The Effect of Electronic Service Quality, Customer Shopping Experience, and Trust on Repurchase with Customer Involvement as Mediation on Shopee Customers in Banda Aceh

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Abstract

This research aims to examine the electronic service quality, customer shopping experience, and trust role in repurchase with customer involvement as mediation on Shopee customers in Banda Aceh City. In this study, the population was all the people of Banda Aceh City who have made purchases at the Shopee Marketplace. This study used non-probability sampling - Quota Sampling as a method of sampling the respondents who have made purchases on Shopee e-commerce. The number of samples is 150. Data were collected by distributing questionnaires and were tested using SPPS, AMOS, and Sobel calculator as statistical tools. The results prove that according to the perspective of Shopee customers in Banda Aceh, Electronic Service Quality, Customer Experience, Trust, Customer Involvement, and Repurchase have been Good; Electronic Service Quality significantly affects Customer Involvement; Customer Shopping Experience significantly affects Customer Involvement; Trust significantly affects Customer Involvement; Electronic Service Quality significantly affects Repurchase; Customer Shopping Experience does not significantly affect Repurchase, Trust does not significantly affect Repurchase, Customer Involvement significantly affects Repurchase, Electronic Service Quality significantly affects Repurchase through Customer Involvement, Customer Shopping Experience does not significantly affect Repurchase through Customer Involvement, and Trust significantly affects Repurchase through Customer Involvement. The findings also prove that customer involvement serves as a partial mediator for the Electronic Service Quality role in Repurchase and as a full mediator for the Trust role in Repurchase. So it is evident that the model of increasing Repurchases for Shopee customers in Banda Aceh is a function of improving its Shopee Electronic Service Quality, increasing customer Trust, and increasing customer involvement.

Keywords: Electronic Service Quality, Shopping Experience, Customer Involvement, Trust, Repurchase

1. Introduction

The role of the internet is very close to human life along with the times. The function of the internet is to store large amounts of various types of information as a medium of communication and transactions so that it is useful for making purchases at any time. Various kinds of information on the internet make it easier for users to search for services extensively,
adjust specification information according to needs, compare prices, types, and even places to get products where sellers and buyers without having to meet face to face are often called electronic commerce (Meidita, Suprapto, & Rokhmawati, 2018). Following the times, in Indonesia itself, there are several various online shopping applications. One such online shopping application is Shopee. The Shopee application is an online shopping tool that provides various media for selling products to meet community needs such as fashion, household appliances, food, and other basic food and clothing needs. Shopee is the first online shopping application that enables application users to browse, shop, and sell various types of products (Saidani, Lusiana, & Aditya, 2019). Shopee is one of the most popular e-commerce sites in 2022. Another advantage of Shopee is that buyers can return goods or funds if the goods received are not as desired. Users can also find items easily in the search field by simply entering an image of the item they are looking for. And Shopee also provides a free shipping feature for shipping goods. By occupying fourth place in the e-commerce search category that users are most interested in the Top 40 e-commerce with a total of 34,510,800 visitors each month (Meidita et al., 2018). After the spread of the virus outbreak in 2020, almost all activities were carried out online, both at work and in fulfilling daily needs. This causes the level of competition on online platforms to increase where it is not only in the ease of use of applications, but also in the level of completeness of the provision of goods and services needed by the public. Apart from that, the length of time for delivery of goods is also one of the evaluation points from the public. Adult customers in the Shopee application make many complaints that are viral to the public through social media related to the incompatibility of the goods received with the goods ordered.

Complaints experienced by consumers certainly affect the decision to repurchase. The Shopee company expects and strives for consumers to be able to make Buybacks on Shopee e-commerce, to make this happen, Shopee must improve the services provided by considering the services provided both online and offline, can be trusted, and fixes complaints. that consumers feel. In the most visited e-commerce survey in the second quarter of 2022, Shopee experienced a decrease of 16.99% of visitors from 190.7 million visitors to 158.3 million visitors (Ahdiat, 2022). This is of course related to the complaints experienced by Shopee consumers. The results of direct interviews with Shopee user customers in the form of responses and constraints to several customers in Banda Aceh who have made purchases from Shopee as presented in the following table.

