THE INFLUENCE OF EASE OF USE, TRUST AND E-SERVICE QUALITY ON REPURCHASE INTENTION OF CARE & BEAUTY PRODUCT IN E-COMMERCE WITH E-SATISFACTION AS AN INTERVENING VARIABLE

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ABSTRACT

The development of the internet in Indonesia has spurred rapid growth in the e-commerce industry. However, Tokopedia and Lazada saw a significant decline in 2023. This study analyzes the relationships between ease of use, trust, and e-service quality on repurchase intention, with e-satisfaction as a mediating variable for these platforms in DKI Jakarta. A quantitative associative approach was employed, using primary data from questionnaires distributed to 253 users who purchased care and beauty products in the past three months. The non-probability sampling technique used was a lateral purposive method with a cross-sectional time span. PLS-SEM results indicated that ease of use and trust do not affect repurchase intention but influence e-satisfaction. E-service quality impacts both repurchase intention and e-satisfaction, while e-satisfaction affects repurchase intention. However, e-satisfaction does not mediate ease of use or trust in relation to repurchase intention, highlighting the need for innovations to meet consumer needs.

Keywords: ease of use, e-satisfaction, e-service quality, repurchase intention, trust

INTRODUCTION

Background
The rapid advancement of technology has significantly influenced daily life, leading to innovations that enhance convenience and efficiency. In Indonesia, digital literacy is high, with most Gen Z and Gen Y spending over six hours online daily, driving the growth of e-commerce, particularly among younger generations. Shopee, Tokopedia, and Lazada dominate the market, but only Shopee has seen a consistent rise in both visits and brand popularity, while Tokopedia and Lazada have declined.

Research highlights several factors affecting consumer behavior in e-commerce: ease of use, trust, and e-service quality. Ease of use simplifies navigation and purchases, while trust, linked to security, strengthens customer relationships and influences purchase decisions. E-service quality impacts customer satisfaction and repeat purchases, with consistent service being crucial for maintaining trust. However, mixed research findings suggest that these factors do not always influence e-satisfaction or repurchase intention uniformly.

Preliminary research in Jakarta shows that Shopee is the most favored platform, with fashion being the most purchased category. Although consumers appreciate lower prices and variety, concerns about service quality and security persist. This study aims to further explore how ease of use, trust, and service quality affect customer satisfaction and repurchase intention, particularly on Tokopedia and Lazada, to provide insights for future e-commerce strategies.

Theoretical Framework
Technology Acceptance Model (TAM)
The Technology Acceptance Model (TAM) builds on the Theory of Reasoned Action (TRA) developed by Ajzen and Fishbein in 1975. While TRA predicts behavior, it lacks control over it, leading Ajzen to modify it into the Theory of Planned Behavior (TPB), which can predict both behavior and behavioral intentions. TRA then focuses on perceived ease of use and perceived usefulness to predict attitudes towards information systems. TAM is broader than TRA and explains the factors influencing the acceptance of information technology, including how individuals adopt new technologies and the variables affecting their intention to use innovations (Purwanto & Budiman, 2020; Tumsifu & Gekombe, 2020).
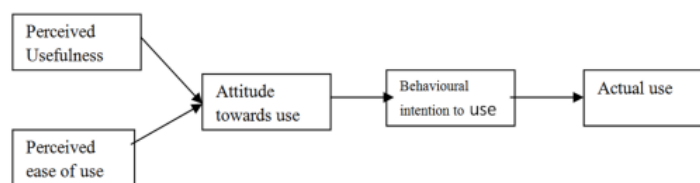
Figure 1. TAM Model

The Technology Acceptance Model (TAM) highlights two main factors in the adoption of information systems: *perceived ease of use* and *perceived usefulness*. Ease of use refers to the belief that a system is simple to operate, thus reducing effort and potential problems, while perceived usefulness reflects the belief that the system enhances performance and efficiency, motivating users to adopt it.

Ease of use is defined as the degree to which a system requires minimal effort, making it easy to understand and operate, which fosters continued usage in areas like e-commerce. *Trust* involves the belief that a company will fulfill promises, essential in online shopping for providing security and satisfaction, reducing risks and encouraging loyalty. *E-service quality* measures how well an e-commerce platform meets expectations, with key dimensions including reliability, responsiveness, security, and convenience, influencing overall user experience.

