

Enhancing Customer Trust and Value for E-Commerce Sustainability

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ABSTRACT

The rapid growth of online shopping in e-commerce applications emphasizes the role of after-delivery services provided by online sellers in gaining trust, satisfaction, and repurchase intention. Good after-delivery service and positive customer perceived value contribute to creating customer trust, which also affects repurchase intention. This paper aims to analyze the effect of after-delivery service, customer perceived value, and customer satisfaction on trust to increase repurchase intention. This research was conducted in Jakarta with a causality descriptive research design using a quantitative approach and purposive sampling technique. Data was collected from 291 respondents who have used e-commerce applications. The conceptual model underwent an analysis utilizing SEM (Structural Equation Modeling). Research results reveal that after-delivery service impacts customer trust and customer satisfaction positively. Customer perceived value impacts customer trust and satisfaction positively, and customer satisfaction positively impacts customer trust. Customer trust and customer satisfaction positively impact repurchase intention. After service delivery, customer perceived value positively impacts repurchase intention, which is mediated by customer satisfaction. Furthermore, after delivery service, customer satisfaction and perceived value positively impact repurchase intention mediated by customer trust.

ABSTRAK

Pesatnya pertumbuhan belanja online pada aplikasi e-commerce menekankan peran layanan purna jual yang diberikan penjual online dalam memperoleh kepercayaan, kepuasan, dan niat membeli kembali. Pelayanan purna jual yang baik dan nilai positif yang dirasakan pelanggan berkontribusi dalam menciptakan kepercayaan pelanggan, yang juga mempengaruhi niat pembelian ulang. Penelitian ini mempunyai tujuan menganalisis dampak pelayanan penjualan lebih lanjut setelah transaksi, nilai yang dirasakan pembeli, dan seberapa puas pelanggan terhadap rasa percaya untuk meningkatkan niat pembelian ulang. Penelitian ini dilakukan di Jakarta dengan desain penelitian deskriptif kausalitas dengan pendekatan metode kuantitatif dan teknik purposive sampling. Data dikumpulkan dari 291 responden yang pernah menggunakan aplikasi e-commerce. Model konseptual dianalisis menggunakan SEM (Structural Equation Modeling). Hasil penelitian mengungkapkan bahwa layanan purna pengiriman berdampak positif terhadap kepercayaan pelanggan dan kepuasan pelanggan. Nilai yang dirasakan pelanggan mempunyai dampak yang positif terhadap kepercayaan dan kepuasan pelanggan, dan kepuasan pelanggan mempunyai dampak yang positif terhadap rasa percaya pelanggan. Rasa percaya pelanggan dan kepuasan pelanggan berpengaruh positif terhadap niat pembelian ulang. Setelah pemberian layanan, nilai yang dirasakan pelanggan berdampak positif terhadap niat membeli kembali, yang dimediasi oleh kepuasan pelanggan. Selanjutnya, setelah layanan pengiriman, kepuasan pelanggan dan nilai yang dirasakan berpengaruh positif kepada niat untuk melakukan pembelian ulang yang dilakukan mediasi oleh rasa percaya pelanggan.

1. INTRODUCTION

In the digital era, the business that is currently growing is e-commerce. E-commerce is a site for marketing goods and services, sales, and purchases via the Internet. The rise of online commerce is caused by

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the rapid development of technological advances and the Internet, which is continuously developing (Karim and Qi, 2018). According to Adi (2022), in Indonesia, 190.7 million e-commerce users visited Shopee, 147.7 million e-commerce visitors visited Tokopedia, then 64.1 million users visited Lazada, 24.9 million e-commerce users visited Blibli, and 24.1 million users visited Bukalapak.

E-commerce businesses are particularly susceptible to adverse customer feedback ratings due to the inability to inspect products before making a purchase, the proximity gap, and the retailer's credibility (Faqih, 2016). Therefore, Mou *et al.* (2018) and other researchers evaluate the quality of online businesses and emphasize the importance of after-delivery service quality based on post-purchase (Ba and Johansson, 2008; Bressolles *et al.* 2015), which includes cancellations, exchanges, and returns (Grewal *et al.*, 2004). Repurchase intention is a loyalty that significantly affects success in an e-commerce business (Miao *et al.*, 2020). Good management of customer loyalty can be an asset for a business because loyalty can increase profits and facilitate and retain consumers. Repurchase intention is formed from consumer responses regarding post-purchase transactions (Hellier *et al.*, 2003; Javed and Wu, 2020). In a post-purchase state, consumers can reassess and make further decisions regarding repurchase intentions based on their satisfaction or dissatisfaction (Jensen, 2021).

The quality of after-delivery service is an aspect that is mandatory and considered in online commerce business (Omar *et al.*, 2021). Good quality after-delivery service can create trust, which also depends on the customer's perceived value; when the value perceived by the customer is high regarding services provided or obtained, higher customer loyalty is created (Syah, 2013). In addition, in an e-commerce business, trust is recognized as the main determining factor in building and upholding extended partnerships, according to Panigrahi *et al.* (2018), because creating customer trust can add value to a business. Value perceived by the customer is a factor in predicting post-purchase consumer actions (Chen & Dubinsky, 2003). In addition, customer satisfaction can be created from good quality. Customer satisfaction can also generate consumer trust, where customer satisfaction is a customer's feeling after comparing what is received and what is expected. If the consumer is satisfied, it allows repurchase intention creation (Ulaga and Eggert, 2006). So, customer satisfaction is also essential in creating an intention to make a repeat purchase (Mittal & Kamakura, 2001; Seiders *et al.*, 2005).