Table 1. Interview with Shopee Users

<table>
<thead>
<tr>
<th>Repurchase</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>“Items sold according to photos and fast delivery so I often buy them for my sewing needs”</td>
</tr>
<tr>
<td>Yes</td>
<td>“postage is too expensive and once I bought an item, the item did not match the photo in the image shown”</td>
</tr>
<tr>
<td>Yes</td>
<td>“postage does not match what is stated in the application, in the application it says free postage, but at checkout, there is still postage”</td>
</tr>
<tr>
<td>No</td>
<td>“The items given are following the pictures, there are also postage vouchers”</td>
</tr>
<tr>
<td>Repurchase Information</td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td><strong>Yes</strong></td>
<td><strong>No</strong></td>
</tr>
<tr>
<td>so they can be cheaper”</td>
<td></td>
</tr>
<tr>
<td>“the items ordered took a long time to arrive”</td>
<td></td>
</tr>
<tr>
<td>“Unstable postage and an uneven COD system across all shops at Shopee”</td>
<td></td>
</tr>
<tr>
<td>“admin fast response product sent according to the description”</td>
<td></td>
</tr>
<tr>
<td>“I’ve shopped several times at Shopee, thank God everything is safe”</td>
<td></td>
</tr>
<tr>
<td>“goods that do not arrive according to the schedule that is informed on the application”</td>
<td></td>
</tr>
<tr>
<td>“confirmation has made a payment on the application too long”</td>
<td></td>
</tr>
<tr>
<td>“Fast delivery and goods arrived safely”</td>
<td></td>
</tr>
<tr>
<td>“I once bought 2 boxes of goods (masks) that should have contained 40, but only 40 pieces arrived”</td>
<td></td>
</tr>
<tr>
<td>“The color of the desired item is not available, then another color is sent without prior confirmation”</td>
<td></td>
</tr>
<tr>
<td>“Many shops are selling counterfeit goods”</td>
<td></td>
</tr>
<tr>
<td>“I once bought black socks, which came to pink”</td>
<td></td>
</tr>
<tr>
<td>“can't tell which comments are about reliable products and which aren’t”</td>
<td></td>
</tr>
<tr>
<td>“I bought 2 pieces of goods, but 1 more had to be PO, so I sent 1 item first. Then the PO items were not sent again and the seller did not want to admit that he had only sent 1 item, because the customer did not do video unboxing”</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data (2022)

Table 1 above shows several people who were interviewed regarding the intention to buy back and did not want to buy back. The dominant reason why consumers don't want to re-purchase is due to postage (shipping costs) which tend to be unstable or lots of postage vouchers that cannot be used to save on shipping costs. Another thing is also caused by the products that arrive do not match those listed in the shop window. This has caused many consumers not to want to re-purchase, of course, this must get attention from Shopee, considering that the best service must be provided to consumers. With the current pandemic situation, of course, marketplace websites will be flooded with people who want to buy their needs at online shops in the marketplace. Based on the negative reviews of the Shopee Marketplace against this background, a study will be conducted regarding the model of Electronic Service Quality, Shopping Experience, Trust, Customer Involvement, and Repurchase on Shopee Customers in Banda Aceh.

2. Literature

Electronic Service Quality

According to (Muhammad, Chaniago, Bin, & Endraria, 2021) there are several scale items to measure the quality of Electronic Service Quality, namely efficiency, compliance, and system availability. The efficiency in question is the ease and speed with which a website can be reached and used. Next is the network capacity to ensure order fulfillment and product supply.
Electronic Service Quality also includes service infrastructure, for example, the quality of site protection and the security of web user information. According to (Berliana & Zulestiana, 2020) Electronic Service Quality is how far a marketplace has provided its services and service facility features to consumers when shopping or even when they want to carry out effective and efficient transactions. Services when purchasing and delivering goods to consumers will greatly affect the level of customer satisfaction. Measurement of service quality is also an evaluation of the services that have been provided whether they are as expected by the customer or not, this is done to have good service quality as expected (Amri, Ma’ruf, Tabrani, & Darsono, 2019). According to (Pranitasari & Sidqi, 2021) Service quality is an action or activity offered by service owners to consumers, where the action will be a measure of how good the service quality is. While Electronic Service Quality is a measurement of service quality based on a multi-item scale designed to measure performance perceptions and customer expectations, as well as the gaps between the two in the main dimensions of service quality. Electronic Service Quality can also be defined as the degree to which websites work efficiently and effectively in facilitating the consumer shopping process and the process of delivering products and customer service. According to (Romadhan, Indriastuty, & Prihandoyo, 2019) E-ServQual, or known as Electronic Service Quality, was developed to evaluate a service provided on the Internet network. An online business must provide services that meet several aspects such as ease of transaction, ease of payment processing, and ease of use of applications. One of the aspects of service quality that should be a major concern for online business founders is how to use the e-commerce application (Gosal & Bernarto, 2021).

