

ANALYSIS OF E-SERVICE QUALITY AND E-RECOVERY SELLER SERVICE ON ONLINE REPURCHASE INTENTION WITH E-LOYALITY AS A MEDIATION VARIABLE ON TIKTOK SHOP

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| **Keywords:** | ***Abstrac*t** |
| *E-SERVICE QUALITY,* *RECOVERY SELLER SERVICE,**REPURCHASE INTENTION,**E-LOYALITY* | This study was conducted to determine and analyze the influence of E-service quality and E-recovery seller service on online repurchase intention with the E- loyalty variable as a mediating variable on TikTok Shop. The results of this study show the influence of E-Service Quality on E-loyalty, there is an influence of E-recovery seller service on E- loyalty, there is an influence of E-service quality on online repurchase intention, there is an influence of E-recovery Service Quality on Online Repurchase Intention, there is an influence of E-loyalty on online repurchase intention, there is an indirect influence of E-service quality on online repurchase intention through E-loyalty as a mediating variable, there is no indirect influence of E- service quality on online repurchase intention through E-loyalty as a mediating variable. It is hoped that TikTok will improve and pay more attention to the quality of e-service quality, e-recovery services so that TikTok buyers or visitors will increase so that consumers are loyal and make repeat purchases on the TikTok Shop application.  |

# INTRODUCTION

The rapid development of information technology has brought the world into a new era, namely the internet era. Since the discovery of computers, this data processing media has become the first media used to access the internet. Then continued with the discovery of mobile phones that

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According to application research company Business of Apps, TikTok became the most downloaded application in Indonesia in 2023. It is recorded that the short video platform under the auspices of ByteDance has been downloaded 67.4 million times in Indonesia throughout last year. TikTok Shop is increasingly popular with online consumers in Indonesia. In fact, this feature is starting to compete with a number of e-commerce platforms such as Tiktok shop to Tokopedia. Through TikTok's social commerce feature, users and creators can promote and sell products through the short video application. Meanwhile, a digital survey from Telkomsel, t- Survey.id, revealed a number of reasons why consumers in Indonesia choose TikTok Shop for shopping rather than other platforms. Online Repurchase Intention or repurchase intention, comes from the word intention, intention is a person's feeling in feeling attracted to a particular object. Repurchase intention is an intention that arises after the alternative evaluation process. The evaluation in question is when a customer makes a plan related to product choices based on the brand or interest in a product that will be purchased (Kotler et al., 2017).

E-Service Quality is one of the determining factors of the existence of a customer-oriented company or industry, especially in the midst of increasingly strong competition. Customers will more easily turn to similar industries with quality that they feel is better. Service is a form of totality in the form of features and characteristics of products or services that depend on their ability as an effort to obtain satisfaction of stated or implied needs (Kotler & Keller, 2018).

Kotler and Keller (2019) explain that loyalty is a commitment held firmly by consumers or users of products or services they like to make purchases or use those goods or services in the future.

TikTok Shop is a social e-commerce that allows users and creators to promote and sell products while shopping. By selling online on TikTok Shop, business people can earn money from TikTok and make a profit, considering that the number of users of this application is also increasing. The TikTok application is increasingly popular with many people because it is considered a multifunctional platform. In addition to getting various entertainment content, users do not need to switch to using other marketplace applications to shop and complete transactions like other marketplaces. TikTok Shop also offers a variety of brands and products for sale.

The first hypothesis states that E-Service Quality is related to E-loyalty. The same research conducted by Asgari et al. (2014) namely the dimensions of the E-Service Quality variable have a positive relationship and influence on the E-loyalty of Hekmat Iranian Bank consumers.

H1: It is suspected that E-Service Quality has an effect on E-loyalty among teenagers from Pulau Mainan 1 who shop at TikTok Shop.

E-service quality has a direct effect on increasing online repurchase intentions. This result is in line with research by (Rita et al., 2019). This finding illustrates the importance of retaining consumers through online services so that customers will make repeat purchases.

H3: It is suspected that E-Service Quality has an effect on Online Repurchase Intention among teenagers from Pulau Mainan 1 who shop at TikTok Shop.

H4: It is suspected that E-recovery seller service has an effect on Online Repurchase Intention among teenagers from Pulau Mainan 1 who shop at TikTok Shop.

