables clients to fulfill their needs more readily. The emergence of e-commerce platforms like Lazada, Blibli, Tokopedia, and Shopee has established vibrant marketplaces that provide a multitude of discounts and services. These companies offer online shopping apps accessible to clients, producers, and the general public (Sigit, 2020).

This illustrates that contemporary society has seen the transformation of numerous activities, previously conducted manually, through the adoption and application of digital platforms with diverse online functionalities. Activities include acquiring apparel, procuring cosmetics, ordering meals and beverages, and reserving transportation tickets, hotels, and temporary lodgings can now be executed from home or any location at any time, provided there is internet access. Consequently, in the digital age, utilizing online services for purchasing products and services has become essential for everyone, streamlining tasks and conserving precious time.

One of the companies engaged in e-commerce is Tokopedia, which was established in 2009 and offers various types of products, including electronics, household appliances, shoes, and many other products. According to databoks.com (accessed on 29 may 2025), the e-commerce sites in the marketplace category with the most visitors in Indonesia from cctober 2024 to february 2025 were Shopee, Tokopedia, Lazada, and Blibli. Although Tokopedia ranked second, it experienced a decline in users, as shown in Figure 1.1 below:
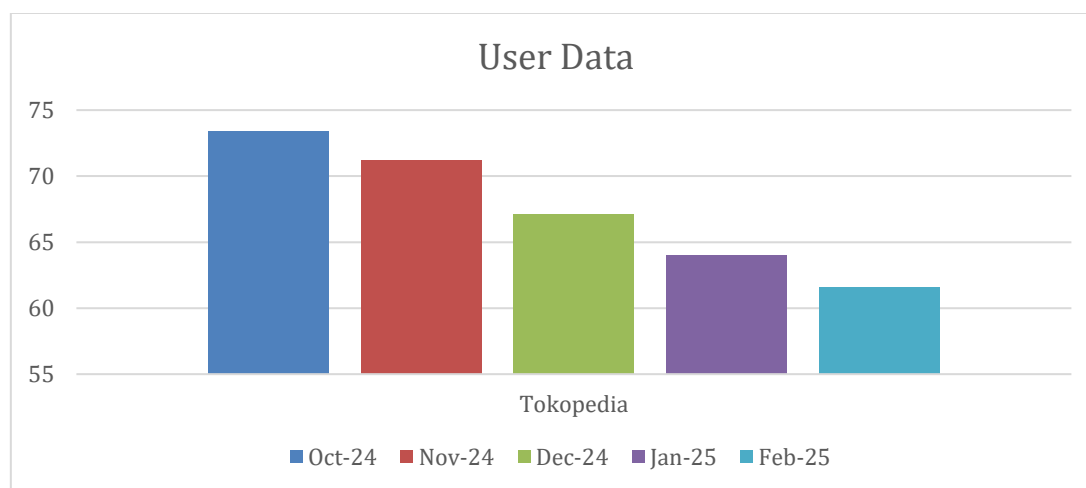

Figure 1.1 Tokopedia E-commerce User Data for October 2024 – February 2025
Source: databoks.com (accessed May 29, 2025)

Analysis of user data from Tokopedia's e-commerce platform between October 2024 and February 2025 reveals a decline in users, commencing with 73.4 million in october, decreasing to an average of 71.2 million in november, further declining to 67.1 million in december, and ultimately falling to an average of 64 million in January 2025. As of February, visitors have diminished to 61.6 million. Tokopedia is the sole e-commerce platform that experienced a notable 16% decline from October 2024 to February 2025. A decline in users for a corporation may signify a reduction in consumer interest in repeat purchases.

The widespread adoption of digital platforms has fundamentally transformed many activities that were previously conducted manually. Consumers can now purchase apparel, cosmetics, food and beverages, as well as book transportation, accommodation, and other services anytime and anywhere, as long as internet access is available. This transformation indicates that online services have become an essential component of modern consumption patterns, enabling greater efficiency, convenience, and time savings for users.

Despite the rapid growth of e-commerce adoption, competition among platforms has intensified, and not all platforms demonstrate stable user engagement over time. Indications of declining user activity on certain e-commerce platforms suggest potential challenges in maintaining consumer loyalty

and encouraging repeat purchases. A decrease in user engagement may reflect underlying issues related to service performance, brand perception, or promotional effectiveness, which can ultimately influence consumers' intentions to repurchase. Therefore, examining factors such as e-service quality, brand image, and sales promotion becomes crucial in understanding repurchase intention within the e-commerce context.