The study proposes a different research model than before, namely adding customer perceived value variables, analyzing the mediation of customer trust and customer satisfaction, and researching discussing after-delivery service in e-commerce, which still needs to be improved, especially in Indonesia. The study aims to scrutinize the consequences of after-delivery service, value perceived by customers, and customer satisfaction on trust to boost the intention of repeat purchases in Indonesia's e-commerce sector, especially among consumers in the Jakarta area. This study is anticipated to make a valuable contribution to research on e-commerce. Furthermore, improving the theoretical comprehension of the variables under examination will advance the realms of scientific marketing management.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

This research refers to the Theory of Reasoned Action (TRA) as its main theoretical framework by identifying several factors that encourage consumers to subscribe to e-commerce applications (Ismael, 2019). The TRA model has been identified as suitable for use because this model shows that behind each individual's behavior, several different attitudes and satisfactions generate purchase intentions (Ajzen, 1980). In line with this, researchers assume that after-sales service is a strong predictor of consumer decisions with the existence of several factors that can affect this relationship, such as trust and perceived value of customers in explaining the TRA model and customer satisfaction as an individual's belief that trigger consumer interest in making repeat purchases.

Furthermore, this research is also supported by the Expectation Confirmation Theory (ECT), which confirms consumers' repurchase intentions when purchasing a product or service. Consumers usually have certain expectations. After making a purchase, consumers will broadcast the product or service and compare what they got with what they expected (Davis, 1989). If what customers receive exceeds their expectations, this will increase consumer satisfaction and positively affect repurchase intentions. Otherwise, if they get lower than expected, their satisfaction will be negative and not affect

their intention to repurchase.

2.1. After Delivery Service

Ding & Lii (2016) explained that after-sales service is used and managed to measure satisfaction with the after-sales service provided to customers. Meanwhile, Javed & Wu (2020) defined after-delivery service as the level of satisfaction with a service provided to consumers after delivery, where if the service meets customer expectations, this can create and develop trust. After-sales service quality is essential in creating customer satisfaction to develop a business because the quality provided after delivery is related to the customer's assessment of a product or service (Rigopoulou *et al.*, 2008; Uzir *et al.*, 2020). Good quality after-delivery service will lead customers with previous experience to generate positive perceptions of the company (Söderlund 2017).

2.2. Customer Satisfaction

In a business, customer satisfaction is the main thing that must be created and paid attention to because satisfied customers will positively impact a business (Wibowo *et al.*, 2013). Ulaga & Eggert (2006) defined customer satisfaction as an important strategy in a business that can impact post-purchase. Satisfaction is created from the experience that consumers feel towards a service (Khalifa & Liu 2007). Furthermore, Miao *et al.* (2021) explained that satisfaction is a customer's overall feeling of pleasure regarding a value obtained and felt by the customer following expectations. Meanwhile, according to Quan *et al.* (2020), satisfaction is a consumer's assessment of the goods and services provided. Cronin *et al.* (2000) also revealed that customer satisfaction is the main driver in the continuity of a business relationship and refers to the satisfaction of returns with experience over a certain period (Anderson *et al.*, 2004; Moriuchi & Takahashi, 2016).

2.3. Customer Trust

Trust is considered by Kaur & Khanam Quareshi (2015) to be the main requirement that must be created to form a successful and growing business. Apart from that, customer trust is also seen as an important factor that needs to be developed for the success of a business (Panigrahi *et al.*, 2018). Joseph-Vaidyan (2008) referred to trust as a procedure built, developed, and maintained logically and actively over time. Customer trust is also important in an online retail business relationship because buyers and sellers hardly meet each other when carrying out transactions (Annaraud & Berezina 2020). Furthermore, according to Dhingra *et al.* (2020), trust is needed by all parties in carrying out every transaction that will fulfill the desires and obligations of each person.

2.4. Customer Perceived Value

Customer perceived value is a perception that customers must consider regarding the features of the service they receive (Sánchez-Fernández & Iniesta-Bonillo, 2007). Chang *et al.* (2009) defined customer-perceived value as the customer's perception regarding knowledge and use of a service that has been used, as well as what benefits the customer provides and what the customer gets. Customers expect value for their expenditures (Chicu *et al.*, 2019; Hirata, 2019; Rita *et al.*, 2019). Customer perceived value is the value customers receive when using a service related to the expected final value before using it (Ha & Stoel, 2009; Jarvenpaa *et al.*, 2000; Kaur & Khanam Quareshi, 2015).

2.5. Repurchase Intention

Khalifa & Liu (2007) suggested that repurchase intention is a consumer's plan to shop again for a product or service from the same seller. Further, Quan *et al.* (2020) mentioned repurchase intention as an opportunity to predict consumers making repeat purchases at the same online retail store. Mahadin *et al.* (2020) considered repurchase intention loyalty because it can impact success in a trading business. Amalia (2013) explained that loyalty is the number of purchases customers make regarding a product. Meanwhile, researchers Javed & Wu (2020) argued that repurchase intention is a positive intention from consumers to repeat purchases of the same product or service.

2.6. The Relations between After-Delivery Service and Customer Trust

Cho & Hu (2009) claimed that good service quality after delivery is important to gain consumer trust. Pasaribu *et al.* (2022) also stated that quality service provided after customer delivery has been proven to create and increase customer trust. Dhingra *et al.* (2020) believe quality service can create consumer trust assessments. It is also reinforced by the research results of Patrada & Andajani (2021), which confirmed that service quality is a factor that has a direct, positive and significant impact on creating consumer trust. Based on the relevant research above, the following hypothesis is proposed:

H₁ Post-purchase service contributes positively to building customer trust.

