

## The role of customer satisfaction mediates the effect of service quality and quality of the shopee.co.id website on repurchase intention

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**ABSTRACT:** The rapid growth of online shops has led to intense competition among e-commerce. This study aims to determine the application of service quality and the quality of the Shopee.co.id website to repurchase intentions mediated by customer satisfaction. This research is focused on Denpasar City. This study involved 150 respondents with a purposive sampling method. Data collection was carried out using a questionnaire distributed via google forms. The data analysis techniques used in this study were path analysis and sobel test. The results of this study indicate that service quality has a positive and significant effect on repurchase intentions. Website quality has a positive and significant effect on repurchase intentions. Service quality has a positive and significant effect on customer satisfaction. Website quality has a positive and significant effect on customer satisfaction. Customer satisfaction has a positive and significant effect on repurchase intentions. Customer satisfaction significantly mediates the relationship between service quality and repurchase intentions at Shopee. Customer satisfaction significantly mediates the relationship between website quality and repurchase intentions at Shopee.

**Keywords:** service quality, website quality, repurchase intention, customer satisfaction

### I. INTRODUCTION

The times have made businessmen competing to make their business the best so as not to be less competitive by other businessmen. The people's lifestyle is increasingly instantaneous because the majority of people have high mobility in their daily activities. So that people are often looking for something practical and instantaneous in fulfilling their daily needs. The presence of e-commerce also makes it easy for consumers to make purchases, consumers don't need to come directly to the store, they only need to visit the destination site and determine the goods or services they need (Ikranegara, 2017).

This was followed by the provision of various services that help the community. Every company offers advantages to consumers so that they can survive (Candraningrat et al., 2021). The more attractive, easier, and more profitable the sales system is for consumers, the greater the profits for the company. Therefore, a company's sales system is an important thing for the company to pay attention to because the company's sales system is inseparable from the development of information technology.

Factors that can influence an increase in sales are very diverse, both internal factors of the company's marketing activities (quality of promotion, price, and design) and internal factors related to repurchase intention in choosing a product. With advances in technology and science that are increasingly developing, it causes more and more similar products to be produced and offered where one of these options must be tailored to the wants and needs of consumers (Candraningrat et al., 2021). In making repurchase intentions, of course, consider the many factors that influence the repurchase intention.

Based on a survey conducted by the Indonesian Internet Network Providers Association (APJII) in 2016, the growth of internet users in Indonesia has reached 132.7 million users, or 52 percent, of Indonesia's total population (Widiartanto, 2016). The significant increase in the number of internet users in recent years has made Indonesian internet users a potential market for Indonesian online business development, or so-called e-commerce. E-commerce is a marketing system that is growing and mushrooming and shows a compelling potential for business people to develop. A survey conducted by APJII in 2016 revealed that as many as 82.2 million internet users decided to shop online (Huda, 2016).

In Indonesia, there are several developing e-commerce businesses. One of them is Shopee which is an e-commerce company that implements the customer to customer (C2C) form, which is an activity of buying and

selling goods or services that provides a Marketplace for consumers to make online sales and purchase transactions. Users can display their merchandise on the C2C site so that other users can see and are interested in buying (Sally 2017).

Shopee as one of the sites that is a place for buying and selling online has made changes to attract customers to transact more through this site. Shopee is more focused on mobile platforms so that it is easier for people to find, shop, and sell directly on their cellphones. Shopee is also equipped with live chat, social sharing, and hashtag features to facilitate communication between sellers and buyers and make it easier to find products that consumers want. The Shopee application can be downloaded for free on the App Store and Google Play Store.

Bank Indonesia stated that the circulation of money in Indonesia through these platforms is quite fantastic, the number of e-commerce transactions per month reaches Rp. 11-13 trillion in 2019. This is also supported by data presented by the Head of the Bali Province Bank Indonesia Representative Trisno Nugroho who explained that the number of e-commerce transactions in Bali has increased very significantly. The rapid development of e-commerce in Bali can encourage future economic growth, this will also have an impact on increasing people's welfare and decreasing the unemployment rate as it is easier for business actors to access global markets through e-commerce.