Customer Shopping Experience

Someone desires to make a repurchase when he feels easy, comfortable, and believes in making the purchase. In this process, there are several kinds of factors that have influenced a person in making a Repurchase, one of which is the Shopping Experience (Wiyata, Putri, & Gunawan, 2020). According to (Kartika & Ganarsih, 2019) Consumer experience in online shopping is considered important in creating consumer perceptions about their expectations of the products offered. Consumers who have a good experience tend to continue shopping. The success of consumers in shopping before can increase their expectations to make Repurchase. When purchases and services occur, there is direct contact between the buyer and the seller, while indirect contact can be in the form of recommendations, criticisms, advertisements, product reviews, and so on (Gulfraz, Sufyan, Mustak, Salminen, & Srivastava, 2022). The shopping experience is one of the most important variables to consider when shopping online through e-commerce. When customers have a comfortable and good online shopping experience, customers will enjoy shopping on e-commerce. Thus, these interactions can make customers make repurchases on e-commerce (H. Kim, Suh, & Lee, 2013). In research (Gulfraz et al., 2022) explained that the Shopping Experience is the result of consumer interaction with products or services both physically and emotionally. Consumers' evaluations of products and service providers are influenced by the results of interactions that are imprinted in the minds of these consumers. Understanding consumer expectations can create a good shopping experience (Hijjah & Ardiansari, 2015)

Customer Involvement
Customer involvement is an extension of relation marketing, because relation marketing places more emphasis on exchange transactions between consumers and service providers (exchange centric), while customer involvement focuses on experience rather than consumers which will create an emotional connection (Riorini & Widayati, 2015). According to (Rahmasari, Suryani, & Oktaryani, 2019) Customer involvement is a consumer-personal relationship that has physical, cognitive, and emotional characteristics toward products from a brand that elicits participatory actions that are shaped by experience, either directly or indirectly related to the product or the impact that is felt.

**Trust**

According to (Aurelia & Nawawi, 2021) Trust is a consumer who has the belief that the seller has ethical behavior, especially concerning integrity, morals, and the attitude given by online sellers to their consumers. After consumers use or have made transactions at the online shop, a sense of trust and satisfaction will appear in their minds towards the online shop. This makes consumers will not easily leave or move to another online shop. Trust (Trust) is a very important factor in online shopping transactions. Buyers believe in the reliability of sellers from online shops who can guarantee the security of online transactions is the concept of this trust (Alghifari & Rahayu, 2021). According to (M.-J. Kim, Chung, & Lee, 2011) a hope that is held by an individual or a group in saying, promising, and in statements is the definition of belief (Trust). Trust can be obtained from customers depending on how the seller can convince customers regarding security in making payment transactions (Amal & Hafasnuddin, 2017)