E-service quality is considered an important variable in this study due to its strategic role as a determinant of a company's performance and competitiveness in the e-commerce industry. High-quality electronic services reflect a company's ability to deliver efficient, reliable, and user-oriented digital interactions, which are essential for sustaining business growth and long-term survival in a highly competitive market (Wiradarma & Respati, 2020). In the context of e-commerce, e-service quality directly influences consumers' experiences throughout the online transaction process, from information search to payment and post-purchase services.

Several previous studies have demonstrated the positive relationship between e-service quality and repurchase intention. Gunawan and Rachmawati (2025) found that e-service quality has a beneficial effect on consumers' intention to make repeat purchases. This finding is supported by Susi and Anggi (2023), who reported that e-service quality positively and significantly influences repurchase intention among Shopee users in the Solo Raya region. Their study indicates that when e-service quality is perceived as efficient, reliable, and satisfactory, consumers are more likely to engage in repeat purchases. Similarly, Kurniawan et al. (2025) revealed that e-service quality has a positive and significant impact on repurchase intention among Traveloka users, emphasizing the importance of delivering a seamless and satisfying digital service experience. However, contrasting findings were reported by Kuswandi and Adialita (2024), who found that e-service quality does not significantly affect repurchase intention, indicating the presence of contextual differences across platforms and consumer segments.

The repeat purchase interest of Tokopedia consumers should not be assessed exclusively through the lens of e-service quality; various other elements, including brand image and sales promotions from service providers, also affect consumer repeat buy interest. The following data pertains to the leading brands from topbrands-awards.com (retrieved on May 29, 2025) for the Tokopedia e-commerce platform from 2021 to 2025, as illustrated in Figure 1.2 below:

Nama Brand	2021	2022	2023	2024	2025
shopee.co.id	-	-	52.80	-	39.30
lazada.co.id	23.70	21.80	22.50	25.10	19.60
blibli.com	5.70	5.10	6.60	14.30	18.20
zalora.co.id	3.00	-	3.50	2.20	4.40
tokopedia.com	4.80	10.20	4.10	4.10	1.10

Showing 1 to 5 of 5 entries

Sumber: Top Brand Award (www.topbrand-award.com)

Figure 1.2 E-Commerce Brand Index Value from 2021 to 2025
Source: topbrands-awards.com (accessed May 29, 2025)

Figure 1.2, obtained from the Topbrand Award website in the online retail category in Indonesia, clearly indicates that Tokopedia's brand index is ranked 5th, placing it at the lowest position. The decreasing index value over the years evidences this. In 2021, Tokopedia's brand index value was 4.80, which rose to 10.20 in 2022, but subsequently declined to 4.10 from 2023 to 2024. By 2025, Tokopedia's brand index value declined to 1.10, whilst other e-commerce platforms experienced a general increase in their index values annually. This suggests that Tokopedia continues to have challenges in brand image and promotional efforts, necessitating enhancements to recapture consumer interest. This is crucial for Tokopedia to sustain its growth, acquire additional customers, and achieve its aspiration of becoming the premier e-commerce platform in Indonesia.

Brand image is included as a key variable in this study due to its important role in differentiating one company or product from competitors in the e-commerce market. A strong brand image helps shape consumers' perceptions and influences their purchasing decisions, particularly in an environment where products and services often possess similar functional attributes (Tilaar et al., 2023). In the context of e-commerce, brand image reflects consumers' overall impressions of a platform, including perceived credibility, attractiveness, and reliability, which may affect their willingness to make repeat purchases.

Previous studies have shown mixed results regarding the relationship between brand image and repurchase intention. Prakoso (2021) found that brand image has a positive and significant effect on repurchase intention, indicating that a favorable brand perception can strengthen consumer loyalty. Similarly, Luo et al. (2024) reported that brand image influences consumers' repurchase intention, emphasizing the role of perceived value and brand-related associations. However, contrasting findings were presented by Shakti et al. (2024), who revealed that brand image does not have a significant impact on repurchase intention. These inconsistent findings suggest that the effect of brand image on repurchase intention may vary depending on platform characteristics and consumer segments, thereby justifying its inclusion in this study.