Tokopedia is in the first position of E-commerce competition in Indonesia in the third quarter of 2019. While the shopee site is in second place, To deepen the picture why Shopee.co.id is still lagging behind, the researchers conducted a sampling interview which functions to find out consumer impressions, complaints and suggestions Shopee.

Shopee rose to rank 1 in the fourth quarter of 2019, which shows the results that Shopee is the e-commerce with the largest number of monthly web visitors with total monthly web visitors of nearly 73 million visitors, then judging by the ranking on the Appstore and Playstore, Shopee also leads the ranking first as the most downloaded e-commerce, which shows that many people have a buying interest in shopping online through Shopee.

Repurchase intention is a post-purchase action caused by the satisfaction felt by consumers for products that have been previously purchased or consumed. Repurchase intention is a follow-up to consumer buying interest where the confidence to decide to buy again (Adinata and Yasa 2018).

Service quality is an important root and factor capable of providing satisfaction to its customers which results in word of mouth behavior such as complaints, recommendations and exchanges (Sulistyawati and Seminari, 2015).

The quality of a site is the value of a site that makes the site easy to use by users, has reliable information, has an attractive appearance and meets the expectations of site users (Ariyanto et al., 2020). The quality of information which includes information that is accurate, reliable, up to date, on the topic of discussion, easy to understand, detailed, and delivered in an appropriate design format (Ariyanto et al., 2020).

Customer satisfaction is an emotional response in the form of feelings of pleasure and relief because their desires have been fulfilled or fulfilled after purchasing a product or service (Novianti et al, 2018). Kotler and Armstrong (2016: 13) define customer satisfaction is the level at which the perceived product performance meets buyer expectations.

Based on the results of direct surveys using Google form to 30 consumers who have bought products at Shopee.co.id, 14 people complained about quality services in electronics or commonly known as e-service quality. Meanwhile, 16 people complained that Shopee.co.id consumers did not like the appearance of the site. Based on direct surveys, consumers complain, starting from the incomplete display of product descriptions, incomplete product category choices, and less detailed descriptions of shipping areas. Direct survey data also shows that Shopee.co.id has not been able to provide services according to customer expectations. Based on interviews, consumers complained that the delivery did not match the estimation provided by the site, the goods that arrived were not as described. This indicates that Shopee.co.id needs to improve its quality.

There is a positive and significant influence between service quality on repurchase intention. That means that the better the quality of service, the higher the intention to buy back consumers in buying (Slamet & Akram, 2019)

There is also research that states that service quality has no effect on repurchase intentions. This is because service quality is not an important factor that consumers consider when using Go-Ride. This research was presented by Miqdad, et al. (2020) "the effect of price and service quality on repurchase interest (study on go-ride customers in Malang City)"

There is a positive and significant influence between website quality on repurchase intentions. This research was submitted by Pradana, D. (2018). "The Effect of E-Service Quality and Ease of Purchase Intention with Satisfaction as an Intervening Variable (Studies on Uber Motor Service Users in Surabaya)"

There is research that states that the quality of the website has no effect on repurchase intentions. This research was proposed by Kusumadewi, et al. (2019).

## II. HYPOTHESES FORMULATION

Previous research by Ekaprana et al. (2020), Adriani & Warmika (2019), Aryadhe & Rastini (2016), state that service quality has a significant effect on repurchase intentions. Because of the good quality of service, customers are sure to make repeat purchase intentions. Based on the empirical results in previous research, the proposed hypothesis is:

H<sub>1</sub>: Service quality has a significant positive effect on repurchase intention

Previous research by Saidani, et al (2019), Wuisan, et al (2020), Pradana (2018) found that website quality has a positive and significant effect on repurchase intention. Because the quality of a good website makes customers interested and decides to repurchase a product. Based on the empirical results in previous research, the proposed hypothesis is:

H<sub>2</sub>: Website quality has a positive and significant effect on repurchase intention