**Repurchase**

According to (Wilson & Keni, 2018) and (Antwi, 2021) Repurchase is very important in predicting the success of e-commerce. Without loyal customers who repurchase, the sustainability of a business will be in jeopardy. (Fang, Chiu, & Wang, 2011) said that it is easier for companies to retain old customers than to get new customers; repurchase measures the probability of online customers buying from the same e-commerce when the required needs are easy to find. According to (Wuisan, Candra, Tanaya, Natalia, & Bernarto, 2020) Repurchase is a feeling of satisfaction that arises from a customer for the services provided by a company and believes that the service provided is the best, therefore satisfaction can be an important factor in influencing consumer repurchase of a company providing the product or service. If a company can provide satisfactory service, it will be able to increase the intensity of a consumers repurchase. Thus, this is a benefit for the company, compared to if the company has to find new customers to buy the products or services offered. According to (Seber, 2018) Repurchase is a consumer's intention to repurchase a product with certain considerations. Due to the many uncertain considerations, companies must always serve their customers well and provide many product choices so that consumers repurchase intentions can increase so that managed companies can run well. (Shah & Ashar, 2019) and (Wu, Chen, Chen, & Cheng, 2014). Repurchase is the willingness or intention of consumers to repurchase products or services from the same company from time to time (Japarianto & Adelia, 2020); (Dewi & Ekawati, 2019).

**Paradigm and Hypothesis**
The conceptual framework in this research is illustrated in the chart below.

![Figure 1. Research Framework]

**H1**: Electronic Service Quality, Customer Experience, Trust, Customer Involvement, and Repurchase have been Good.
**H2**: Electronic Service Quality significantly affects Customer Involvement
**H3**: Customer Shopping Experience significantly affects Customer Involvement
**H4**: Trust significantly affects customer involvement
**H5**: Electronic Service Quality significantly affects Repurchase.
**H6**: Customer Shopping Experience significantly affects Repurchase
**H7**: Trust significantly affects Repurchase
**H8**: Customer Involvement significantly affects Repurchase
**H9**: Electronic Service Quality significantly affects Repurchase Through Customer Involvement
**H10**: Customer Shopping Experience significantly affects Repurchase Through Customer Involvement
**H11**: Trust significantly affects Repurchase Through Customer Involvement

### 3. Method

The population was all the people of Banda Aceh City who have made purchases at the Shopee Marketplace (users of Shopee). The intended sample was college students, students, and entrepreneurs/self-employed people in the city of Banda Aceh who have made purchases on the e-commerce Shopee. This study determined non-probability sampling - Quota Sampling as a method of sampling respondents who have made purchases on Shopee e-commerce. The researchers determined the sample criteria who have purchased goods online. The sample size was taken using the Hair formula. According to (Hair, Black, & Babin, 2010) the population size is not known with certainty and suggests that the minimum sample size is 5-10 times the indicators, so the number of samples determined in this study was 25 indicators multiplied by 6 was 150. To even out the sample number of Shopee users in Banda Aceh, the sample was divided into 9 sub-districts in Banda Aceh in 2021, with the distribution of sample selection as follows.
Table 2. Research Population and Sample

<table>
<thead>
<tr>
<th>NO</th>
<th>Variable</th>
<th>Average</th>
<th>Cut Off</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Repurchase</td>
<td>3.98</td>
<td>3.41</td>
<td>Good</td>
</tr>
<tr>
<td>2</td>
<td>Customer Involvement</td>
<td>4.04</td>
<td></td>
<td>Good</td>
</tr>
<tr>
<td>3</td>
<td>Electronic Service Quality</td>
<td>3.95</td>
<td></td>
<td>Good</td>
</tr>
<tr>
<td>4</td>
<td>Customer Shopping Experience</td>
<td>4.08</td>
<td></td>
<td>Good</td>
</tr>
<tr>
<td>5</td>
<td>Trust</td>
<td>4.01</td>
<td></td>
<td>Good</td>
</tr>
</tbody>
</table>

Source: Processed Data (2022)

Table 3 reveals the respondents' perceptions for all variables where the values obtained are > 3.41. Then the next step to prove this is statistical testing using a one-sample t-test. The criterion of this test is that if the significant > 0.05, the results prove the hypothesis can be accepted.