2.7. The Relations between After-Delivery Service and Customer Satisfaction

Delivering high-quality service results in customer contentment, measured by service received after delivery over a certain period (Anderson *et al.*, 2004; Moriuchi and Takahashi, 2016). Several researchers also revealed that customer contentment is affected by the convenience of the service after purchase. It showed that quality service provided well after delivery has been proven to have a positive impact on creating and increasing customer satisfaction (Carlson and O'Cass, 2010; Hsu *et al.*, 2016; J. Y. Lai *et al.*, 2014; Pasaribu *et al.*, 2022). In relevance to the said research, the hypothesis is presented in the following manner:

H₂ Customer satisfaction is positively affected by post-purchase service.

2.8. The Relations between Customer Perceived Value and Customer Trust

Trust is formed through an experiential process experienced and felt by consumers over a certain period (Molinillo *et al.*, 2017). Nikhashemi *et al.* (2020) stated that the value perceived by consumers affects the creation of trust. Harris & Goode (2004) also mentioned a significant relationship between customer perceived value and trust. Meanwhile, Anderson & Srinivasan (2003) emphasized that customer-perceived value strongly impacts trust. Coupled with the research study's results by Moliner *et al.* (2007), it is confirmed that customer-perceived value positively affects customer trust. Based on the relevant research above, the following hypothesis is put forward:

H₃ Customer perceived value has a positive effect on customer trust.

2.9. The Relations between Customer Perceived Value and Customer Satisfaction

Murali *et al.* (2016) emphasized that it is crucial to supply superior benefits to patrons in achieving satisfaction and competitive advantage. Fazal's (2017) and Uddin & Akhter's (2012) findings highlighted that the customer's perceived value directly impacts customer satisfaction. Further research results by Lai (2004), Lee *et al.* (2005), and Uzir *et al.* (2021) found evidence that the value perceived by consumers exerts a beneficial effect on customer satisfaction. In relevance to the extant research, the hypothesis is presented as follows:

H₄ The positive effect of customer-perceived value is evident in customer satisfaction.

2.10. The Effect of Customer Trust on Repurchase Intention

Zhao *et al.* (2018) considered customer trust an important factor in creating repurchase intention. Meanwhile, Agag & El-Masry (2016) explained that trust is the main determinant of customers' intention to repurchase. Dhingra *et al.* (2020) also stated that trust helps consumers decide about repurchase intention. Ha *et al.* (2010) tested that customer trust positively impacts repurchase intention. Furthermore, Miao *et al.* (2021) emphasized that customer trust positively impacts repurchase intention. Based on the relevant research above, the following hypothesis is put forward:

H₅ The presence of customer trust positively affects the intention to repurchase.

2.11. The Effect of Customer Satisfaction on Repurchase Intention

Apart from the beliefs of Agag & El-Masry (2016), satisfaction is emphasized as the main factor influencing consumers' intention to repurchase. Meanwhile, Mahadin et al. (2020) emphasized that consumer satisfaction is necessary for repurchase intentions. Abumalloh et al. (2020) revealed that customer satisfaction can lead to repurchase intention, and then researchers Miao et al. (2019) emphasized that customer satisfaction impacts repurchase intention. It is reinforced by the results of Jin & Park (2006) and Khalifa & Liu (2007), who confirmed that customer satisfaction also positively affects repurchase intention. Based on the relevant research above, the following hypothesis is proposed:

H₆ Customer satisfaction has a positive effect on repurchase intention.

2.12. The Effect of Customer Satisfaction on Trust

Building a level of consumer satisfaction will create trust in a business relationship Rose et al. (2012). Trust is an element that is affected by customer satisfaction (Askariazad & Babakhani, 2015). Furthermore, Mbango (2019) also stated that trust depends on customer satisfaction; a sense of trust is created when consumers feel satisfied with a service. Hsu et al. (2016) and Zhou et al. (2018) reported the results of their research, which confirm that customer satisfaction has a positive effect on customer trust. Based on the above research, the following is the proposed hypothesis:

H₇ Customer satisfaction positively affects customer trust.

2.13. The Mediating Effect of Customer Satisfaction

The determining factor in the level of success and quality in a business is seen as the ability to provide service to customers. Good quality service is essential for a business strategy to survive and succeed (Solimun & Fernandes, 2018). Implementing good after-delivery service can create repurchase intention, which is considered an asset because it can increase profits for a business (Boonlertvanich, 2019). Apart from that, online retailers' basic priority is building a strategy oriented toward consumer needs in creating consumer satisfaction and loyalty (Caruana, 2002). Nowadays, many believe that winning a competition means providing value and satisfaction to consumers through high-quality service.

Customer-perceived value is important in company strategy design and implementation (Solimun & Fernandes, 2018). Meanwhile, Deng et al. (2013) said good value contributes to higher customer loyalty and retention. The effect of after-delivery service on repurchase intention can be mediated by customer satisfaction, as well as customer perceived value on repurchase intention. Sitorus & Yustisia (2018) used customer satisfaction to mediate between after-delivery service and repurchase intention. After-delivery service is considered one factor in determining success in producing customer satisfaction, which impacts consumer loyalty (Kuo et al., 2013). It is also proven by a study by Fararah & Al-Swidi (2013), which states that customer satisfaction is a mediating variable between after-delivery service and repurchase intention. The superior value consumers feel can contribute to satisfaction, creating repeat product purchases (Uzir et al., 2021). Chen & Chen (2010) and Kim et al. (2007) showed that their research confirms that customer perceived value affects repurchase intention through customer satisfaction. Several researchers also support these results (Cronin et al., 2000; Lai et al., 2009; and Yang & Peterson, 2004), who proved customer satisfaction as a mediating variable between customer perceived value and repurchase intention. Based on the relevant research above, the following hypotheses are put forward:

H₈ After-delivery service positively affects the intention to repurchase, with customer satisfaction as a mediating factor.