Sales promotion is also considered a crucial variable because of its strategic role in stimulating consumer interest and encouraging repeat purchases in e-commerce platforms. Sales promotions include various marketing tools such as discounts, cashback offers, special deals, and loyalty programs designed to attract consumer attention and influence purchasing behavior. Tobing et al. (2023) found that personalized sales promotions tailored to consumer needs significantly enhance repurchase intention, as consumers perceive such offers as more relevant and valuable. This finding is supported by Hermawan (2021) and Napontun (2023), who demonstrated that sales promotions have a positive and significant effect on repurchase intention. Nevertheless, Rismaya et al. (2022) reported that sales promotions do not significantly influence repurchase intention, indicating the presence of differing outcomes across studies and reinforcing the need for further empirical investigation.

On the Tokopedia e-commerce platform, factors concerning e-service quality, company image, and sales promotions can influence consumer interest in repeat purchases. Insufficient e-service quality, a feeble brand image, and unattractive promotions might adversely influence consumers' judgments regarding repeat purchases. Consumers experiencing issues in these domains exhibit diminished interest in repeat purchases relative to those with more favorable shopping experiences. In light of the current research and recognized problems, we have developed the following hypotheses:

The following is a picture of the theoretical framework in this study:
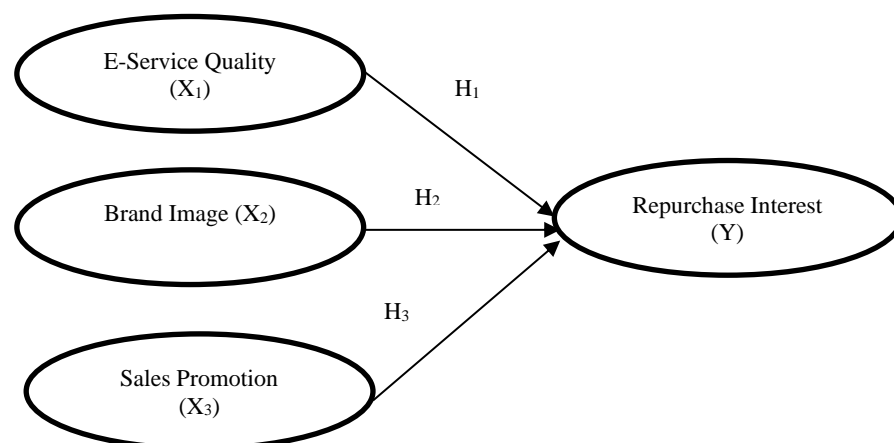

Figure 1.3 Framework

The hypothesis :

H1: E-service quality has a positive and significant effect on repurchase interest on the platform e-commerce Tokopedia.

H2: Brand image has a positive and significant influence on repeat purchase interest on the platform e-commerce Tokopedia.

H3: Sales promotions have a positive and significant effect on repeat purchase interest on the platform e-commerce Tokopedia.

H4: E-service quality, brand image, and sales promotion have a positive and significant influence on repeat purchase interest on the platform e-commerce Tokopedia.

2. Method

2.1 Research Design

This study uses a descriptive-verificative design with a quantitative approach. The descriptive design aims to describe the conditions of the variables of e-service quality, brand image, sales promotion, and repurchase intention on the Tokopedia platform, while the verificative design is used to test the hypothesis of the influence between variables.

Data were collected through a survey using a five-point likert scale questionnaire administered to 170 Tokopedia users, who were selected using purposive sampling. Data analysis included validity and reliability tests, classical assumptions, and multiple linear regression, supplemented by a coefficient of determination (R^2) test, F test, and t test. All processing was performed using IBM SPSS Statistics version 26.

2.2 Sample and Population

The population in this study includes all users of the Tokopedia e-commerce platform. Referring to Sugiyono (2019:126), the population is a collection of objects or subjects with certain characteristics selected by researchers to be studied so that conclusions can be drawn.

Because the large population size made it difficult to conduct the entire study, the researcher took a sample. Based on the formula presented by Malhotra (2019), the minimum sample size is five times the number of items in the questionnaire. With a total of 34 questions, the minimum sample size was 170 respondents.

The sampling method used was nonprobability sampling with purposive sampling technique, which is the selection of respondents based on predetermined criteria. In this case, the respondents were individuals who had made purchases on Tokopedia. The questionnaire was distributed both face-to-face and through an online form (Google Form).