Table 4. One Sample Test

<table>
<thead>
<tr>
<th>Test Value: 3.41</th>
<th>t</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
<th>Mean Difference</th>
<th>95% Confidence Interval of the Difference</th>
<th>Confidence Lower</th>
<th>Confidence Upper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic Service Quality</td>
<td>79.307</td>
<td>149</td>
<td>0.000</td>
<td>93.503</td>
<td>91.17</td>
<td>95.83</td>
<td></td>
</tr>
<tr>
<td>Customer Shopping Experience</td>
<td>74.654</td>
<td>149</td>
<td>0.000</td>
<td>42.323</td>
<td>41.20</td>
<td>43.44</td>
<td></td>
</tr>
<tr>
<td>Trust</td>
<td>79.962</td>
<td>149</td>
<td>0.000</td>
<td>30.837</td>
<td>30.07</td>
<td>31.60</td>
<td></td>
</tr>
<tr>
<td>Customer Involvement</td>
<td>83.061</td>
<td>149</td>
<td>0.000</td>
<td>47.943</td>
<td>46.80</td>
<td>49.08</td>
<td></td>
</tr>
<tr>
<td>Repurchase</td>
<td>59.083</td>
<td>149</td>
<td>0.000</td>
<td>25.690</td>
<td>24.83</td>
<td>26.55</td>
<td></td>
</tr>
</tbody>
</table>

Source: Processed Data (2022)

Table 4 above reveals the df value is 149, this value is obtained from the n-1 value (150-1 = 149). sig. value (2-tailed) for all variables is 0.000. The value of sig. (2-tailed) obtained is below <0.05. So it concludes the descriptive hypothesis (H1) is accepted. This shows that all variables (Electronic Service Quality, Customer Shopping Experience, Trust, Customer Involvement, and Repurchase) have been good.

Direct Hypothesis

Figure 2. Structural Model
From Figure 2 it can be seen that the Goodness of Fit obtained is a Chi-square value of 205.908 with an X2/df of 1.736 < 2, GFI is 0.945 > 0.90, AGFI is 0.930 > 0.90, TLI is 0.919 > 0.90, CFI is 0.930 > 0.90, and RMSEA is 0.070 (between 0.05 – 0.08). In general, the values meet the requirements. Below is the table of structural test results for the model, with explanations.

**Table 5. Structural Test Results**

<table>
<thead>
<tr>
<th>Customer Involvement --- Trust</th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Involvement --- Customer Experience Shopping</td>
<td>0.223</td>
<td>0.082</td>
<td>2.730</td>
<td>0.006</td>
</tr>
<tr>
<td>Customer Involvement --- Electronic Service Quality</td>
<td>0.396</td>
<td>0.107</td>
<td>3.697</td>
<td>***</td>
</tr>
<tr>
<td>Repurchase --- Trust</td>
<td>0.079</td>
<td>0.113</td>
<td>0.704</td>
<td>0.102</td>
</tr>
<tr>
<td>Repurchase --- Customer Experience Shopping</td>
<td>0.115</td>
<td>0.095</td>
<td>1.202</td>
<td>0.229</td>
</tr>
<tr>
<td>Repurchase --- Electronic Service Quality</td>
<td>0.682</td>
<td>0.103</td>
<td>3.801</td>
<td>0.023</td>
</tr>
<tr>
<td>Repurchase --- Customer Experience Shopping</td>
<td>0.411</td>
<td>0.132</td>
<td>3.109</td>
<td>0.002</td>
</tr>
</tbody>
</table>

Source: Processed Data (2023)

**H2: Testing Electronic Service Quality on Customer Involvement**

The Critical Ratio (CR) value obtained from the electronic service quality effect on customer involvement is 2.915, where this value is > 1.96. The significance is 0.004 <0.05. Thus testing the H2 hypothesis is accepted, which proves that the electronic service quality variable significantly affects customer involvement. The changes that occur in the electronic service quality will change customer involvement significantly. Table 5 above also shows that the influence magnitude of electronic service quality on customer involvement is 0.255, explaining with 1 unit of electronic service quality improvement can add 0.255 units of customer involvement.

**H3: Testing Customer Shopping Experience on Customer Involvement**

The Critical Ratio (CR) value obtained from the customer shopping experience effect on customer involvement is 3.697, which is > 1.96. The significance is 0.000 <0.05. Thus testing the H3 hypothesis is accepted, which proves that the customer shopping experience significantly affects customer involvement. The changes that occur in the customer shopping experience can change customer involvement significantly. From the table above we can also see that the influence magnitude of the customer shopping experience on customer involvement is 0.396, revealing with 1 unit of added customer shopping experience can add 0.396 units of customer involvement.