H₉ Customer perceived value positively affects the intention to repurchase, with customer satisfaction as a mediating factor.

2.14. The Mediating Effect of Customer Trust

Service quality and value can provide confidence to consumers. However, building trust takes a long time. Barnes (2003) said that a good reputation for service affects trust formation. Apart from that, the creation of trust is also based on the experience that consumers have because their experience can be a factor in the emergence of a sense of trust. This experience can become a consideration for customers

when using products or services (Suratno & Margono, 2016). Ok *et al.* (2005) revealed that the trust built by a service is the beginning of creating customer satisfaction. De Cannière *et al.* (2010) considered customer satisfaction to be customer behavior that can predict repurchase intention in the future. Meanwhile, Caceres & Paparoidamis (2007) mentioned trust as a factor in building and maintaining long-term relationships. They can provide future business predictions because the creation of customer trust can be the main determinant of customers' intentions to repurchase.

In avoiding consumer behavior to switch to competitors, Kuo *et al.* (2013) stated that maintaining and creating repurchase intentions is very important, especially in a highly competitive business environment. In addition, the budget for attracting new consumers is higher than retaining current consumers (Emami *et al.*, 2013). Thus, most marketing efforts should be directed at increasing repurchase intentions. Repurchase intention refers to the possibility of a future when someone will always buy a product from the same seller (Berry *et al.*, 2002; Chiu *et al.*, 2009). Repurchase intention can result from customer satisfaction and trust in a product or service provided or obtained by consumers (Samad, 2014). Also, repurchase intention depends on service quality (Zeithaml *et al.*, 1996). Service quality becomes added value in what customers feel, and overall customer perceived value is positively related to repurchase intentions (Lin & Chen, 2009; Ruiz *et al.*, 2008; Suryadi *et al.*, 2018).

Trust can mediate between after-delivery service and repurchase intention. It is confirmed by the results of a research study by Zhou *et al.* (2009), which found that after-delivery service positively affects repurchase intention, which is mediated by customer trust. Furthermore, Trivedi & Yadav (2020) also emphasized that trust mediates between after-delivery service and repurchase intention. Then, several researchers revealed that trust mediates customer satisfaction and repurchase intention (Akbar & Parvez, 2009; Kassim & Ismail, 2009; Ribbink *et al.*, 2004). It is also supported by the results of Madjid's (2013) research study, which stated that customer trust mediates the relationship between customer satisfaction and repurchase intention. Trust can also mediate customers' perceived value on repurchase intention (Chou & Chen, 2018; Doan, 2017). Customers who believe and feel value in purchasing a product or service tend to repeat purchases and even recommend it to new customers (Chai *et al.*, 2015). Como *et al.* (2012) and Mbango (2019) emphasized that customer-perceived value, mediated by trust, can increase repurchase intention. Roy (2013) showed that customer-perceived value positively impacts repurchase intention through customer trust. It is proven by the results of a research study by Mbango (2019), which also confirmed that trust mediates the relationship between customer-perceived value and repurchase intention. Based on the relevant research above, several hypotheses are proposed as follows:

H₁₀ After-delivery service positively affects repurchase intention mediated by customer trust.

H₁₁ Customer satisfaction positively affects repurchase intention mediated by customer trust.

H₁₂ Customer perceived value positively affects repurchase intention mediated by customer trust.

Based on the hypothesis above, a research model was created, which is depicted in Figure 1.

3. RESEARCH METHOD

3.1. Measurement Instruments

This research focuses on five variables: after-sales service, customer perceived value, customer trust, customer satisfaction, and repurchase intention. Measurement variables were studied from previous research, where variables after delivery service were measured with three statements received (Javed & Wu 2020). The satisfaction variable is measured using five statements from Javed & Wu (2020) and Uzir *et al.* (2021). The trust variable then uses five statements adopted from Javed & Wu (2020), Nikhashemi *et al.* (2020), and Uzir *et al.* (2021). The customer perception value variable is measured using five statements received from Uzir *et al.* (2021), Nikhashemi *et al.* (2020), and Hajiha *et al.* (2014). Finally, the repurchase intention variable was measured using five statements adapted from Javed & Wu (2020) and Rose *et al.* (2012). The total measurement amounted to 23 questions, which, in detail, can be seen in Table 1. This study used Likert scale measurements ranging from 1 (strongly disagree) to 5 (strongly agree).

