

# INTERESTIN BUYING BACK BANDUNG STUDENT AT E-COMMERCE SHOPEE

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## Abstract

Testing the effect of service quality and customer loyalty on the repurchase intention of Shopee e-commerce users by students in the city of Bandung. One of the most well-known forms of e-commerce to the public is electronic commerce or what is known as electronic commerce or e-commerce. In Indonesia, there are many e-commerce sites that offer products, both goods and services. Shopee online store is one of the online shopping centers that comes with a complete product concept and the convenience of online shopping for delivery. There are many shopee users, the impossible can still happen, there are still many reviews from Shopee users that this application is still unsatisfactory such as application error complaints, inaccurate order tracking, payment features, ShopeePay wallets, products that often do not appear, and unilateral cancellation by Shopee. Based on the output above, it can be seen that this implies that the effect of the variable (service quality) and (customer loyalty) simultaneously on the variable (repurchase interest) is 72.9%.

**Keywords:** Service Quality, Customer Loyalty, Repurchase Interest

### **Preliminary**

One of the most well-known forms of e-commerce to the public is electronic commerce or what is known as electronic commerce or e-commerce. E-commerce is business activities involving consumers (consumers), manufactures (manufactures), service providers and intermediaries using computer networks, namely the internet.

In Indonesia, there are many e-commerce sites that offer products, both goods and services. And the object of this research is the Shopee online store. Shopee online store is one of the online shopping centers that comes with a complete product concept and the convenience of online shopping for delivery. Shopee's online store provides goods such as electronics, household appliances, fashion from adults to children, beauty products, health products, children's toys, sports equipment, and much more. Shopee online store always provides the best service to consumers with various attractive offers such as promo prices, special discounts, flash sales, and also provides transaction convenience with free shipping for certain areas and a certain minimum amount of spending, guarantee of goods back, cashon delivery (COD) service. ), Cashback, and ShopeePAY. In order for the Shopee online store to be able to produce quality products, it must create good service so that consumers are interested in shopping at Shopee.

From the results of a survey conducted by Snapchart Research using an online survey method involving 6,123 respondents. Assuming that 37% of respondents answered that they most often use Shopee to shop online in Indonesia, in terms of frequency in shopping e-commerce shopee also has the highest shopping frequency compared to other e-commerce with 29% of respondents regularly (shopping at least 1x every week).

E-commerce sites in Indonesia currently consist of various choices with the characteristics and classifications of each e-commerce. One of the most popular e-commerce at this time is e-commerce shopee. With data in 2020By being ranked first in the e-commerce search category most in demand by users in the top 41 e-commerce with a total of 71,533,300 monthly visitors in Q1 2020 and closing with a total of 129,320,800 in Q4 2020 ,but in Q1 and Q2 2021 shopee visitors experienced a decrease of 127,400,000 and 126,996,700.[1]

Various studies on e-commerce reveal that service quality affects customer buying behavior and customer satisfaction[2].

### **Literature review**

#### **Service Quality**

according to [3, 4] service quality is the expectation that matches the expectation according to[5] Service quality is the difference between service ratings according to[6, 7], service quality is the perfect level of expectation for customers. Service quality is the perfect match of product expectations.

#### **Customer loyalty**

[8], loyalty has the stability to buy the same product

[9, 10]The greater the loyalty received by the company, the more companies attract consumers

[11]Customer loyalty is customer satisfaction from the goods they buy so that they make them return to make purchases

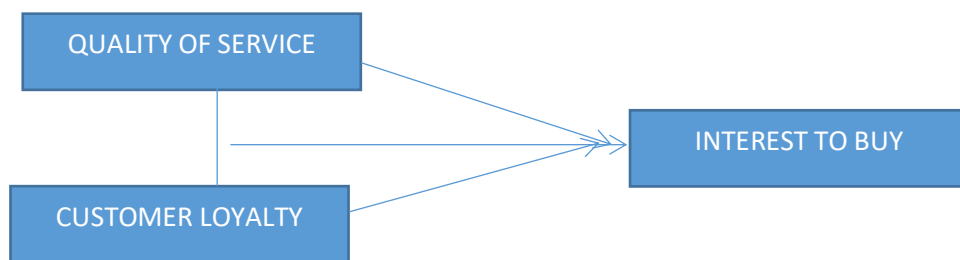
## Repurchase Interest

### Repurchase Interest

[12]Saying that repurchase interest may not be solely determined by satisfaction with the product/service. There are other factors, for example regarding the theory of regret, so that what is felt by consumers in determining repurchase is determined by consumers who regret or do not consume the products or services used. Sullivan and Kim show that the opportunity for consumers to repurchase a similar product or service can be measured through

- 1) reuse, enabling consumers to use similar products and services in the future
- 2) revisiting, allowing consumers to visit the store in the future when purchasing the required product or service.

Repurchase intention is a purchase activity that is carried out repeatedly due to satisfaction with the service and quality of the product or service offered.



From the paradigm above, we will test:

H1: Service quality affects repurchase interest

H2: Customer loyalty has an effect on repurchase interest

H3 : Quality of service and customer loyalty, simultaneously affect the intention to repurchase

## Method

This type of research uses descriptive and causal research with a quantitative approach. Causal research according to [13]. It is a causal research between independent variables (influenced variables) and dependent (influenced variables). Population is a generalization area consisting of: objects/subjects that have the qualities and characteristics determined by the researcher to be studied and then draw conclusions[13, 14] The population in this study were college students in Bandung who had shopped at Shopee. with a sample of 108 people

Quantitative Research Methods is a research method used to examine certain populations or samples, by collecting data using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses.