Previous research by Irmandha (2016), Choirul Mar'ati (2016), Hialiyah (2017), stated that service quality has a positive and significant effect on customer satisfaction. From good quality service to make customers feel satisfied in a product. Based on the empirical results in previous research, the proposed hypothesis is:

H<sub>3</sub>: Service quality has a positive and significant effect on customer satisfaction

Previous research by Indriyani & Healling (2018), Andira & Norisanti (2020), Laurent (2016), stated that web quality has a positive and significant effect on customer satisfaction. Because a good quality website makes customers feel satisfied. Based on the empirical results in previous research, the proposed hypothesis is:

H<sub>4</sub>: Website quality has a positive and significant effect on customer satisfaction

Previous research by Purbasari & Purnamasari (2018), Alamsyah (2016), Febrini & Anwar (2019) found that customer satisfaction has a positive and significant effect on repurchase intentions. Because customer satisfaction will make customers make repurchase intentions. Based on the empirical results in previous research, the proposed hypothesis is:

H<sub>5</sub>: Customer satisfaction has a positive and significant effect on repurchase intention

Previous research by Adixio & Saleh (2013), Nathadewi & Sukawati (2019), Shantika & Setiawan (2019), stated that customer satisfaction can mediate the effect of service quality on repurchase intentions. Based on the empirical results in previous research, the proposed hypothesis is:

H<sub>6</sub>: Customer satisfaction is able to significantly mediate service quality on repurchase intentions

Previous research by Wiradarma & Respati (2020), Aprilianto, et al (2019), Devi & Sulistyawati (2018), found that customer satisfaction significantly mediates web quality on repurchase intentions. Based on the empirical results in previous research, the proposed hypothesis is:

H<sub>7</sub>: Customer satisfaction is able to significantly mediate web quality on repurchase intentions

## III. RESEARCH METHOD

Based on the problems studied, this research is associative in the form of a causal relationship to determine the effect or relationship between the independent and dependent variables using a quantitative approach. This study uses analytical techniques in the form of path analysis and single test which aims to determine the effect of service quality and the quality of the Shopee.co.id website on repurchase intentions mediated by customer satisfaction.

This research was conducted in the city of Denpasar. The reasons for the election in Denpasar City are because Denpasar City is the city center, and consists of a variety of residents, education levels and levels of activeness and sensitivity to a technology product. The objects in this research are service quality and website quality, repurchase intention, and customer satisfaction.

Service quality is the most important to attracting consumers to stay loyal to shop at Shopee. Service quality is defined as important factors and roots that are able to provide satisfaction to its customers which results in word of mouth behavior such as complaints, recommendations and exchanges. According to Tjiptono and Chandra (2016: 36) identified 5 indicators related to service quality, including 1) direct evidence (tangibles) (X1.1), including facilities, equipment, employees and means of communication at Shopee.co.id. 2) Reliability (X1.2), namely the ability to provide the promised service immediately, accurately and satisfactorily at Shopee.co.id. 3) Responsiveness (X1.3), namely the ability of staff to help customers and provide responsive services at Shopee.co.id. 4) Assurance (X1.4), including the knowledge, ability, courtesy and trustworthiness possessed at Shopee.co.id. 5) Empathy (empathy) (X1.5), which includes the ease of making good communication relationships, personal attention and understanding the needs of customers.

Site quality is the most important thing in an e-commerce like Shopee because consumers will be interested if the website is unique and clear to use. In the previous research by Mu'izz (2017), there were 5 quality websites, namely 1) Completeness (X2.1). Complete complete information on a Shopee.co.id website so that users can easily access the website. 2) Relevant (X2.2). Relevant is useful information for Shopee.co.id website users so that the information obtained is not misleading for website users. 3) Accurate (X2.3). The

information displayed on the Shopee.co.id website must be accurate or proven and not mislead the website users. 3) Presentation of Information (X2.4). The presentation of information on the Shopee.co.id website is not complicated so that consumers are easy to use. 4) Punctuality (X2.5). The timeliness on the Shopee.co.id website must always be up to date when used by the user.