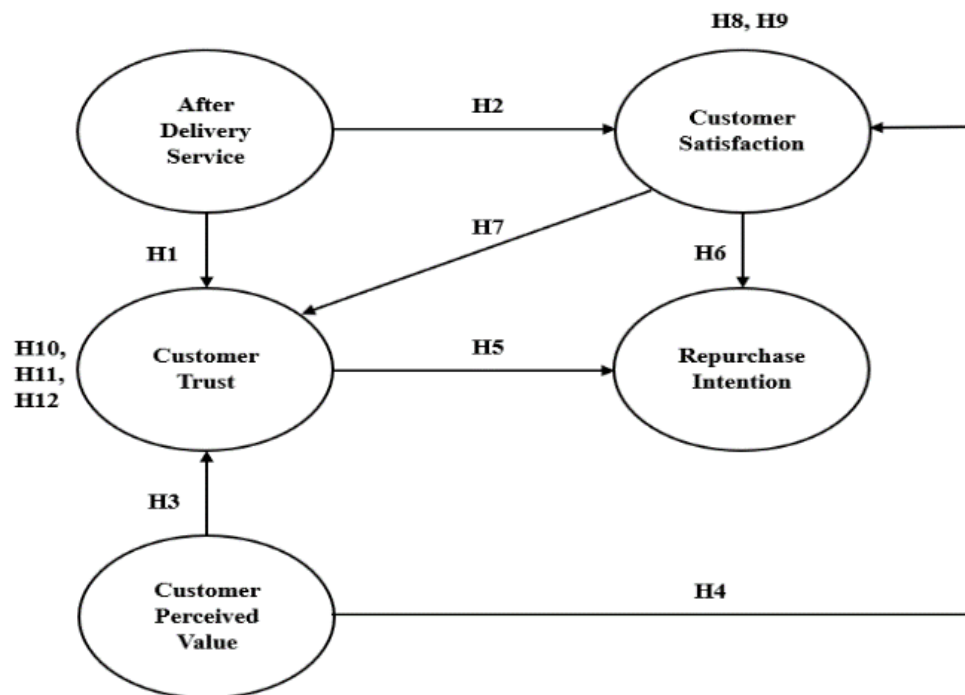


Figure 1. Research framework

3.2. Population and Sample

This study collected data through a questionnaire filled out online via Google Forms. In this study, the population and sample that used e-commerce applications and had made a purchase at least once in the last three months were respondents aged 22-55 years, both male and female. Researchers chose this age range because they have grown up with the sophistication of various technologies and are used to smartphones, making it easy and fast for them to find the products they are looking for (Eckleberry-Hunt et al., 2018). Apart from that, they have also reached a mature age to be able to shop independently because they already work or earn their income. Data collection, processing, and analysis were collected from March to May 2023. This research uses a non-probability sampling method with a purposive sampling technique, namely selecting sample elements most likely to participate in the research and providing the necessary information. The initial sample size was 230 respondents (23 indicators multiplied by 10) (Hair et al. 2019). However, this study obtained and used a sample of 291 respondents.

3.3. Data Analysis Techniques

This research was processed and tested using Structural Equation Model Partial Least Square (SEM-PLS) 4.0 because it is suitable for testing latent variables. SEM-PLS allows simultaneous assessment of the validity and reliability of the instrument, which is achieved through testing the measurement model. Data analysis uses two measurement models (Hair et al., 2013): outer model and inner model analysis. The outer model has five parameters, namely: convergent validity value/loading factor (>0.70), AVE (Average Variance Extracted) (>0.50), discriminant validity, composite reliability analysis (>0.70), and Cronbach's alpha ($>.60$). Meanwhile, evaluation of structural model measurement (inner model analysis) uses four parameters, consisting path coefficients, customized R-Square Value (R^2), Stone Geisser Value (Q-square), and partial effect size (F-square).

Table 1. Research measurement variables

Variable	Indicator	Source
After Delivery Service	As an e-commerce user, I feel the overall service after delivery (product exchange and refund) is excellent and appropriate. As a user, I feel that the services available in e-commerce, such as product exchanges and refunds, are easy and fast. As an e-commerce user, I feel all procedures after the delivery service (product exchange and refund) meet my expectations.	(Javed and Wu, 2020)
Customer Trust	This e-commerce service previously delivered what was promised I feel comfortable using this e-commerce. I have always trusted this e-commerce. I believe in using this e-commerce service. This e-commerce has never let me down.	(Javed and Wu, 2020; Nikhashemi <i>et al.</i> , 2020; Uzir <i>et al.</i> , 2021)
Customer Perceived Value	As a consumer, I am happy to receive this whole e-commerce service. As a customer, I believe in receiving this e-commerce service. As a consumer, I am satisfied with the money I spend buying a product in this e-commerce. E-commerce has a fair price. As a consumer, I feel that this e-commerce provides services as expected.	(Hajiha <i>et al.</i> , 2014; Nikhashemi <i>et al.</i> , 2020; Uzir <i>et al.</i> , 2021)
Customer Satisfaction	I am satisfied with the service provided after delivery. The e-commerce that I use provides satisfactory after-delivery services. This e-commerce service meets my expectations as a user. I will recommend this e-commerce to others. I am very satisfied with the services provided by this e-commerce.	(Javed and Wu, 2020; Uzir <i>et al.</i> , 2021)
Repurchase Intention	I want to continue using this e-commerce to buy products. I will continue to buy products from this e-commerce. I will be using this e-commerce to repurchase products in the near future. I will be making a repurchase in the near future from the same e-commerce. I use the same e-commerce in making product buybacks.	(Javed and Wu, 2020; Rose <i>et al.</i> , 2012)

Table 2. Respondents characteristics

	Frequency	Percentage (%)
Gender		
Male	140	48.1
Female	151	51.9
Age		
22-32	202	69.4
33-43	67	23
44-54	18	6.2
>55	4	1.4
Occupation		
Student	74	25.4
Private employee	124	42.6
Public employee	19	6.5
Entrepreneur	49	16.8
Housewife	25	8.6
E-commerce used		
Shopee		
Tokopedia		
Lazada		
Blibli		
Bukalapak		

4. DATA ANALYSIS AND DISCUSSION

4.1. Respondents Characteristics

The survey was disseminated via Google Forms and collected 291 respondents. The profile of respondents can be seen in Table 2.