2.3 Data Collection

Data in this study will be collected using a structured online questionnaire designed to measure the main constructs of the research: e-service quality, brand image, sales promotion, and repurchase intention. The questionnaire will be divided into four main sections:

1. E-Service Quality: Measured using an adapted scale from Wardhana (2024), which includes four dimensions: efficiency, fulfillment, system availability, and privacy. Items will assess aspects such as page load speed, ease of navigation, search accuracy, delivery timeliness, system reliability, and transaction security.

2. Brand Image: Measured using indicators from Keller and Swaminathan (2020), covering three dimensions: strength, uniqueness, and favorability. Items will evaluate respondents' perceptions of Tokopedia's product information accuracy, distinctiveness, brand value, and memorability.

3. Sales Promotion: Measured using indicators from Belch and Belch (2021), which include both monetary and non-monetary promotions. Items will capture the effectiveness of discounts, coupons, cashback programs, product samples, and loyalty programs in encouraging purchase decisions.

4. Repurchase Intention: Measured using items adapted from Tjiptono (2019), focusing on customers' intentions to make repeat purchases, prioritize Tokopedia over competitors, and recommend the platform to others.

2.4 Data Analysis

Data processing was performed using IBM SPSS Statistics version 26, including validity and reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination, and partial (t) and simultaneous (F) hypothesis tests.

3. Results and Discussion
3.1 Results
Preliminary Survey Results (Comparative Data)

Table 1. Pre-Survey Variable of Repurchase Interest

Statement	Agree	%	No	%
Tokopedia is my first choice when purchasing products or services	11	36,7%	19	63,3%
I really want to buy back products or services from the e-commerce Tokopedia.	10	33,3%	20	66,7%
I feel Tokopedia is the best e-commerce platform compared to others.	9	30%	21	70%
Average		**33,33%**		**66,67%**

Source: pre-survey data (2025)

Table 1 presents the results of the preliminary survey related to repurchase interest among Tokopedia users. The findings indicate that respondents generally showed low levels of agreement across all statements measuring repurchase interest. Only a small proportion of respondents agreed that Tokopedia is their first choice when purchasing products or services, while the majority expressed disagreement. Similarly, most respondents reported limited intention to repurchase products or services through Tokopedia, suggesting that repeat purchasing behavior was not yet strongly established at the preliminary stage.

In addition, respondents tended to disagree with the statement that Tokopedia is the best e-commerce platform compared to its competitors. The overall average results further confirm that disagreement responses dominated the pre-survey, reflecting relatively weak repurchase interest among respondents prior to the main survey. These preliminary findings provide initial insight into consumer perceptions and serve as comparative data to support the analysis of repurchase intention in the main survey.

Table 2. Pre-Survey E-Service Quality Variables

Statement	Agree	%	No	%
Fast page loading speed which makes my online shopping experience more comfortable	12	40%	18	60%
It is easy to find the products I need on the Tokopedia website so that my browsing experience is more efficient.	11	36,7%	19	63,3%
Tokopedia rarely experiences technical disruptions or errors.	14	46,7%	16	53,3%
I feel safe and comfortable in making transactions on Tokopedia	7	23,3%	23	76,7%
Average		**37%**		**63%**

Source: pre-survey data (2025)

Table 2 presents the results of the preliminary survey related to e-service quality on the Tokopedia e-commerce platform. Overall, the findings show that respondents tended to express lower levels of agreement across the e-service quality indicators. Most respondents did not agree that Tokopedia provides fast page loading speeds, ease of product search, stable system performance, or a high level of security and comfort in conducting transactions.

Among the observed indicators, perceptions of transaction security and comfort received the lowest level of agreement, indicating that concerns related to safety and trust may exist at the preliminary stage. Similarly, respondents reported limited agreement regarding system reliability and ease of navigation, suggesting that technical performance and usability were not yet perceived as optimal. The average pre-survey results indicate that disagreement responses dominated the assessment of e-service quality.

These preliminary findings suggest that users initially perceived Tokopedia's e-service quality as relatively inadequate, which may contribute to lower levels of repurchase interest. The results serve as comparative data to contextualize the findings of the main survey and to support further analysis of e-service quality in relation to repurchase intention.