Satisfaction arises when services meet or exceed customer expectations, driving repurchase behavior. *Repurchase intention* reflects the likelihood of customers buying the same product again after a positive experience, influenced by trust, satisfaction, and service quality.
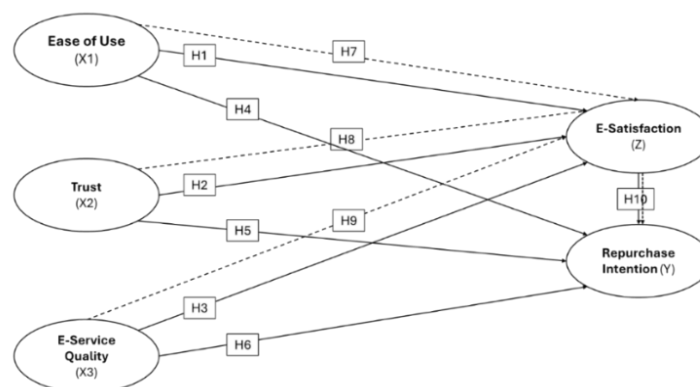

Figure 2. Framework

H1 : Ease of Use has a direct effect on E -Satisfaction
H2 : Trust has a direct effect on E-Satisfaction
H3 : E-Service Quality has a direct effect on E-Satisfaction
H4 : Ease of Use has a direct effect on Repurchase Intention
H5 : Trust has a direct effect on Repurchase Intention
H6 : E-Service Quality has a direct effect on Repurchase Intention
H7 : Ease of Use has an indirect effect on Repurchase Intention through E-Satisfaction as mediation
H8 : Trust has an indirect effect on Repurchase Intention through E-Satisfaction as mediation
H9 : E-Service Quality indirectly affects Repurchase Intention through E-Satisfaction as mediation
H10 : E-Satisfaction has a direct effect on Repurchase Intention

METHOD

This research utilizes a quantitative, causal associative approach to examine the relationships between independent and dependent variables, specifically focusing on care and beauty products sold on the Tokopedia and Lazada platforms. It investigates the effects of *Ease of Use* (X1), *Trust* (X2), and *E-Service Quality* (X3) on

Repurchase Intention (Z), with *E-Satisfaction* (Y) as a mediating variable. Data was collected cross-sectionally from 250 respondents in Jakarta who had purchased beauty products on these platforms in the last three months.

Primary data was gathered through a Likert-scale questionnaire distributed via Google Forms. A non-probability purposive sampling technique was used, selecting respondents based on specific criteria. The analysis was performed using the SEM-PLS method, chosen for its ability to handle complex models without assuming normal data distribution. The measurement model was tested for validity and reliability, using cross-loading, AVE, discriminant validity (HTMT), Cronbach's alpha, and composite reliability. The structural model was assessed through F-Square, R-Square, and Q-Square values to evaluate the causal relationships between variables. Hypothesis testing was conducted by analyzing path coefficients, p-values, and t-values, with a confidence level of 95%, ensuring accurate and reliable results through the use of SMART PLS 3.0 software.

RESULTS AND DISCUSSION

Research results & respondents' characteristics

Out of 404 Tokopedia and Lazada users in DKI Jakarta, 253 met the criteria of purchasing beauty and care products 2-5 times in the last 3 months and passed the screening (Table 1). Among these respondents, 26.10% are male and 73.90% are female. Most are between 24-39 years old (52.20%), with the next largest group being under 24 years old (39.10%). The majority live in South Jakarta (26.60%) and East Jakarta (23.40%). In terms of occupation, students represent the largest group at 36.80%, followed by employees and entrepreneurs, each making up 34.80%. Regarding monthly income, most earn less than 5 million rupiah (51.80%), while 35.20% earn between 5-7.5 million rupiah. For monthly expenditure, 43.90% spend 200-400 thousand rupiah, and 24.90% spend 400-600 thousand rupiah.