Consumer satisfaction is the result of a comparison between the expectations and reality received by consumers after consuming goods or services. Consumer satisfaction plays an important role in the competitive environment of e-commerce because of its impact on retaining old consumers and introducing new consumers. There are indicators of customer satisfaction according to Dutta et al. (2017), and Antika (2016) namely 1) Satisfied with the whole experience (M1). 2) Shopee.co.id customers are satisfied with the services provided at Shopee.co.id. 3) Satisfied with the services provided (M2). Shopee.co.id customers are satisfied with the shopping experience at Shopee.co.id.

Repurchase intention is a post-purchase action caused by the satisfaction felt by consumers for products that have been previously purchased or consumed. Repurchase intention is a follow-up to consumer purchase interest where the confidence to decide to buy again Indicators that can be used to measure repurchase intentions according to research indicators used by Mao (2017) and Davindya (2016), namely 1) Willing to reuse (Y1). Shopee.co.id customers are willing to use Shopee.co.id again in the future. 2) Promote to other consumers (Y2). Shopee.co.id customers promote to other consumers about services at Shopee.co.id. 3) The first choice over the others (Y3). Customers will choose Shopee.co.id as the first choice compared to others.

Table 1. Research Indicators

No	Variable Research		Indicators	Source
1.	Quality of service (X1)	X1.1 X1.2 X1.3 X1.4 X1.5	Tangibles Reliability responsiveness Assurance Empathy	Tjiptono & Chandra (2016:36); Sirhan et al. 2016)
2.	Website Quality (X2)	X <sub>2,1</sub> X <sub>2,2</sub> X <sub>2,3</sub> X <sub>2,4</sub> X <sub>2,5</sub>	Completeness Relevant Be accurate Presentation of Information Punctuality	Mu'izz (2017)
3.	Customer Satisfaction (M)	M <sub>1</sub> M <sub>2</sub>	Satisfied with the overall experience Satisfied with the services provided	Dutta et al., (2017), and Antika (2016)
4.	Buyback Intention (Y)	Y <sub>1</sub> Y <sub>2</sub> Y <sub>3</sub>	Willing to reuse Promote to other consumers The first choice over the others	Mao (2017) and Davindya (2016)

This study uses a questionnaire as a data collection tool, the questionnaire consists of a section asking for the identity of the respondent and the statements in this questionnaire relating to the research variable indicators that will be given to the respondent, so it is necessary to test the validity and reliability so that the questionnaire is feasible to use. The questionnaire is a data collection technique that is carried out by giving a number of questions or statements to respondents (Sugiyono, 2017).

The population used in this study is an infinite number of Shopee.co.id customers. The sampling method used is non-probability sampling, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as samples. The non-probability sampling technique chosen was purposive sampling, namely the sampling technique with certain considerations using a questionnaire (Sugiyono, 2017: 144). The questionnaire is measured using a Likert scale with a value calculation of 1 to 5.

This study was analyzed by multivariate analysis, so the number of sample members is at least 5 to 10 times the number of indicators studied. The sample size for non-probability sampling is about five to ten times the number of indicators of all variables (Karno and Purwanto et al. 2017). The indicators used in this study amounted to 15 indicators. So the sample range needed is 75 to 150 samples. The number of samples used in this study were 150 respondents.

The data analysis technique used in this study was path analysis. Path analysis is an extension of the application of multiple linear regression analysis to predict the causality relationship between variables. Path

analysis aims to predict the significance of the relationship of a variable with other variables, as well as the existence of an indirect effect (Utama, 2016).