4.2. Measurement Model Analysis

The results of the analysis of the measurement model (outer model) of the variable have met the parameter requirements: loading factor value > 0.70 , AVE > 0.50 , which means that the variable meets the discriminant validity. It also shows composite reliability > 0.70 and Cronbach's alpha > 0.60 , which exceeds the threshold for reliability. The full results of the measurement model are shown in Table 3. Furthermore, according to the Fornell-Larcker Criterion, the square root of the AVE for each latent variable exceeds that of the other latent variables (indicated by values in bold in Table 4). Therefore, the model is declared valid and robust.

Table 3. Measurement model evaluation

Latent Variable	Indicator	Reliability Test			Validity Test	
		Indicator Reliability	Internal Consistency Reliability	Consistency Rea-	Convergent Validity	Discriminant Va-
		Indicator Loading	Composite Reliability	Cronbach Alpha	AVE	Fornell-Larcker Criterion
After Delivery Service (ADS)	ADS ₁	0.823	0.870	0.779	0.691	Yes
	ADS ₂	0.876				
	ADS ₃	0.793				
Customer Perceived Value (CPV)	CPV ₁	0.831	0.915	0.884	0.684	Yes
	CPV ₂	0.836				
	CPV ₃	0.837				
	CPV ₄	0.791				
	CPV ₅	0.840				
Customer Satisfaction (CS)	CS ₁	0.825	0.906	0.871	0.660	Yes
	CS ₂	0.820				
	CS ₃	0.799				
	CS ₄	0.812				
	CS ₅	0.804				
Customer Trust (CT)	CT ₁	0.806	0.907	0.872	0.661	Yes
	CT ₂	0.812				
	CT ₃	0.794				
	CT ₄	0.846				
	CT ₅	0.805				
Repurchase Intention (RI)	RI ₁	0.825	0.906	0.871	0.660	Yes
	RI ₂	0.839				
	RI ₃	0.780				
	RI ₄	0.795				
	RI ₅	0.822				

Table 4. Fornell-larcker criterion

Variable	ADS	CPV	CS	CT	RI
ADS	0.831				
CPV	0.328	0.827			
CS	0.387	0.683	0.812		
CT	0.473	0.573	0.624	0.813	
RI	0.338	0.516	0.660	0.605	0.812

Table 5. R-square

Variable	R-Square	R-square adjusted	Interpretation
Customer Satisfaction (CS)	0.496	0.493	Moderate
Customer Trust (CT)	0.485	0.479	Moderate
Repurchase Intention (RI)	0.497	0.493	Moderate

4.3. Structural Model Analysis

The structural model analysis, also known as the inner model, explains the relationships between those constructs, which are latent variables.

R-square (R^2), Q-square (Q^2) and F-Square

Adjusted R-square (R^2) values of 0.67, 0.32-0.66, and 0.19-0.32 in the structural model for each endogenous latent are respectively interpreted as strong, moderate, and weak of dependent variance explanation power. The adjusted R^2 value for the customer satisfaction variable is 0.493, which means that 49.3% of the effect is explained by the after-delivery service variable and the customer perceived value variable moderately. Adjusted R^2 for the customer trust variable is 0.479, meaning that the after-delivery service variable can explain 47.9% of the effect, the customer perceived value variable, and the customer satisfaction variable moderately. Meanwhile, the adjusted R^2 repurchase intention variable is 0.493, meaning that 49.3% of the effect can be explained by the customer satisfaction variable and the customer trust variable moderately, which of these values has a remaining value of 50.7% of the customer satisfaction variable, 52.1% of the customer trust variable, and 50.7% of the repurchase intention variable whose effect is explained by other variables that do not exist in this study. The results of the R-Square are given in Table 5.

Furthermore, if the Q-square value is greater than 0, then at that point, the model is deemed to possess significant predictive capability. Within the scope of this investigation, the results of calculating Q^2 for customer satisfaction is 0.315 ($Q^2 > 0$), for customer trust is 0.308 ($Q^2 > 0$), and for repurchase intention is 0.316 ($Q^2 > 0$), which means that this study has a moderate correlation with predictive value, because the result $Q^2 > 0$. The results of the R-Square are given in Table 6.

F-square (F^2) is computed to assess the effect significance of independent variables on endogenous variables. The F^2 values of 0.02, 0.15, and 0.36 suggest that the impact or effect value is mild, reasonable, and robust, respectively. This research data management results have an F^2 value of the after-delivery service variable on customer satisfaction and trust of 0.059 (weak) and 0.106 (weak) with a t-value of 2,641 and 3,276, respectively. The F^2 value of customer perceived value on customer satisfaction and trust is 0.689 (strong) and 0.062 (weak), with t-values of 8.821 and 2.024, respectively. Meanwhile, the F^2 value of customer satisfaction on customer trust and repurchase intention is 0.126 (moderate) and 0.260 (moderate), with t-values of 3,170 and 5,237, respectively. Meanwhile, the F^2 value for customer trust towards repurchase intention is 0.120 (moderate) with a t-value of 3.379. The results of the F-square are given in Table 7.