Table 1. Characteristics Of Respondents

Category	Item	F	%
Gender	Male	66	25,9%
	Female	189	74,1%
Age	< 24 years old	100	39,2%
	24 - 39 years old	133	52,2%
	40 - 55 years old	22	8,6%
Occupation	Students	94	36,9%
	Private Employee	89	34,9%
	Entrepreneur	39	15,3%
	Civil Employee	18	7,1%
	Teacher/Lecturers	14	5,5%
	Freelancer	1	0,4%
Average monthly income	≤ 5.000.000	132	51,8%
	5.000.001 - 7.500.000	90	35,3%
	7.500.001 - 10.000.000	27	10,6%
	> 10.000.000	6	2,4%
Average spends in making purchases	≤ 200.000	58	22,7%
	200.001 - 400.000	112	43,9%
	400.001 - 600.000	63	24,7%
	> 600.000	22	8,6%
Frequently purchased products	Fashion	126	49,4%
	Health & Clean	37	14,5%
	Food & Beverage	17	6,7%
	Electronics	26	10,2%
	Sports & Hobbies	22	8,6%
	Home Furnishings	22	8,6%
	Mother & Baby	1	0,4%
	Travel & Vacation	4	1,6%

Measurement and structural models

Validity and reliability tests assessed the model's fit. Validity was evaluated through convergent and discriminant validity, while reliability was analyzed using Cronbach's alpha and composite reliability. Convergent validity requires an outer loading value of 0.70 or higher for latent construct indicators (Hair et al., 2021) and an Average Variance Extracted (AVE) value exceeding 0.50, indicating the latent construct explains more than half of the variance in its indicators (Ghozali & Latan, 2020). For reliability, both Cronbach's alpha and composite reliability should be greater than 0.70 to ensure adequate internal consistency (Shmueli et al., 2019).

Table 2. Validity And Reliability Test Results

Variable	Indicator	*Outer Loading*
Ease of Use (Nabila et al., 2023) AVE: 0,639 CR: 0,841 CA: 0,717	EOU1	0,817
	EOU2	0,731
	EOU3	0,846
Trust (Nabila et al., 2023) AVE: 0,568 CR: 0,840 CA: 0,746	TRU1	0,773
	TRU2	0,811
	TRU3	0,722
	TRU4	0,703
E-Service Quality (Ashiq & Hussain, 2024) AVE: 0,524 CR: 0.930 CA: 0,917	SEQ1	0,737
	SEQ2	0,717
	SEQ3	0,757
	SEQ4	0,739
	SEQ5	0,676
	SEQ6	0,742
	SEQ7	0,716
	SEQ8	0,702
	SEQ9	0,718
	SEQ10	0,730
	SEQ11	0,706
	SEQ12	0,745
E-Satisfaction (Nabila et al., 2023) AVE: 0,656 CR: 0.851 CA: 0,738	SAT1	0,817
	SAT2	0,789
	SAT3	0,823
Repurchase Intention (Nabila et al., 2023) AVE: 0,687 CR: 0,868 CA: 0,772	REIN1	0,833
	REIN2	0,820
	REIN3	0,833

Based on the results of the convergent validity and reliability tests shown in Table 2, all indicators for each variable have an outer loading value (loading factor) of more than 0.7. Although one indicator for the e-service quality variable, SEQ5, has a value of 0.676, which is below 0.7, it is still considered valid because the Average Variance Extracted (AVE) value for all variables remains above 0.5. Additionally, the Cronbach's alpha and composite reliability values are both greater than 0.7 but less than 0.95. Therefore, it can be concluded that each indicator is valid and the variables are acceptable. According to (Hair et al., 2022), to assess discriminant validity, the Heterotrait-Monotrait (HTMT) ratio is used, with an accepted threshold of <0.90. HTMT values exceeding 0.90 indicate a lack of discriminant validity, meaning that the constructs may not truly differ from each other (Henseler et al., 2015).