Table 3. Pre-Survey Brand Image Variables

Statement	Agree	%	No	%
I feel that the product descriptions on Tokopedia are clear and easy to understand.	6	20%	24	80%
The products sold on Tokopedia are of very good quality.	12	40%	18	60%
Tokopedia's tagline is very appealing.	13	43,3%	17	56,7%
Average		**34,43%**		**65,57%**

Source: pre-survey data (2025)

Table 3 presents the preliminary survey results related to brand image perceptions of Tokopedia. The findings indicate that respondents generally showed low levels of agreement across the brand image indicators. A majority of respondents did not agree that product descriptions on Tokopedia are clear and easy to understand, suggesting that information clarity may not have been perceived as satisfactory at the preliminary stage.

Similarly, respondents expressed limited agreement regarding the quality of products sold on Tokopedia, indicating that product-related perceptions were not uniformly positive. Although the statement regarding Tokopedia's tagline received relatively higher agreement compared to other indicators, disagreement responses still dominated overall. The average results demonstrate that negative perceptions outweighed positive ones in assessing Tokopedia's brand image during the pre-survey.

These findings suggest that Tokopedia's brand image was not yet perceived as strong by respondents prior to the main survey. The relatively weak brand image perception may influence consumers' confidence and willingness to engage in repeat purchases. Therefore, the pre-survey results serve as important comparative data to contextualize the analysis of brand image in relation to repurchase intention in the main study.

Table 4. Pre-Survey of Sales Promotion Variables

Statement	Agree	%	No	%
I am interested because of the many promotions offered by Tokopedia	11	36,7%	19	63,3%
Tokopedia often holds sales promotions such as discounts and cashback.	9	30%	21	70%

Promotions that often make me more interested in making purchases are offered by Tokopedia.	14	46,7%	16	53,3%
Average		**37,80 %**		**62,20%**

Source: pre-survey data (2025)

Table 4 presents the results of the preliminary survey concerning sales promotion on the Tokopedia e-commerce platform. The findings indicate that respondents generally expressed low levels of agreement with statements related to Tokopedia's promotional activities. Most respondents did not perceive the number of promotions offered by Tokopedia as sufficiently attractive, and a majority disagreed that Tokopedia frequently provides sales promotions such as discounts and cashback.

Although the statement regarding promotions that encourage purchasing interest received relatively higher agreement compared to other indicators, disagreement responses still dominated overall. The average results confirm that respondents tended to hold unfavorable perceptions of Tokopedia's sales promotion efforts during the pre-survey stage.

These preliminary findings suggest that Tokopedia's sales promotion strategies were not yet perceived as fully effective in stimulating consumer purchase interest prior to the main survey. As sales promotions play a crucial role in attracting attention and encouraging repeat purchases in e-commerce platforms, the pre-survey results serve as comparative data to support further analysis of the relationship between sales promotion and repurchase intention in the main study.

Respondent Profile

This study targeted 170 respondents, all of whom completed the questionnaire, resulting in a 100% response rate. The questionnaire was disseminated online via Google Forms to enhance completion efficiency.

Characteristics of Respondents

Table 5. Respondent Characteristics

No	Respondent Characteristics	Information	Amount
1	Gender	- Man	- 72 (42,4%)
		- Woman	- 98 (57,6%)
2	Age	- 17-22 years old	- 54 (31,8%)
		- 23-28 years old	- 63 (37,1%)
		- 29-34 years old	- 42 (24,7%)
		- 34-40 years old	- 11 (6,5%)
3	Work	- Students	- 60 (35,3%)
		- Housewife	- 16 (9,4%)
		- Self-employed	- 38 (22,4%)
		- Private employees	- 26 (15,3%)
		- Civil Servant	- 30 (17,6%)
4	Income	- < Rp 1.000,000	- 16 (9,4%)
		- Rp 1.000,000 - Rp 2.500,000	- 47 (27,6%)
		- Rp 2.500,000 – Rp 4.000,000	- 72 (42,4%)
		- Rp > Rp 4.000,000	- 35 (20,6%)

Source: Questionnaire Data (2025)

The table above presents the demographic attributes of the respondents in this study, encompassing gender, age, occupation, and income. Of the 170 responders, 57.6% are female, whereas

males constitute 42.4%. The predominant age group of responders is 23-28 years old (37.1%), followed by those aged 17-22 (31.8%), suggesting that younger consumers tend to favor the e-commerce platform. Concerning occupation, 35.3% of respondents are students, potentially influencing their buying choices to prioritize pricing and promotions. The bulk of respondents (42.4%) earn between IDR 2,500,000 and IDR 4,000,000, while 27.6% earn between IDR 1,000,000 and IDR 2,500,000. This indicates that the majority of respondents belong to the middle class, potentially affecting their capacity for recurrent purchases on Tokopedia. Comprehending these attributes is crucial for evaluating the influence of e-service quality, brand image, and sales promotion on the propensity for repeat purchases.