E-loyalty has a significant influence on Online Repurchase Intention.

H5: It is suspected that E-loyalty has an effect on Online Repurchase Intention among teenagers from Pulau Mainan 1 who shop at TikTok Shop.

E-Service Quality influences Online Repurchase Intention through E-loyalty as a mediating variable. Based on the research, hypothesis 6 is:

H6: It is suspected that E-Service Quality has an effect on Online Repurchase Intention through E- loyalty as a mediating variable for teenagers on Pulau Mainan 1 who shop at TikTok Shop.

# RESEARCH METHODS

This study will use quantitative methods. Quantitative methods are an approach taken in empirical studies to collect data, analyze and display data in numerical form rather than narrative (Sekaran & Bougie, 2016). This study measures the analysis of the influence of E-Service Quality and E- recovery seller service on Online Repurchase Intention with the E-loyalty variable as a mediating variable on TikTok Shop. This study will use the Partial Least Square (SmartPLS) tool. According to Jogiyanto and Abdillah (2015), PLS is a variant-based structural equation analysis (SEM) that can simultaneously test measurement models (test validity and reliability) as well as structural testing for causality tests (hypothesis testing with prediction models).

This research is a descriptive research, because this research will provide information on existing and ongoing phenomena at the time the research is taking place. Descriptive research is conducted in order to understand and be able to describe the characteristics of each variable in a situation being studied (Sekaran & Bougie, 2016). Descriptive research is conducted in order to understand and be able to describe the characteristics of each variable in a situation being studied (Sekaran & Bougie, 2016). For the observation unit in the study, namely a survey on TikTok Shop Users, a case study of teenagers on Pulau Mainan 1. Researchers collected data by distributing questionnaires to samples on the object of this study.

This type of research is quantitative causality research. According to Irawan (2006) causality research is research that aims to test a variable against another variable, the value tested is the regression coefficient. The design of causality research can be in the form of the influence of independent variables on dependent variables, or by involving mediating variables, and control variables. Based on this explanation, this study wants to find out E-Service Quality and E-recovery seller service on Online Repurchase Intention with e-loyalty as a mediating variable on TikTok Shop.

# RESULTS AND DISCUSSION

Based on the results of Smart PLS research on the variables of E-Service Quality , E- recovery seller service on Online Repurchase Intention with E-loyalty as a Mediating Variable, the discussion of this research is as follows.

# Table 4.21

**Summary of hypothesis testing results**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Hypothesis** | **Information** | **Results** |
|  | It is suspected *that E-Service Quality* hasan effect on *E-loyalty* among teenagers on Pulau Mainan 1 who shop at the Tiktok shop. | The influence of *E-Service Quality*on *E-loyalty* | Accepted |
|  | It is suspected that *the E-recovery seller service* has an influence on *E- loyalty* among Pulau Mainan 1 teenagers who shop at the Tiktok*Shop.* | The influence of *E-recovery seller service* on *E-loyalty* | Accepted |
|  | It is suspected *that E-Service Quality* has an effect on *Online Repurchase**Intention* among teenagers on Pulau Mainan 1 who shop at TikTok *Shop.* | The influence of *E-Service Quality*on *Online Repurchase intention.* | Accepted |
|  | It is suspected that *the E-recovery seller service* has an influence on *Online Repurchase Intention* among teenagers on Pulau Mainan 1 whoshop at TikTok *Shop.* | The influence of *e-recovery seller service* quality on *Online Repurchase Intention.* | Accepted |
|  | It is suspected *that E-loyalty* has an influence on *Online Repurchase Intention* among teenagers on Pulau Mainan 1 who shop at tiktok *Shop.* | The influence of *E-loyalty* on *Online Repurchase Intention.* | Accepted |
|  | It is suspected *that E-Service Quality* has an effect on *Online Repurchase Intention* through *E-loyalty* as a mediating variable on adolescents inPulau Mainan 1. tiktok *Shop.* | There is an indirect influence *of E- Service Quality* on *Online Repurchase Intention* through *E- loyalty* as a mediating variable. | Accepted |
|  | It is suspected *that E-recovery seller service* has an impact on *Online Repurchase Intention* through *E-**loyalty* as a mediating variable in purchases at tiktok *Shop.* | There is no influence of *E-Service Quality* on *Online Repurchase Intention* through *E-loyalty* as a mediating variable. | Rejected |