**H4: Testing Trust on Customer Involvement**

The Critical Ratio (CR) value obtained from the influence of trust on customer involvement is 2.730, which is > 1.96. The significance is 0.006 <0.05. Thus testing the H4 hypothesis is
accepted, which explains the trust variable significantly affects customer involvement. The changes that occur in customer trust will change customer involvement significantly. From the table above we can also see that the influence magnitude of trust on customer involvement is 0.223, meaning with 1 unit of additional customer trust can add 0.223 units of customer involvement.

**H5: Testing Electronic Service Quality on Repurchase**

The Critical Ratio (CR) value obtained from electronic service quality on Repurchase is 3.801, where this value is > 1.96. The significance is 0.023 <0.05. Thus the result proves the H5 hypothesis is accepted which reveals that the electronic service quality significantly affects the Repurchase. The changes that occur in the electronic service quality will change repurchases significantly. From the table we can also see that the influence size of electronic service quality on Repurchase is 0.682, meaning with 1 additional unit of Electronic Service Quality, can add 0.682 units of Repurchase.

**H6: Testing Customer Shopping Experience on Repurchase**

The Critical Ratio (CR) value obtained from the customer shopping experience on Repurchase is 1.202, which is < 1.96. The significance is 0.229 > 0.05. Thus testing the H6 hypothesis is rejected, which explains that the customer shopping experience variable does not significantly affect Repurchase. So the changes that occur in the customer shopping experience will not change repurchases significantly. From the table above we can also see that the influence magnitude of the customer's shopping experience on the Repurchase is 0.115, the small effect magnitude.

**H7: Testing Trust on Repurchase**

The Critical Ratio (CR) value obtained from trust in the Repurchase is 0.704, which is < 1.96. The significance is 0.102 > 0.05. Thus testing the H7 hypothesis is rejected, which means the trust variable does not significantly affect the Repurchase. So the changes that occur in customer trust will not change repurchases significantly. From the table above we can also see that the influence magnitude of trust on Repurchase is 0.079, the small effect magnitude.

**H8: Testing Customer Involvement on Repurchase**

The Critical Ratio (CR) value obtained from customer involvement in repurchase is 3.109, which is > 1.96. The significance is 0.002 <0.05. Thus testing the H8 hypothesis is rejected, which figures that the customer involvement variable significantly affects Repurchase. From the table above it can also be seen that the influence magnitude of customer involvement on Repurchase is 0.411, meaning with 1 additional unit of customer involvement, can add 0.411 units of Repurchase.

**Indirect Hypothesis**

**H9: Testing Electronic Service Quality on Repurchase Through Customer Involvement**

To find out the mediating significant effect of customer involvement on electronic customer satisfaction affecting repurchase we used the Sobel test. Then the testing produces a Sobel
value of 3.049 > 1.96 and the p obtained was 0.002 <0.05. So it can be seen that the H9 test is accepted or it is proven that the indirect effect is significant or Ha9 is accepted. Furthermore, it can be visually drawn a chart for all pathways A, B, C, and C' to test the indirect effect of electronic service quality on Repurchase through customer involvement, as follow.

![Figure 3. H9 Effect Model](image)

The picture above shows Line A has $\beta = 0.255$ with $p = 0.004 < 0.05$, and Line B has $\beta = 0.411$ with $p = 0.002 < 0.05$, then Line A and Line B are proven to have a significant effect. Line C has $\beta = 0.682$ with $p = 0.023 < 0.05$ and C' has $\beta = 0.104$ (from the result of 0.255 x 0.411) with $p = 0.002 < 0.05$. This value indicates that Lines A, B, C, and C' are significant. This also explains that the role of customer involvement in the H9 model is as a partial mediator. The effect magnitude of the customer involvement mediating the effect of electronic service quality on Repurchase is 0.104, which means that 1 unit of electronic service quality improvement through intermediary customer involvement can increase 0.104 repurchases, almost as big as the direct effect which is also significant (0.682).