Table 3. HTMT Test Results

Variable	*EOU*	*REIN*	SAT	*SEQ*	*TRU*
Ease of Use					
Repurchase Intention	0,535				
E-Satisfaction	0,649	0,723			
E-Service Quality	0,730	0,723	0,768		
Trust	0,502	0,590	0,698	0,737	

Based on the data processing shown in Table 3, the HTMT value for all variables is below 0.90. In conclusion, the HTMT calculations confirm that discriminant validity has been met, and the results are valid. Structural model testing, or inner model evaluation, assesses relationships between constructs, starting with the R-Square value to measure how much the model explains construct variation. The strength of this relationship is categorized based on the R-Square value: strong (>0.75), moderate (>0.50 and <0.75), or weak (>0.25 and <0.50) (Hair et al., 2019) F-Square is used to assess the impact of independent variables on the dependent variable, with categories of influence as follows: not significant (<0.02), small (>0.02 and <0.15), moderate (>0.15 and <0.35), or large (>0.35) (Hair et al., 2019). Meanwhile, the Q-Square value evaluates the model's predictive ability, where a Q-Square value >0 indicates predictive relevance and a value <0 indicates no predictive relevance.

Table 4. Inner Model Test Results

Variable	R-Square	Q-Square	F-Square	
			SAT	RIN
Ease of Use			0.027	0.000
Trust			0.053	0.005
E-Service Quality			0.147	0.112
E-Satisfaction	0,449	0,280		0.059
Repurchase Intention	0,419	0,283		

The next stage involves testing the structural model (inner model) by analyzing F-Square, R-square, and Q-square values to identify causal relationships between latent variables (Hair et al., 2019). Bias testing is conducted to ensure the results are not distorted (Kock, 2015), followed by PLS Predict to project indicator values (Shmueli et al., 2019). Finally, hypothesis testing is performed by analyzing path coefficients, p-values, and t-values to draw conclusions at a 95% confidence level (Hair et al., 2021; Ghozali & Latan, 2020). The entire analysis is conducted using SMART PLS 3.0 software, ensuring the model's accuracy and reliability. PLS Predict determines whether ordinary regression calculations outperform the PLS model or vice versa. A model is deemed to have good predictive value if the PLS-SEM value is less than the LM value (Shmueli et al., 2019), indicating that the indicators effectively predict each variable. The PLS Predict results in Table 5 show that PLS-RMSE and PLS-MAE values are lower than LM-RMSE and LM-MAE for all dependent variable indicators. This confirms the model's high predictive power, with all indicator items effectively predicting the variables.

Table 5. PLS Predict Test Results

Indicator	RMSE		MAE	
	PLS_RMSE	LM_RMSE	PLS_MAE	LM_MAE
RIN1	0,689	0,715	0,524	0,545
RIN2	0,683	0,714	0,532	0,539
RIN3	0,727	0,761	0,561	0,585
SAT3	0,621	0,647	0,480	0,493
SAT1	0,617	0,641	0,487	0,496
SAT2	0,639	0,663	0,511	0,526

Table 6. Bias Test Results

Variable	RANDOM
Ease of Use	1,591
Repurchase Intention	1,721
E-Satisfaction	1,923
E-Service Quality	2,710
Trust	1,683

Bias testing was conducted by comparing VIF values, where a VIF below 3.3 indicates no bias (Kock, 2015). As shown in Table 6, all variables in this study have VIF values below 3.3, confirming they are free from bias. Hypothesis testing determines the acceptance of research hypotheses by assessing the significance of path relationships in the structural model. This significance is evaluated using parameter coefficients and t-statistical significance values obtained through bootstrapping in SmartPLS 3. The null hypothesis is rejected if the t-statistic exceeds the critical value of 1.96 at a 5% significance level and the p-value is below 0.05 (Hair et al., 2021).

Table 7. Hypothesis Testing

	Original Sample (O)	t-*statistics* (|O/STDEV|)	p-*values*	Description
EOU -> RIN	0,018	0,292	0,770	Rejected
EOU -> SAT	0,151	2,050	0,041	Accepted
SAT -> RIN	0,249	3,853	0,000	Accepted
SEQ -> RIN	0,398	4,557	0,000	Accepted
SEQ -> SAT	0,415	3,587	0,000	Accepted
TRU -> RIN	0,071	1,047	0,295	Rejected
TRU -> SAT	0,216	1,998	0,046	Accepted

The path coefficient analysis in Table 7 shows notable relationships among several variables in e-commerce. The ease-of-use variable has a path coefficient of 0.770 and does not significantly affect repurchase intention; however, it positively impacts e-satisfaction (0.041), indicating that platform usability contributes to user satisfaction. E-satisfaction significantly influences repurchase intention (0.000), highlighting its role in driving repeat purchases. E-service quality also significantly affects both e-satisfaction and repurchase intention (0.000), emphasizing the importance of good service quality. While trust does not significantly impact repurchase intention (0.295), it positively influences e-satisfaction (0.046). Overall, the study provides valuable insights into how ease of use, customer satisfaction, service quality, and trust interact to influence repurchase intention on e-commerce platforms.