Table 6. Q-Square

Variable	Q^2_{predict}	Interpretation
Customer Satisfaction (CS)	0.315	Moderate
Customer Trust (CT)	0.308	Moderate
Repurchase Intention (RI)	0.316	Moderate

Table 7. F-Square

Variable	Customer Satisfaction (CS)	Customer Trust (CT)	Repurchase Intention (RI)
After Delivery Service (ADS)	0.059	0.106	
Customer Perceived Value (CPV)	0.689	0.062	
Customer Satisfaction (CS)		0.126	0.260
Customer Trust (CT)			0.120

Table 8. Hypothesis testing

Hypothesis	Original Sample	t-values > 1.65	p-values < 0.05	Conclusion
H1 After delivery service → customer trust	0.254	3.276	0.001	Accepted
H2 After delivery service → customer satisfaction	0.182	2.641	0.004	Accepted
H3 Customer perceived value → customer trust	0.245	2.024	0.022	Accepted
H4 Customer perceived value → customer satisfaction	0.623	8.821	0.000	Accepted
H5 Customer trust → repurchase intention	0.315	3.379	0.000	Accepted
H6 Customer satisfaction → repurchase intention	0.463	5.237	0.000	Accepted
H7 Customer satisfaction → customer trust	0.359	3.170	0.001	Accepted
H8 After delivery service → repurchase intention → customer satisfaction	0.085	2.263	0.012	Accepted
H9 Customer perceived value → repurchase intention → customer satisfaction	0.289	4.838	0.000	Accepted
H10 After delivery service → repurchase intention → customer trust	0.080	2.288	0.011	Accepted
H11 Customer satisfaction → repurchase intention → customer trust	0.113	2.123	0.017	Accepted
H12 Customer perceived value → repurchase intention → customer trust	0.077	1.913	0.028	Accepted

Source: SEM-PLS 4.0 (2023)

4.4. Fit Model Test

Model fit shows the overall level of suitability for a model, in which the remaining value can be calculated within a framework that is forecasted by contrasting real-world data (Henseler *et al.*, 2014). If the resulting goodness of fit value is good, then the model can be accepted. Otherwise, if the resulting goodness of fit is found insignificant, the model must be modified or rejected. Based on the examination results, the SRMR (Standardized Root Mean Square) value is $0.064 < 0.08$, which means a research model is fit. Moreover, for the NFI value of 0.825, the closer the value is to 1, the more it confirms the model's fitness.

4.5. Hypothesis Testing

Hypothesis testing can be accepted and rejected by looking at the significant t-values and p-values. At a significant level of 5%, if the t-value results are greater than t-table 1.65, the exogenous variables with a significant one-tailed test of 5% are declared significant to the endogenous variables. The results of the hypothesis test are shown in Table 8.

4.6. Discussion

Shopping via e-commerce is very popular with people today because shopping has become easier and more practical anywhere and anytime. In online shopping, certain factors play an important role (Azadeh *et al.*, 2017), including the seller's ability to provide good service, gain consumer trust, and success in obtaining consumer satisfaction or repeat purchase behavior (Giovannis, 2014).

Previous research in the field of online retail services limits this research. Its scope addresses consumers' perceptions and motivations regarding online retail post-delivery services, while few have studied a single element of post-delivery services (i.e., product returns). Therefore, this article is an attempt to fill this gap. The post-purchase effect is assessed from satisfaction with service after delivery and the consumer's perceived value, as well as a reflection of consumer confidence in making repeat purchases from the same e-commerce seller.

In the H₁ assessment findings, this study found that after-delivery service exerts a favorable and noteworthy impact on customer trust, which means that after-delivery service can increase customer trust in e-commerce applications. When customers are satisfied with the overall post-delivery service, including actions like product replacements and reimbursement, customer trust will arise to use services in e-commerce applications. These findings align with several previous researchers by providing quality after-delivery service that can create customer trust (Cho and Hu, 2009; Patrada and Andajani, 2021; Pasaribu *et al.*, 2022).

Furthermore, the results of the H₂ test in this research discovered a beneficial and significant effect of after-delivery service on customer satisfaction. When customers feel that post-purchase services in e-commerce, such as product exchanges and refunds, are easy and fast, consumers tend to be satisfied because they

meet their expectations, leading to them recommending e-commerce to others. These findings are in line with several previous researchers, whereby providing quality after-delivery services is proven to create and increase customer satisfaction (Carlson and O'Cass, 2010; Hsu *et al.*, 2016; J. Y. Lai *et al.*, 2014; Pasaribu *et al.*, 2022).

The findings of the study's H₃ test proved a beneficial and noticeable impact between the value perceived by customers and their trust. When e-commerce has reasonable prices, consumers will be satisfied with the money they spend purchasing a product in the e-commerce application. Consumers who are happy about all the services this e-commerce provides will feel comfortable using the e-commerce. These findings align with several previous researchers, who found that trust is formed through a process of experience experienced and felt by consumers so that value perceived by customers can increase consumer trust (Anderson & Srinivasan, 2003; Harris & Goode, 2004; Moliner *et al.*, 2007; Nikhashemi *et al.*, 2020; Molinillo *et al.* (2017).

Then, the findings from examining the H₄ in this research prove a beneficial and significant relationship between customers' perceived value and satisfaction. When consumers gain trust value from services provided following the money spent; as a result, consumers feel that e-commerce services provide what consumers expect and that consumer satisfaction is fulfilled. The outcomes of this finding are consistent with several prior researchers indicating that higher value felt by a consumer can enhance customer contentment (Fazal & Kanwal, 2017; Lai, 2004; Lee, 2005; Uddin & Akhter, 2012; Uzir *et al.*, 2021; and Hu *et al.*, 2009).

Furthermore, the H₅ test findings in this study proved a beneficial and noticeable impact on the trust of customers and their intention to make repeat purchases. When e-commerce has never disappointed consumers and delivers what was promised, consumers will use e-commerce to repurchase products and make customers continue using e-commerce applications. These findings align with several previous researchers where customer trust is the primary determinant of customer intentions in repurchasing intention (Ha *et al.*, 2010; Miao *et al.*, 2021; Agag & El-Masry, 2016).