***Source: smartPLS 4.0 data processing (2024)*** .

After hypothesis testing, hypothesis 1 is accepted because there is a positive and significant influence on the E-Service Quality variable on E-loyalty in teenagers of Pulau Mainan 1 who shop at TikTok Shop. This is because the coefficient value of E-Service Quality on E-loyalty is 0.503, meaning that E- Service Quality has a positive effect on E- loyalty in teenagers of Pulau Mainan 1 who shop at TikTok Shop. To see whether the hypothesis is accepted or rejected, see the t-table 1.654 at alpha 5%. Judging from the t- statistic value of 4.623, the t-statistic value> t-table is 4.623> 1.6542. To see the p-values smaller than alpha 5% or 0.05, it is known that the p-Values value of E-Service Quality on E-loyalty is 0.000 <0.05, so it can be concluded that the E-Service Quality variable has a positive and significant effect on E-loyalty in teenagers of Pulau Mainan 1 who shop at TikTok Shop. This means that the better the E-Service Quality provided by TikTok Shop, the more loyal the customers will be. TikTok users will be loyal if TikTok provides good E- Service Quality when they use the marketplace site.

1. The Influence of E-recovery Seller Service Quality on E-loyalty

From testing hypothesis 2 on the variable e-recovery seller service Quality on E- loyalty, it can be seen that the coefficient value of E-recovery seller service Quality on E- loyalty is 0.49102, meaning that e-recovery seller service quality has a positive effect on E- loyalty in teenagers of Pulau Mainan 1 who shop at TikTok Shop. To see whether the hypothesis is accepted or rejected, see the t-table 1.654 at alpha 5%. Judging from the t- statistic value of 4.519, the t-statistic value> t-table is 4.519> 1.6542. To see the p-values smaller than alpha 5% or 0.05, it is known that the p-value of e- recovery seller service on E-loyalty is 0.0001> 0.05, it can be concluded that the e-recovery seller service variable has a significant positive effect on E- loyalty in teenagers of Pulau Mainan 1 who shop at TikTok Shop. This means that e-recovery seller service has a significant effect on E-loyalty among teenagers on Pulau Mainan 1 who shop at TikTok Shop.

1. The Influence of E-Service Quality on Online Repurchase Intention

In hypothesis 3 in this study, the E-Service Quality variable has an effect on Online Repurchase Intention. It can be seen that the coefficient value of E-Service Quality on Online Repurchase Intention is 0.59811, meaning that E-Service Quality has a positive effect on Online Repurchase Intention on teenagers of Pulau Mainan 1 who shop at TikTok Shop. To see whether the hypothesis is accepted or rejected, see the t-table 1.654 at alpha 5%. Judging from the t-statistic value of 10.604, the t-statistic value> t-table is 10.604 <1.6542.

1. The Influence of E-recovery Seller Service on Online Repurchase Intention The results of testing hypothesis 4, it can be seen that the coefficient

value of e- recovery seller service on Online Repurchase Intention is 0.230, meaning that e-recovery seller service has a positive effect on Online Repurchase Intention on teenagers of Pulau Mainan 1 who shop at TikTok Shop. To see whether the hypothesis is accepted or rejected, see the t-table 1.654 at alpha 5%. Judging from the t-statistic value of 2,530, the t-statistic value> t-table is 2,530 <1.654. To see the p-values smaller than alpha 5% or 0.05, it is known that the p-value of e-recovery seller service on Online Repurchase Intention is 0.0114> 0.05, it can be concluded that the e- recovery seller service quality variable has a positive and significant effect on Online Repurchase Intention on TikTok Shop users.

1. The Influence of E-loyalty on Online Repurchase Intention

Research on the hypothesis of 5 E-loyalty variables on Online Repurchase Intention with a coefficient value of 0.171 means that E-loyalty has a positive and significant effect on Online Repurchase Intention on Tiktok shop users. To see whether the hypothesis is accepted or rejected, see

the t-table> 1.654 at alpha 5%. Judging from the t- statistic value of 1.661,

the t-statistic value> t-table is 1.661> 1.6542. To see the p-values smaller than alpha 5% or 0.05, it is known that the p-value of E-loyalty on Online Repurchase Intention is 0.049 <0.05. This means that E-loyalty has a positive and significant effect on Online Repurchase Intention on purchases at TikTok Shop.