**H10: Testing Customer Shopping Experience on Repurchase Through Customer Involvement**

To find out the significant effect of mediating customer involvement on the relationship between customer shopping experience and repurchase, the Sobel test was used as well. The testing produces a Sobel value of 0.430 < 1.96 and the p obtained was 0.666 > 0.05. So it reveals H10 is rejected or it is proven that the indirect effect is not significant. It can be visually drawn a chart for all pathways A, B, C, and C' to test the indirect effect of electronic service quality on Repurchase through customer involvement, as follow.

![Figure 4. H10 Effect Model](image)
The picture above shows Line A has $\beta = 0.396$ and $p = 0.000 < 0.05$, and Line B has $\beta = 0.411$ and $p = 0.002 < 0.05$, so Line A and Line B can be seen as having a significant influence. Meanwhile, Line C has $\beta = 0.115$ and $p = 0.229 > 0.05$, and C' has $\beta = 0.1627$ (from the result of $0.396 \times 0.411$) and a value of $p = 0.666 > 0.05$. This value reveals that Lines C and C' are not significant. So it can be ascertained that there is no significant indirect effect in the Figure 4 model shown (Line C'), nor the direct effect (Line C). There are no partial or full mediation types in the H10 model. To strengthen this evidence, we can also see that the amount of customer involvement that does not mediate the effect of the customer's shopping experience on the Repurchase is 0.1627, the small effect magnitude one.

H11: Testing the Trust on Repurchase Through Customer Involvement

To find out the significant effect of mediating customer involvement on the relationship of trust and repurchase also used the Sobel test. The testing produces a Sobel $5.031 > 1.96$ and the $p$ obtained was $0.000 < 0.05$. So it can be seen that the H11 test proves that the indirect effect is significant or H11 is accepted. Furthermore, it can be visually drawn as a chart for all pathways A, B, C, and C' to test the indirect effect of electronic service quality on Repurchase through customer involvement, as follow.

![Figure 5. H11 Effect Model](chart.png)

Figure 5 above shows Line A has $\beta = 0.023$ with $p = 0.006 < 0.05$, Line B has $\beta = 0.411$ with $p = 0.002 < 0.05$, then Line A and B have a significant effect. Furthermore, Line C has $\beta = 0.079$ with $p = 0.102 > 0.05$, and C' has $\beta = 0.0916$ (from the result of $0.223 \times 0.411$) with $p = 0.000 < 0.05$. This value indicates that Lines A, B, and C' are significant while Line C is not significant. This result proves that customer involvement functions as a full mediator because trust cannot directly influence Repurchase. The Influence size of customer involvement in mediating the effect of trust on Repurchase is 0.0916, meaning that 1 unit increase in trust, through intermediary customer involvement, can increase repurchases by 0.0916 units, higher than the direct effect which is not significant (0.079).

5. Conclusion

The results prove that according to the perspective of Shopee customers in Banda Aceh, Electronic Service Quality, Customer Experience, Trust, Customer Involvement, and Repurchase have been Good; Electronic Service Quality significantly affects Customer
Involvement; Customer Shopping Experience significantly affects Customer Involvement; Trust significantly affects Customer Involvement; Electronic Service Quality significantly affects Repurchase; Customer Shopping Experience does not significantly affect Repurchase, Trust does not significantly affect Repurchase, Customer Involvement significantly affects Repurchase, Electronic Service Quality significantly affects Repurchase Through Customer Involvement, Customer Shopping Experience does not significantly affect Repurchase through Customer Involvement, and Trust significantly affects Repurchase through Customer Involvement. The findings also prove that customer involvement serves as a partial mediator for the Electronic Service Quality role in Repurchase and as a full mediator for the Trust role in Repurchase. So it is evident that the model of increasing Repurchases for Shopee customers in Banda Aceh is a function of improving its Shopee Electronic Service Quality, increasing customer Trust, and increasing customer involvement. This means the variables of Electronic Service Quality, trust, and customer involvement are predictors of Repurchase, while customer shopping experience is not included. This premise contributes to the strengthening of academic theory and the development of new research models by adding other predictor variables, as well as for practitioners, namely the Shopee company, to strengthen its strategy formulation going forward.

References