This research's H₆ test results also identified a noteworthy and beneficial impact between customer contentment and the intention to make repeat purchases. E-commerce that provides satisfactory after-delivery service will make consumers make purchases again shortly and will even continue to make purchases at the same e-commerce. It aligns with several previous researchers that customers' contentment is the primary factor shaping the intention to make repeat purchases (Jin & Park, 2006; Khalifa & Liu, 2007).

The results of the H₇ test in this study proved a beneficial and significant effect on the connection or relationship between customer contentment and trust. E-commerce services that meet consumer expectations and make consumers satisfied with the services provided after delivery will make consumers always trust e-commerce to use these e-commerce services. Mbango (2019) also stated that trust depends on customer satisfaction; a sense of trust is expected to be created when an individual as a client is satisfied with a service. It aligns with several previous researchers where customer satisfaction can increase customer trust (Hsu *et al.*, 2016; Zhao *et al.*, 2018).

Findings of the H₈ test in this study found that after-delivery service can increase repurchase intention due to reasonable customer satisfaction. Through exemplary service in handling refunds or product exchanges easily and quickly, consumers feel satisfied, which impacts consumer intentions in making repurchases. This finding aligns with several previous researchers where customer satisfaction was a mediating variable between after-delivery service and repurchase intention (Sitorus and Yustisia, 2018; Kuo *et al.*, 2013; Fararah & Al-Swidi, 2013).

Furthermore, the results of the H₉ examination within this study found that value perceived by customers can increase repurchase intention through client contentment. When customers are content with the money they spend to buy products in e-commerce, it will make them satisfied and happy, so they want to continue using this e-commerce to make repeat purchases. This result aligns with several previous researchers where customers perceived value in repurchase intention through satisfaction (Chen & Chen, 2010; Kim *et al.*, 2007).

Then, the H₁₀ test in this research found that after-delivery service can increase repurchase intention through customer trust. When customers are satisfied with good post-purchase services, including actions like product replacements and reimbursements, it creates a sense of trust that makes consumers want to make repeat purchases. This finding is consistent with several previous researchers, who found that after-delivery service positively affects repurchase intention through customer trust (Trivedi and Yadav, 2020; Zhou *et al.*, 2009).

Findings of the H₁₁ analysis carried out in this research found the effect of customer contentment on

the intention to repurchase via the customer's trust. It is providing services that are aligned with customers' expectations. It will lead to satisfaction and create a sense of consumer trust, which impacts repeat purchases. This aligns with previous researchers, who found that customer trust mediates customer satisfaction and repurchase intention (Akbar and Parvez, 2009; Kassim and Ismail, 2009; Ribbink *et al.*, 2004).

Findings of the H₁₂ test in this research found that customer-perceived value can increase repurchase intention due to customer trust. A good assessment of all the services provided makes consumers trust and want to make repeat purchases shortly with the same e-commerce. Previous researchers found that customer trust is an intermediary between perceived value and repurchase intention (Chou and Chen, 2018; Doan, 2017).

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

The test on all hypotheses in this study successfully proved that after-delivery service has the potential to enhance both customer trust and contentment. Value perceived by customers can increase customer trust and customer satisfaction. Furthermore, customer satisfaction can boost customer trust. Then, customer trust and customer satisfaction can increase repurchase intention. After service delivery, customer perceived value can increase repurchase intention, with customer satisfaction as an intermediary factor.

Furthermore, customers' contentment and perceived value can increase the intention to repurchase, with customer trust as a mediating factor after delivery service. Research findings show that after-delivery service has a more pronounced effect on customer trust than customer satisfaction. In addition, the value perceived by the customer has a greater effect on customer contentment than customer trust. Then, higher customer contentment exerts a more substantial impact on repurchase intention than customer trust. Furthermore, after-delivery service has a higher effect through a direct relationship to repurchase intention than through the mediating effect of client trust.

The implications of this study can supply knowledge to online retail or e-commerce business people by understanding what factors in the business development process affect consumers to make online purchases. Retail players can also plan marketing strategies to encourage customers to purchase a product online. In light of the findings from this study, value perceived by customers and satisfaction are substantial elements that impact customers' decision to purchase online. Therefore, business people who sell in e-commerce are anticipated to have the capability to implement various appropriate strategies in maintaining a service value that creates customer satisfaction with an existing online business. Apart from that, business people who provide good services to consumers, such as purchasing, exchanging, and returning, can make consumers or customers not worry about the products they will buy. However, business people are expected to not only focus on customer perceived value factors in developing their business and retaining their customers. However, they must also consider other factors, such as customer trust. Maintaining a consumer's trust by providing honest and transparent information about a product being sold in e-commerce, such as creating a catalog or a description with a complete description of the products being sold, consisting of item specifications, price, or payment, will make the customer or consumers are interested in buying the product. In addition, repurchase intention can be increased by maintaining consumer trust and satisfaction.

In this research, several limitations need to be addressed in the future. First, this study only covered a limited number of samples, namely in the Jakarta area, so that in future research, a more comprehensive sample outreach could be carried out. Second, this study had limited samples (n = 291). Consequently, forthcoming research can collect a larger sample size. Based on the limitations, further research can examine other types of e-commerce. Furthermore, researchers can also use or add other relevant variables. Then, future studies should distribute the questionnaires to respondents in areas outside Jakarta.

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