Multiple Linear Regression Analysis

Researchers employ multiple regression analysis to forecast the fluctuations of the dependent variable (criterion) based on the manipulation of two or more independent variables as predictors. The statistical computations in the multiple linear regression analysis conducted in this research are facilitated by SPSS version 26 software. The summary of the data processing outcomes is as follows:

Table 6. Hasil Uji Regresi Linear Berganda

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	5.824	.820		7.104	.000
E-Service Quality (X1)	.073	.028	.143	2.594	.010
Brand Image (X2)	.156	.052	.162	2.972	.003
Sales Promotion (X3)	.543	.033	.694	16.413	.000
a. Dependent Variable: Repurchase Interest (Y)					

Source: SPSS output results (2025)

$$Y = 5{,}824 + 0{,}073\,X_1 + 0{,}156\,X_2 + 0{,}543\,X_3 + e$$

Where:

$Y =$ Repurchase interest
$x_1 =$ E-Service Quality
$x_2 =$ Brand Image
$x_3 =$ Sales Promotion
$e =$ Residual Error

1. In the regression coefficient equation, the constant value is 5.824, indicating that repeat purchase interest will rise to 582.4% if e-service quality, brand image, and sales promotion are held constant at zero (0). This highlights the essential importance of e-service quality, brand image, and sales promotion in affecting repeat buy intentions on the Tokopedia e-commerce platform.
2. The regression coefficient for X_1, representing e-service quality, is 0.073, indicating that a one-unit improvement in e-service quality will result in a 7.3% increase in repeat purchase interest. A reduction of one unit in e-service quality will diminish recurring purchase interest by 7.3%.
3. The regression coefficient for X_2, representing brand image, is 0.156, signifying that a one-unit increase in brand image correlates with a 15.6% increase in repeat purchase interest. A reduction of one unit in brand image will diminish repeat purchase interest by 15.6%.
4. The regression coefficient for X_3, representing sales promotion, is 0.543, indicating that a one-unit increase in sales promotion will result in a 54.3% increase in repeat purchase interest. A reduction of one unit in sales promotion will diminish repeat purchase interest by

54.3%.

Hypothesis Test Statistical test- t

Utilizing a significance threshold of 5% and degrees of freedom (df) calculated as n – 2, the t-table value for a two-tailed test with 170 respondents is 1.974.

Table 7. T-Test Results

	Coefficients[a]				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	5.824	.820		7.104	.000
E-Service Quality (X1)	.073	.028	.143	2.594	.010
Brand Image (X2)	.156	.052	.162	2.972	.003
Sales Promotion (X3)	.543	.033	.694	16.413	.000
a. Dependent Variable: Repurchase Interest (Y)					

Source: SPSS output results (2025)

1. According to the aforementioned table, the test results for the variable e-service quality (X1) indicate a t-statistic of 2.598 and a t-table value of 1.974. Given that the t-statistic exceeds the t-table value (2.598 > 1.974) and the significance level is 0.010 < 0.05, we reject H_0 and accept H1. This indicates that e-service quality positively and significantly influences repeat purchase intention.

2. According to the aforementioned table, the test results for the variable brand image (X2) indicate a t-statistic of 2.972 and a t-table value of 1.974. Given that the t-statistic exceeds the t-table value (2.972 > 1.974) and the significance level is 0.003 < 0.05, we reject H_0 and accept H_2. This indicates that brand image exerts a positive and substantial influence on the desire for repeat purchases.

3. According to the aforementioned table, the test results for the variable sales promotion (X3) indicate a t-statistic of 16.413 and a t-table value of 1.974. Given that the t-statistic exceeds the t-table value (16.413 > 1.974) and the significance level is 0.000 < 0.05, we reject H_0 and accept H3. This suggests that sales promotion has a positive and substantial impact on the desire for repeat purchases.

