THE EFFECT OF REPURCHASE INTENT ON THE MILLENNIAL GENERATION THROUGH E-WORD OF MOUTH (E-WOM) AS AN INTERVENTION VARIABLE ON E-SATISFACTION AND E-TRUST IN BUKALAPAK E-COMMERCE

Gatot Wijayanto[1], Jushermi[2], Aida Nursanti[3], Rovanita Rama[4], Yutiandry Rivai[5]
Riau University, Pekan Baru, Indonesia[1,2,3,4]
Pelita Indonesia Institute of Technology and Business[5]
gatot.wijayanto@lecturer.unri.ac.id[1]

PAPER INFO	ABSTRACT
	This study aims to evaluate the effect of repurchase intention on the millennial generation through e-word of mouth (e-WOM) as an intervention variable on e-satisfaction and e-trust in Bukalapak e-commerce. This study used quantitative approach and survey method using online questionnaire. The sample used was 185 respondents who were millennial generation users of Bukalapak. Data analysis was carried out using Structural Equation Modeling (SEM) with the help of Partial Least Squares (PLS) software. The results showed that e-WOM has a significant positive influence on repurchase intent, e-satisfaction, and e-trust. In addition, repurchase intent also has a significant positive influence on e-satisfaction and e-trust. These findings suggest that e-WOM can be used as a strategy to increase repurchase intent, e-satisfaction, and e-trust in Bukalapak e-commerce. Therefore, Bukalapak needs to pay attention to and improve the quality of e-WOM that appears on their platform, as well as improve the quality of service and customer experience to strengthen customers' repurchase intent, e-satisfaction, and e-trust in the future. ***Keywords:*** *Repurchase Intention; Millennial Generation; E-Word of Mouth, E-Satisfaction; E-Trust; Bukalapak E-Commerce*

INTRODUCTION

Regular e-commerce shoppers are dominated by women with 65% and the remaining 35% male shoppers. Based on age, half or 50% of shoppers are millennials, followed by Generation Z as much as 31%, Generation X as much as 16%, and the remaining 2% are Baby Boomers. (Hasanuddin Ali and lilik Purwandi, 2017) in his book, Millenial Nusantara mentions that the millennial generation is those born between 1981 to 2000. According to him, the use of technology by the millennial generation is not the same as the previous generation. Millennials use technology as part of their daily lives. Millennials use technology not only to connect with each other but also to learn. In line with the results of the study conducted, concluded that the millennial generation acts as an "agent of change" in terms of adopting new technological tools. The results of this study illustrate the close relationship between millennials and technology. (Papp & Matulich, 2011).

The e-commerce application business in Indonesia itself is very promising. The competition map is also quite fierce. Even according to www.fimela.com site, four e-commerce application development companies in Indonesia have the status of unicorns. According to id.wikipedia.com website, unicorns are privately owned startups whose capitalization value is more than $1 billion. Here is a list of the top 6 e-commerce applications in Indonesia. One of the successful e-commerce companies that has become one of the largest e-commerce companies in Indonesia is Bukalapak. Bukalapak is one of the e-commerce companies in Indonesia. Founded by Achmad Zaky, Nugroho Herucahyono, and Muhamad Fajrin Rasyid in 2010, Bukalapak was originally an online store that allowed Small and Medium Enterprises (SMEs) to penetrate cyberspace. In 2017, Bukalapak became one of the unicorn startups from the country. In 2019, Bukalapak has more than 4.5 million online merchants, 70 million monthly active users, 1.9 million stall partners, and an average of two million transactions per day

Retaining old customers is inherently more difficult than acquiring new customers, so it is very important for e-commerce to be able to make old customers willing to shop again on the same site, besides that it is also important for online businesses to understand why customers are willing to make purchases again on the same e-commerce site. As one of the problems for an e-commerce company is repurchase intention, because of the large competition between companies both service providers and products that are developing in the global market (Pappas, Pateli, & Giannakos, 2014). Repurchase intention as a consumer motivation to repeat the purchase behavior of a product, indicated by the continuous use of a product brand. It is important to know what are the factors that influence consumers' repurchase intentions on Bukalapak (Tsai, 2005). Repurchase intention or interest in repurchase is customer satisfaction measured behaviorally by asking whether the customer will shop or use the company's services again. According to, (Fandy Tjiptono, 2016)(Phillip, Gus, Rodney, & John, 2003)repurchase intention is defined as an individual's assessment of the repurchase of services or services from the same company taking into account the current situation and the good mood of the individual. In e-commerce applications, customers' repurchase interest will arise after making a purchase accompanied by a feeling of satisfaction in shopping using the application.