The structural equation is made as follows:

Sub-structural equation 1:

$$M = \rho_1 X_1 + \rho_2 X_2 + e_1 \quad (1)$$

Sub-structural equation 2:

$$Y = \rho_3 X_1 + \rho_4 X_2 + \rho_5 M + e_2 \quad (2)$$

Information:

M = Customer satisfaction

Y = Buyback intention

$\rho$  = Probability

X1 = Quality of service

X2 = Website quality

e = error

#### IV. RESULT AND DISCUSSION

This study used 150 respondents who had made transactions at shopee.co.id. Respondent characteristics can be seen from 3 variables, namely gender, age and occupation. The first characteristic is gender. The percentage of male respondents was 39.3 percent and female respondents were 60.7 percent. This shows that there are more female respondents than men. The second characteristic is age, the dominant age of the respondents is 21-25 years with a percentage of 76.7 percent, while for the lowest age group is those aged > 30 years with a percentage of 6.0 percent. The third characteristic is work, the dominant occupation of the respondent is student / student with a percentage of 73.3 percent, while for the lowest type of work is the TNI / POLRI with a percentage of 0.7 percent.

Validity testing is done by calculating the value of Pearson Product Moment Correlation. An instrument is said to be valid if the values of Pearson Product Moment Correlation ( $r$ )  $\geq$  0.30. A valid instrument allows measuring the variables that occur in the study correctly. The results of the validity of each instrument from the variables in this study can be seen in Table 2.

Table 2. Instrument Validity Test Results

Variable	Indicator	Pearson Correlation	Validity
Quality of service (X1)	X <sub>1.1</sub>	0.872	Valid
	X <sub>1.2</sub>	0.901	Valid
	X <sub>1.3</sub>	0.887	Valid
	X <sub>1.4</sub>	0.928	Valid
	X <sub>1.5</sub>	0.832	Valid
Website Quality (X2)	X <sub>2.1</sub>	0.819	Valid
	X <sub>2.2</sub>	0.870	Valid
	X <sub>2.3</sub>	0.889	Valid
	X <sub>2.4</sub>	0.927	Valid
	X <sub>2.5</sub>	0.881	Valid
Customer Satisfaction (M)	M.1	0.947	Valid
	M.2	0.955	Valid
Repurchase Intention (Y)	Y.1	0.917	Valid
	Y.2	0.917	Valid
	Y.3	0.923	Valid

The results of the validity test in this study indicate that the four variables obtain a correlation coefficient (Pearson Correlation) with a total score of all indicators greater than 0.30. This proves that the statement items in this research instrument have met the data validity requirements.

Reliability test aims to determine the extent to which measuring instruments can be trusted or reliable. Reliability testing was carried out on instruments with Cronbach's alpha coefficient. If the Cronbach's alpha value is 0.60, then the instrument used is reliable. The results of the instrument reliability test in this study are presented in Table 3. on the next page.

Table 3. Instrument Reliability Test Results

Variable	Cronbach Alpha	Reliability
Quality of service (X1)	0.930	Reliable
Website Quality (X2)	0.923	Reliable
Customer Satisfaction (M)	0.893	Reliable
Repurchase Intention (Y)	0.901	Reliable

The results of the reliability test in this study indicate that the four variables obtain a Cronbach Alpha that is greater than 0.60 so that the statements in the questionnaire in this study can be said to be reliable and can be used to conduct research.

This study uses data analysis techniques with path analysis to test the hypothesis of the direct and indirect effect of service quality, website quality, customer satisfaction and repurchase intention. The completion of the path analysis is divided into two models: the first model is the effect of service quality and website quality on customer satisfaction and the second model is the effect of service quality, website quality and customer satisfaction on repurchase intentions.

The classical assumption test is carried out in order to ensure the results obtained meet the basic assumptions in the regression analysis. The results of the classical assumption test carried out in this study consisted of the normality test, multicollinearity test and homocedasticity test.

The normality test aims to test whether the residuals of the regression models are normally distributed or not. The normality test is carried out using the Kolmogorov-Smirnov statistic where the data is stated to be normally distributed if the Asymp.Sig (2-tailed) coefficient is greater than 0.05 ( $\alpha = 5\%$ ). Following are the results of the normality test on model I and model II.

It was found that the Asymp.Sig (2-tailed) coefficient was 0.200, while the significant level used was 0.05. Because the coefficient of Asymp.Sig (2-tailed) is greater than  $\alpha$ , it can be concluded that this structural model is normally distributed ( $0.200 > 0.05$ ).