Coefficient of Determination (r^2)

The test results indicated a correlation among e-service quality, brand image, and sales promotion regarding repurchase intention. This is seen in the subsequent table:

Table 8. Results of the Determination Coefficient Test (R2)

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.924[a]	.855	.852	1.083
a. Predictors: (Constant), Sales Promotion (X3), Brand Image (X2), e-Service Quality (X1)				
b. Dependent Variable: Minat Beli Ulang (Y)				

Source: SPSS output results (2025)

The analysis reveals that the coefficient of determination (R Square) is 0.855, signifying that 85.5% of the variation in consumer repeat purchase interest on the Tokopedia e-commerce platform is

accounted for by the three independent variables e-service quality, brand image, and sales promotion concurrently. The remaining 14.5% is attributed to other factors or variables.

3.2 Discussion

The findings show that e-service quality has a positive and significant effect on repurchase intention among Tokopedia users. The partial test result (t-value = 2.598; sig. = 0.010 < 0.05) confirms this relationship, while the descriptive analysis score of 4.04 places Tokopedia's e-service quality in the "good" category. This indicates that higher e-service quality increases the likelihood of repeat purchases, making it a crucial factor in strengthening consumer loyalty. These results are consistent with Ambodale and Jamiat (2021), who also found that e-service quality significantly influences repurchase intention.

Regarding the influence of brand image on repurchase intention on the e-commerce platform Tokopedia, the partial test of variable X2 shows that brand image has a significant positive effect, with a t-value of 2.972. The descriptive analysis produced an average score of 3.90, which falls within the 3.41–4.20 interval and is categorized as good. These results indicate that Tokopedia's brand image can be considered strong, and its positive effect on repurchase intention is statistically significant (t-value 2.972 > 1.974; sig. 0.003 < 0.05). This implies that the better the brand image, the higher the level of consumer repurchase intention, making brand image an important factor in driving loyalty. The findings are consistent with Tilaar and Aco (2024), who also reported that brand image significantly influences repeat purchase interest.

Concerning the influence of sales promotion on repurchase intention on the e-commerce platform Tokopedia, the partial test of variable X3 shows that sales promotion has a significant positive effect, with a t-value of 16.413. The descriptive analysis result of 4.11, which falls within the 3.41–4.20 interval and is categorized as good, supports this finding. These results indicate that Tokopedia's sales promotion can be considered effective, and its positive effect on repurchase intention is statistically significant (t-value 16.413 > 1.974; sig. 0.000 < 0.05). This suggests that the better the sales promotion offered, the higher the likelihood of repeat purchases, making it a key factor in driving consumer loyalty. These findings are consistent with Napontun (2023), who also reported that sales promotion significantly influences repurchase intention on the TikTok marketing platform.

4. Conclusion

The findings of this study indicate that e-service quality, brand image, and sales promotion have a positive and significant influence on repurchase intention on the Tokopedia e-commerce platform, both partially and simultaneously. These results suggest that consumers' willingness to make repeat purchases is strongly shaped by their overall digital service experience, perceptions of the brand, and the effectiveness of promotional strategies. Among the examined variables, sales promotion demonstrates the strongest influence, highlighting the importance of attractive and relevant promotional offerings in encouraging repeat purchasing behavior.

From the perspective of e-service quality, the results emphasize the importance of system reliability, ease of use, transaction security, and service efficiency in shaping consumers' repurchase intentions. Tokopedia must therefore ensure the continuous availability of critical platform functionalities and deliver a seamless user experience through structured system maintenance and regular updates. A modular system architecture can help maintain platform performance during traffic surges or technical disruptions, while continuous performance monitoring and prompt issue resolution are essential to ensure service stability. In addition, efficient inventory management is necessary to maintain consistent product availability and prevent dissatisfaction during the purchasing process.

In terms of brand image, the findings indicate that consumers' perceptions of credibility, product quality, and overall platform reputation play an important role in strengthening repurchase intention. Tokopedia should therefore focus on reinforcing a positive and trustworthy brand image through clear product information, consistent service quality, and effective brand communication strategies.

Regarding sales promotion, the results show that promotional activities significantly encourage consumers to engage in repeat purchases. Tailoring promotional offerings based on consumer preferences through data analysis can improve customer acquisition and increase transaction value. Moreover, enhancing promotional communication across multiple digital channels can increase

consumer awareness and engagement. Implementing loyalty programs that offer rewards, such as points or exclusive discounts for customers who actively participate through reviews or feedback, can further strengthen customer relationships. Optimizing the process of sharing experiences on the application and website, as well as utilizing positive reviews as marketing content, can enhance trust among potential customers and reinforce Tokopedia's overall reputation.

5. References

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