Table 8. Soble Test – Significance of Mediation

	Original Sample (O)	t-*statistics* (|O/STDEV|)	p-*values*	Description
EOU -> SAT -> RIN	0,038	1,838	0,067	Rejected
SEQ -> SAT -> RIN	0,103	2,556	0,011	Accepted
TRU -> SAT -> RIN	0,054	1,732	0,084	Rejected

This study examines direct effects between variables and the mediating role of e-satisfaction among ease of use, e-service quality, trust, and repurchase intention. Table 8 shows that e-satisfaction does not mediate the relationship between ease of use and repurchase intention (0.067), indicating that ease of use enhances customer satisfaction but does not directly influence repurchase intention. In contrast, e-satisfaction mediates the relationship between e-service quality and repurchase intention (0.011), confirming that good service quality boosts satisfaction and impacts repurchase intention. However, e-satisfaction does not mediate the relationship between trust and repurchase intention (0.084), suggesting that while trust affects satisfaction, it does not influence repurchase intention.

DISCUSSION

E-commerce platforms enhance user comfort through ease of access, but this study finds that *ease of use* does not consistently lead to repurchase intention. Although ease of use contributes to user satisfaction, it does not directly affect repurchase decisions, aligning with findings from Nabila et al. (2023) and Wang & Chaipoopirutana (2020). Similarly, while consumer *trust* is strong, the study reveals that trust does not influence repurchase intention, consistent with Ginting et al. (2023). The relationship between trust and repurchase intention appears to be influenced by individual and situational factors, and although previous studies (Nabila et al., 2023; Wang & Chaipoopirutana, 2020) suggest trust impacts e-satisfaction, this research indicates that *e-satisfaction* does not mediate the trust-repurchase link.

E-service quality, however, has a significant impact on both repurchase intention and e-satisfaction, consistent with previous research [(Anggraini et al., 2020); (Fared et al., 2021); (Al-dweeri et al., 2019); (Apidana & Prasetyo, 2023)]. This study confirms that e-satisfaction mediates the relationship between e-service quality and repurchase intention for care and beauty products. Effective customer interaction management, from purchase to after-sales service, gives e-commerce platforms a competitive edge. Both *Tokopedia* and *Lazada* have successfully built consumer trust through attractive product visuals, but it is essential that the products received match these visuals to encourage repeat purchases. Moreover, e-satisfaction strongly influences repurchase intention, supporting findings from Apidana & Prasetyo (2023) and Nabila et al. (2023).

CONCLUSION

The study on beauty products on *Lazada* and *Tokopedia* tested ten hypotheses, with six accepted and four rejected. The findings indicate that ease of use does not have a significant impact on repurchase intention, though it does positively affect e-satisfaction. E-satisfaction itself was found to significantly influence repurchase intention, while e-service quality has a positive effect on both e-satisfaction and repurchase intention. Trust, on the other hand, does not significantly affect repurchase intention, but it does positively influence e-satisfaction. Additionally, the study showed that e-satisfaction mediates the relationship between e-service quality and repurchase intention, but it does not mediate the relationships between ease of use or trust and repurchase intention.

Based on these findings, the study recommends several improvements for *Lazada* and *Tokopedia*. Enhancing the user interface to improve responsiveness and visual appeal is essential. The adoption of advanced security technologies would help boost user trust. Furthermore, customer service can be improved by integrating chatbots, strengthening social media communication, and utilizing CRM technology to resolve problems more effectively. Lastly, optimizing the shopping experience by making the platform design more user-friendly is crucial. These improvements are expected to increase customer satisfaction and loyalty, which would, in turn, positively impact repurchase intention.

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