Consumer repurchase intention is influenced by many factors. The first factor is electronic word of mouth. Critical consumers will certainly compare related products by conducting a review search, both positive and negative reviews. that customer satisfaction and trust will generate customer loyalty in the form of (Papp & Matulich, 2011) word of mouth and repurchase interest. Lack of consumer satisfaction and trust can give a negative impression to a given word-of-mouth. Satisfied consumers will tell their experiences to others, for example on social media or other internet media. Seller testimonials that mention products have been sold in days, hours or minutes are very useful to influence potential new sellers to advertise on Bukalapak. Electronic word of mouth (e-wom) communication refers to positive or negative statements made by potential, actual, or former customers about products or companies that are available to many people and institutions through the internet (Jalivand, 2012). According to some authors, electronic word of mouth (e-WOM) is a development of traditional WOM used in a virtual environment (which is a positive or negative statement made by a customer either potential customers, actual customers or (Jorge Matute, Yolanda Polo-Redondo, Ana Utrillas, 2016) former customers about a product or company, which is available to people and institutions via the Internet. (Hennig-thurau, Eifler, Hennig-thurau, Gwinner, & Gremler, 2003). Seller testimonials that mention products have been sold in days, hours or minutes are very useful to influence potential new sellers to advertise on Bukalapak. Electronic word of mouth (e-wom) communication refers to positive or negative statements made by potential, actual, or former customers about products or companies that are available to many people and institutions through the Internet (Jalilvand & Samiei, 2012).

Research on electronic word of mouth conducted by shows that (Erif, 2019) electronic word of mouth has a positive and significant effect on repurchase intention at Citilink Indonesia. A similar study on electronic word of mouth conducted by, entitled e-lifestyle (Panigoro, Rahayu, & Rahayu, 2018) and electronic word of mouth analysis of online repurchase intention (survey on customers of Berrybenka online fashion products on Instagram Fan Page) showed the existence of electronic word of mouth variables influence on repurchase intent. Proven because of the higher information obtained and experience with online shopping in online stores makes customers to remake online purchases in e-commerce applications.

Consumer commitment to repeat purchase intentions is more or less influenced by consumer satisfaction. Satisfaction is considered a key factor influencing repurchase intention(Hsu et al, 2014). Satisfied consumers will form a repurchase intention, while dissatisfied consumers will not use the website in the future in Hsu et. Al., (2014). explained that high satisfaction of a service causes consumers to always consider repeat purchases (Gulzar, Anwar, Sohail, & Akram, 2011). Satisfaction in using e-commerce applications is called electronic satisfaction or e-satisfaction. Electronic (e-satisfaction) and traditional customer satisfaction in general do not differ much. According to (Ahmad, Rahman, & Khan, 2017) e-satisfaction is when

products and services exceed consumer expectations, the level of buyer satisfaction after comparing the purchase experience and perceived expectations with the post-purchase experience.

According to research conducted by showing that customer satisfaction has a positive and significant influence on repurchase intentions at (Made & Rani, 2014). Circle K in Denpasar City. Likewise, research conducted by entitled (Hasman, Ginting, & Rini, 2019). The Influence of E-Service Quality on E-Satisfaction and Its Impact on Repurchase Intention in Using E-Commerce Applications on Students od University of North Sumatra shows that e-satisfaction has a positive and significant effect on repurchase intention.

Trust plays an important role in influencing customer commitment and loyalty relationships. Transactions carried out through e-commerce have a high potential risk, thus the factor of customer trust in vendors is a key factor in e-commerce. Security in transacting on the website affects consumer confidence in making online transactions. In addition to security in transactions, online marketers are also required to be able to maintain the privacy of their consumers. which found that trust has an effect on repeat purchase intent, if consumers perceive that a website can be trusted, so consumers try to repurchase products that are on the web. states that trust has a direct effect on buyback intent. Seeing that trust raises buyback intent, because in an online context trust is dynamic will look different from offline trust (Trisnawati, Suroso, & Kumorohadi, 2012) (Chamchuntra & Fongsuwan, 2014) (Wirtz & Lihotzky, 2003). In contrast to research conducted by those who found that e-satisfaction (Saodin, Suharyono, Arifin, & Sunarti, 2019) and e-trust have no effect on e-word of mouth.