**Results and Discussion**

**Multiple Regression**

*Table 1*

**Respondent Profile**

Gender	Male	53.2%
	female	46.8%
Age	<20	23.4%
	<30	74.8%
	>30	1.8%
How many times per month do you shop at shopee	<5	61.3%
	<10	33.3%
	>10	5.4%
The purpose of buying at shopee	Self	98.2%
	business	1.8%

Data on student profiles in Bandung from 108 respondents consisted of 53.2% male and 46.8% female for the gender category. It proves that the majority of buyers at e-commerce shopee are male students in the city of Bandung as many as 53.2% for the age category, <20 by 23.4%, <30 by 74.8% and at age>30 1, 8%, the age of shopee shoppers is dominated by those under 30 years old. With the composition of shopping per month at shopee <5 per month by 61.3%, <10 by 33.3% and >10 by 5.4%. It proves that the majority of monthly purchases at e-commerce shopee for students in the city of Bandung are under 5 times a month as much as 61.3%. The purpose of buying at shopee for yourself is 98.2% and for business 1.8%.

**Coefficient of Determination**

*Table 2*

**Coefficient of Determination**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	,136	1,291		,105	,916
	KP	,186	0.077	,184	2,414	0.017
	LP	,649	0.070	,708	9,308	,000

a. Dependent Variable: MBU

Based on the output above, it can be seen that the value of R square is 0.729, this means that the effect of variables X1 (service quality) and X2 (customer loyalty) simultaneously on variable Y (repurchase interest) is 72.9%.

Table 3

**T Uji test**

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1184,872	2	592,436	141,577	,000b
	Residual	439,378	105	4,185		
	Total	1624,250	107			
a. Dependent Variable: MBU						
b. Predictors: (Constant), LP, KP						

If the value of sig < 0.05, or t count > table then there is an effect of variable x on variable y

If the value of sig > 0.05, or t count < table then there is no effect of variable x on y

T table = ( a/2;nk-1) = t (0.

Table 1F Uji test(25;105) = (1.982) with 95% confidence level, a = 0.05

**F Uji test**

Table 4

**Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,854a	,729	,724	2.04562
a. Predictors: (Constant), LP, KP				

If the value of sig < 0.05, or f count > f table, then there is an effect of variable x simultaneously on variable y.

If the value of sig > 0.05, or f count < f table, then there is no effect of variable x simultaneously on variable y.

F table (k;n-k) = F table (2;106) = (3.09) with 95% confidence level, a = 0.05

**Hypothesis testing**

The table above provides evidence of research hypotheses about the effect given on quality and customer loyalty affecting repurchase interest

A) The first hypothesis which states that service quality affects repurchase interest can be proven true. This can be seen from the sig value, for the effect of Service Quality on Repurchase Interest is 0.017 <0.05 and the t value is 2.414 > t table 1.982, so it can be concluded that H1 is accepted which means that there is an effect of service quality on repurchase interest.

B) The second hypothesis which states that customer loyalty has an effect on repurchase interest can be proven true. This can be seen from the sig value, for the effect of customer loyalty on repurchase intention is 0.00 < 0.05 and the t value is 9.308 > t table 1.982, so it can be concluded that H2 is accepted, which means that there is an influence between customer loyalty and repurchase interest.

C) The third hypothesis which states that service quality and customer loyalty affect repurchase interest can be proven true. This can be seen from the significant value for the simultaneous influence of service quality and customer loyalty on repurchase interest which is 0.000 <0.05 and the calculated F value is 141.577 > F

table 3.09, so it can be concluded that H3 is accepted which means that there is an influence on service quality. and simultaneous customer loyalty to repurchase interest.

## Discussions

### The Effect of Service Quality on Repurchase Interest

The results of this study suggest that service quality affects repurchase interest. From this research, it shows that the quality of service provided by Shopee is satisfactory for students in Bandung, so the interest in repurchasing students who use Shopee in Bandung will also be higher. according to [15] between service quality and repurchase intention because of the consistency of the measurement results. The average service quality dimension score indicates that respondents generally have a good perception of service quality because they agree with statements relating to the different dimensions of service quality. Meanwhile, according to [16, 17] Consumers share positive impressions and experiences of the service and the company has a good chance to use the service again in the future.

### The Influence of Customer Loyalty on Repurchase Interest

The results of this study suggest that customer loyalty affects repurchase interest. From this research, it shows that student loyalty in Bandung is strong in choosing Shopee e-commerce for online shopping, so the buying interest of Shopee users in Bandung will also be higher. according to [18], trust affects offline loyalty and trust affects online loyalty. Offline loyalty affects repurchase intention and ultimately online loyalty affects repurchase. while according to [19], there is no cause and effect relationship between customer loyalty and repurchase interest so it has no effect

## Conclusion

From the results of hypothesis testing, the following results were obtained: (1) Service quality has an effect on repurchase interest; (2) Customer loyalty has an effect on repurchase interest; (3) Quality of service and customer loyalty affect the intention to repurchase.

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