The Asymp.Sig (2-tailed) coefficient is 0.200, while the significant level used is 0.05. Because the coefficient of Asymp.Sig (2-tailed) is greater than  $\alpha$ , it can be concluded that the structure model II is normally distributed ( $0.200 > 0.05$ ).

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. The multicollinearity test can be seen from a tolerance level greater than 10 percent (0.10) or a VIF that is smaller than 10. The following are the results of the multicollinearity test in model I and model II.

The results of the SPSS multicollinearity test output can be seen in Table 4.12 which shows that the tolerance and VIF values on the service quality and website quality variables are 0.378 and 2.645. It can be concluded that the model does not have multicollinearity symptoms. Tolerance value on the variable service quality, website quality and customer satisfaction amounting to 0.316; 0.259 and 0.251  $> 0.10$  and the VIF value respectively 3.166; 3,855 and 3,983  $< 10.00$ . It is concluded that model II does not have multicollinearity symptoms.

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variants from the residuals of one observation to another. This can be seen at a significance value of more than 0.05, so the data is stated that there are no symptoms of homoscedasticity. The value of Sig. service quality variable of 0.081 and Sig. Website quality variable is 0.110 greater than 0.05, so it can be concluded that the model above states that there are no symptoms of heteroscedasticity. The value of Sig. service quality variable of 0.113, the value of Sig. the website quality variable is 0.140 and the Sig. customer satisfaction variable of 0.865 is greater than 0.05. It can be concluded that the above model does not have heteroscedasticity symptoms.

Table 4. Path Coefficient I

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
I	(Constant)	-0.210	0.398		-0.527	0.599
	Quality of service	0.167	0.031	0.362	5.382	0.000
	Website Quality	0.242	0.030	0.551	8.200	0.000
a. Dependent Variable: Customer Satisfaction (M)						
b. R Square: 0,749						
c. Sig. F: 0,000						

Table 5. Path Coefficient II

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.619	0.547		1.131	0.260
	Quality of service	0.123	0.047	0.234	2.488	0.006
	Website Quality	0.236	0.049	0.369	4.836	0.000
	Customer Satisfaction	0.763	0.113	0.523	6.743	0.000
a. Dependent Variable: Repurchase Intention (Y)						
b. R Square: 0,780						
c. Sig.F: 0,000						

Equation of sub-structure 1:

$$M = 0.362 X_1 + 0.551 X_2 + 0.5$$

Equation of sub-structure 2:

$$Y = 0.234 X_1 + 0.369 X_2 + 0.523 M + 0.46$$

The magnitude of the influence of service quality (X1) on repurchase intention (Y) is 0.234 with a sig.t value ratio of 0.006 less than the significant value used (0.006 < 0.05). This figure shows that service quality has a positive and significant effect on repurchase intentions by 23.4 percent. This means that the higher the quality of service provided, the more customers' intention to repurchase. These results support previous research conducted by Ekaprana et al. (2020), Adriani & Warmika (2019), Aryadhe & Rastini (2016), which state that service quality has a significant effect on repurchase intentions.

The magnitude of the effect of the total website quality (X2) on repurchase intention (Y) is 0.369 with a sig.t value comparison of 0.000 less than the significant value used (0.000 < 0.05). This figure shows that the quality of the website has a positive and significant effect on repurchase intentions by 36.9 percent. This means that the higher and more attractive the quality of the website that is displayed, the more customers' intention to repurchase will be. These results support previous research conducted by Saidani, et al (2019), Wuisan, et al (2020), Pradana (2018) who found that website quality has a positive and significant effect on repurchase intentions.

The magnitude of the influence of service quality (X1) on customer satisfaction (M) is 0.362 with a sig.t value comparison of 0.000 less than the significant value used (0.000 < 0.05). This figure shows that service quality has a positive and significant effect on customer satisfaction by 36.2 percent. This means that the higher the quality of service provided, the customer satisfaction will increase. These results support previous research conducted by Irnandha (2016), Choirul Mar'ati (2016), Hialiyah (2017), which states that service quality has a positive and significant effect on customer satisfaction.