1. The Influence of E-Service Quality on Online Repurchase Intention through the E-loyalty variable

Based on the table above, it can be seen that there is no indirect effect of E-Service Quality on Online Repurchase Intention through the E-loyalty variable, it can be seen from the t-statistic value (1.523) < t-table (1.654) and the value of the P-value (0.127)> 0.05. This means that there is an effect of E-Service Quality on Online Repurchase Intention through E-loyalty as a mediating variable on purchases at TikTok Shop.

1. The Influence of E-recovery Seller Service on Online Repurchase Intention through the E- loyalty Variable

Based on the table above, it can be seen that the indirect effect of e- recovery seller service quality on Online Repurchase Intention can be seen from the t-statistic value (1,500) < t-table (1.654) and the value of the P- value (0.133) > 0.05, it can be concluded that there is no effect of e-recovery seller service quality on Online Repurchase Intention through E-loyalty as a mediating variable on purchases at TikTok Shop.

# CONCLUSION AND SUGGESTIONS

**Conclusion**

The following is the conclusion of the research that has been conducted on teenagers on Pulau Mainan 1 who shop at TikTok Shop:

1. The E-Service Quality variable has a positive and significant effect on E-loyalty on purchases at TikTok Shop. This explains that the better and more qualified the service provided by TikTok Shop, the more loyal TikTok Shop users will be to TikTok Shop by not switching to other e-commerce.
2. The variable E-recovery seller service has a positive and significant effect on E- loyalty of Tiktok shop users in the new normal era in West Sumatra. This means that e-recovery seller service has a positive effect on E-loyalty in purchases at Tiktok shop but E- recovery seller service is significant on E-loyalty of Tiktok shop users.
3. The E-Service Quality variable has a positive and significant effect on Online Repurchase Intention on purchases at Tiktok shop. This means that the E- Service variable has a positive and significant effect on Tiktok shop users, so that e-service quality has an effect on Online Repurchase Intention on purchases that shop at Tiktok shop.
4. The variable e-recovery seller service has a positive and significant effect on Online Repurchase Intention in teenagers of Pulau Mainan 1 who shop at Tiktok shop. This means that the variable E-recovery seller service has a positive and significant effect on Online Repurchase Intention on purchases at Tiktok shop.
5. The E-loyalty variable has a positive and significant effect on Online Repurchase Intention on purchases at Tiktok shop. This means that the higher the E-loyalty felt by Tiktok shop consumers, the higher the Online Repurchase Intention of consumers.
6. The E-Service quality variable has a direct effect on Online Repurchase Intention through E-loyalty as a mediating variable on purchases at Tiktok shop. So it can be concluded that there is a mediating effect on the Online Repurchase Intention variable on the relationship between E-Service quality and E-loyalty. This shows that Online Repurchase Intention on purchases at Tiktok shop is influenced by e-service quality and E-loyalty on Tiktok shop users.
7. The variable E-recovery seller service quality does not have a direct effect on Online Repurchase Intention through E-loyalty as a mediating variable in adolescents of Pulau Mainan who shop at Tiktok shop. So it can be concluded that there is no mediating effect on the variable Online Repurchase Intention on the relationship between E-recovery seller service quality and E-loyalty. This shows that Online Repurchase Intention of purchases at Tiktok shop is not influenced by E-recovery seller service and E-loyalty on Tiktok shop users during the new normal era in West Sumatra.

Based on the results of this study, here are suggestions for further researchers:

1. It is expected for TikTok to further improve and pay attention to e-service quality, e- recovery seller service so that buyers or visitors to TikTok increase, making consumers loyal and making repeat purchases on the TikTok shop application. In addition, it is necessary to study other variables to influence loyalty to consumers of online shopping sites.
2. In this study, there is 1 hypothesis that is rejected, namely the influence of e- recovery seller service on online repurchase intention through e-loyalty as a mediating variable. It is expected that there needs to be adequate e-recovery seller service such as fast and responsive recovery, compensation for customer problems, and the availability of call services. This is expected to reduce customer disappointment.
3. It is recommended for further research to add other variables such as e-trust, perceived value, and system quality, e-satisfaction in order to obtain more varied research results.
4. It is hoped that further research will increase the number of samples of TikTok shop customers in Indonesia.

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