The magnitude of the total effect of website quality (X2) on customer satisfaction (M) is 0.551 with a sig.t value comparison of 0.000 less than the significant value used (0.000 < 0.05). This figure shows that the quality of the website has a positive and significant effect on customer satisfaction by 55.1 percent. This means that the higher the quality of the website displayed, the customer satisfaction will increase. These results support previous research conducted by Indriyani & Healling (2018), Andira & Norisanti (2020), Laurent (2016), which states that web quality has a positive and significant effect on customer satisfaction.

The magnitude of the influence of customer satisfaction (M) on repurchase intention (Y) is 0.523 with a sig.t value comparison of 0.000 less than the significant value used (0.000 < 0.05). This figure shows that customer satisfaction has a positive and significant effect on repurchase intentions of 52.3 percent. This means that the higher customer satisfaction, the customer desire to make repurchases will increase. These results support previous research conducted by Purbasari & Purnamasari (2018), Alamsyah (2016), Febrini & Anwar (2019) which found that customer satisfaction has a positive and significant effect on repurchase intentions.

Based on the Sobel test results, it shows that the tabulation results  $Z = 3.56 > 1.96$ , which means that the customer satisfaction variable significantly mediates the relationship between service quality and repurchase intention at Shopee. This means that the higher the quality of service provided, the customer satisfaction will increase and will increase the customer's desire to make repurchases. These results support previous research conducted by Adixio & Saleh (2013), Nathadewi & Sukawati (2019), which states that customer satisfaction can mediate the effect of service quality on repurchase intentions.

Based on the Sobel Test results, it shows that the tabulation results  $Z = 5.33 > 1.96$ , which means that the customer satisfaction variable significantly mediates the relationship between website quality and repurchase intention at Shopee. This means that the higher the quality of the website displayed, the customer satisfaction will increase and will increase the desire of customers to make repurchases. These results support previous

research conducted by Wiradarma & Respati (2020), Aprilianto, et al (2019), which found that customer satisfaction significantly mediates web quality on repurchase intentions.

This study has been able to explain the theoretical model used as the basis for the preparation of the hypothesis, namely the role of customer satisfaction mediating the effect of service quality and website quality on repurchase intentions at Shopee. The results of the theoretical model explain that the factors that influence consumer repurchase intentions are customer satisfaction through service quality and website quality. This research raises practical implications for Shopee and other companies in order to use this research as an input for learning reference.

## V. CONCLUSION

Service quality has a positive and significant effect on repurchase intentions. This means that the higher the quality of service provided, the more customers' intention to repurchase. Website quality has a positive and significant effect on repurchase intentions. This means that the higher and more attractive the quality of the website that is displayed, the more customers' intention to repurchase will be. Service quality has a positive and significant effect on customer satisfaction. This means that the higher the quality of service provided, the customer satisfaction will increase. Website quality has a positive and significant effect on customer satisfaction. This means that the higher the quality of the website displayed, the customer satisfaction will increase. Customer satisfaction has a positive and significant effect on repurchase intentions. This means that the higher customer satisfaction, the customer desire to make repurchases will increase. Customer satisfaction significantly mediates the relationship between service quality and repurchase intentions at Shopee. This means that the higher the quality of service provided, the customer satisfaction will increase and will increase the customer's desire to make repurchases. Customer satisfaction significantly mediates the relationship between website quality and repurchase intentions at Shopee. This means that the higher the quality of the website displayed, the customer satisfaction will increase and will increase the desire of customers to make repurchases.

The number of respondents is only 150 people and only discusses Shopee, so the results of this study cannot be generalized to other companies' environments. The number of research samples submitted may still be relatively small when compared to the number of Shopee consumers in Denpasar City.

For the next researcher, it is hoped that it can expand the scope of the research area, for example by taking locations throughout Bali or areas other than Denpasar City or Indonesia and is expected to be able to carry out research in the long term. Thus, more specific and optimal research results will be obtained related to Shopee's repurchase intentions in the future.

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