The results of research conducted by show that (Purnami &; Nurcaya, 2015) e-trust has a positive effect on online repurchase intention. Research conducted by entitled The (Saodin et al., 2019) Influence of E-Service Quality Toward E-Satisfaction, E-Trust, E-Word of Mouth and Online Repurchase Intention: A Study On The Consumer Of The Three Star Hotels In Lampung shows that E-trust has a positive effect on online repurchase intention. Research conducted by shows that e-trust (Chung & Shin, 2010)has a significant effect on e-word of mouth in online retail. In addition to being influenced by e-trust, e-word of mouth is also influenced by e-satisfaction, this can be seen from research conducted by those who research OLX customers and show that e-satisfaction is proven to have an effect on e-word (Close, 2020) of mouth. Based on the description above, the author is interested in analyzing " The Effect of Repurchase Intention on the Millennial Generation through E-Word of Mouth (E-WOM) as an Intervention Variable on E-Satisfaction and E-Trust in Bukalapak E-Commerce".

RESEARCH METHOD

This research is a type of quantitative research with a causality research design. According to Anwar Sanusi (2016), causality research design is a research design that is prepared to examine the possibility of causation between variables. The design of causality research is considered appropriate to this study because causality research is used to understand which variables influence (independent variables) and which variables are consequences (dependent variables), as well as to find out the relationship between independent variables and dependent variables in this study.

The population in this study is the Millennial Generation (Gen Y) who have made transactions on Bukalapak e-commerce on their *smartphones* with a minimum of two shopping on the Bukalapak *e-commerce* application . mentioned that the millennial generation are those born between 1981 to 2000. The millennial generation in 2020 is estimated to exist at the age of 20 to 39 years, the (Hasanuddin Ali and lilik Purwandi, 2017) sample used is 185 respondents. To analyze the data quantitatively, the author will use statistical data analysis techniques using SEM-PLS.

SEM Analysis with Smart PLS

This study used the SEM-PLS analysis method with SmartPls 3.2.9. hypothesis testing using the Partial Least Square (PLS) analysis technique.

Outer Model Analysis

This Outer Model analysis specifies the relationship between latent variables and indicators. Or it can be said that the outer model defines how each indicator relates to its latent variables. Tests performed on the outer model:

1) *Convergent Validity*. The convergent validity value is the value of the loading factor on the latent variable with its indicators. Expected value >0.7.
2) *Discriminant Validity*. This value is a cross loading factor value that is useful for determining whether the construct has adequate discrimination, namely by comparing the loading value on the intended construct must be greater than the loading value with other constructs. In addition to observing the *cross loading* value, *discriminant validity* can also be known through other methods, namely by looking at the *average variant extracted* (AVE) value. The expected AVE value >0.5.
3) *Composite Reliability*. Data that has a composite reliability of >0.6 has high reliability.
4) *Cronbach Alpha*. Reliability tests are reinforced with Cronbach Alpha. The expected value >0.7 for all constructs.

Inner Model Analysis

Inner Model Analysis or commonly referred to as the Structural Model is used to predict causal relationships between variables tested in the model. In this study will be explained about:

1. Uji *Path Coefficient*
2. Uji Kebaikan Model (*Goodness of Fit*)
3. Test the hypothesis

RESULTS AND DISCUSSION

Data Analysis

In this study, hypothesis testing used the *Partial Least Square* (PLS) analysis technique with the smartPLS 3.2.9 program. The following is a model of the PLS program tested:
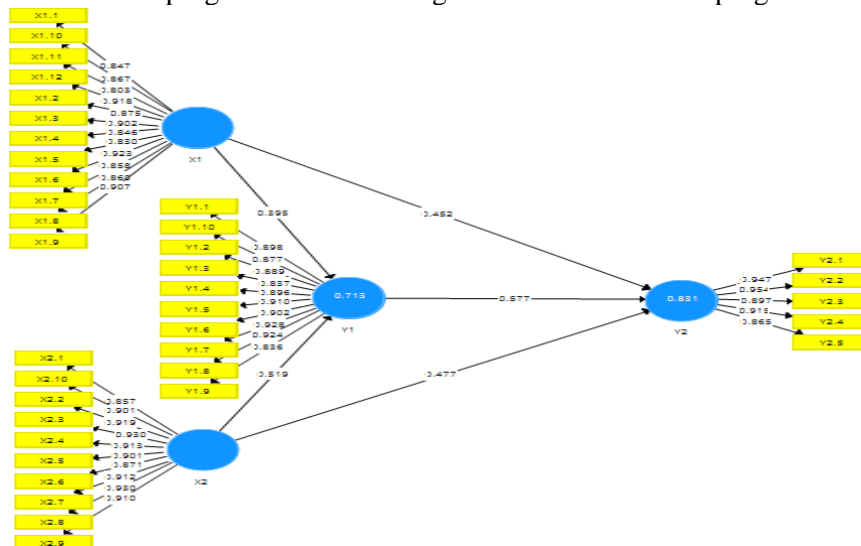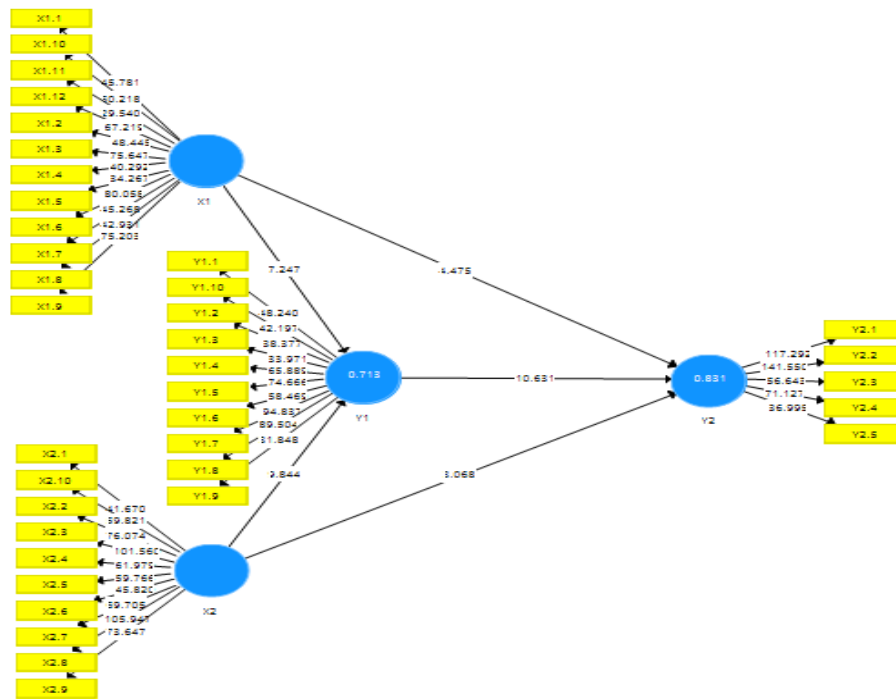

Figure 1 *Outler Model*
Source: Processed Data, 2020

Figure 2 *Inner Model*
Source: Processed Data, 2020

1. *Outer* **Model Analysis**

    The first step in analyzing the results of this study is to evaluate the measurement model to find out how the relationship between latent variables and indicators. In the following, the researcher will explain the steps:

    a. *Convergent Validity*

        Convergent Validity of the measurement model can be seen from the correlation between the indicator score and the graph of the construct (loading factor) with the criteria of *the loading factor* value of each indicator greater than 0.7 can be said to be *Valid*. However, according to Chin in Latan & Ghozali (2012), in the early stages of developing a *loading factor* value greater (>) than 0.5 – 0.6 can be said to be *valid*. The *loading factor* values of each indicator are as follows:

Table 1 *Variable loading factor* **values of the study**

Variable	Indicator	X1	X2	Y1	Y2	Information
E-Satisfaction	X1.1	0,847				*Valid*
	X1.10	0,867				*Valid*
	X1.11	0,803				*Valid*
	X1.12	0,918				*Valid*
	X1.2	0,875				*Valid*
	X1.3	0,902				*Valid*
	X1.4	0,846				*Valid*
	X1.5	0,830				*Valid*
	X1.6	0,923				*Valid*
	X1.7	0,858				*Valid*
	X1.8	0,860				*Valid*
	X1.9	0,907				*Valid*
E-Trust	X2.1		0,857			*Valid*

Variable	Indicator	X1	X2	Y1	Y2	Information
	X2.10		0,901			*Valid*
	X2.2		0,919			*Valid*
	X2.3		0,930			*Valid*
	X2.4		0,913			*Valid*
	X2.5		0,901			*Valid*
	X2.6		0,871			*Valid*
	X2.7		0,912			*Valid*
	X2.8		0,930			*Valid*
	X2.9		0,910			*Valid*
E-Word of Mouth	Y1.1			0,898		*Valid*
	Y1.10			0,877		*Valid*
	Y1.2			0,889		*Valid*
	Y1.3			0,837		*Valid*
	Y1.4			0,896		*Valid*
	Y1.5			0,910		*Valid*
	Y1.6			0,902		*Valid*
	Y1.7			0,928		*Valid*
	Y1.8			0,924		*Valid*
	Y1.9			0,836		*Valid*
Repurchase Intention	Y2.1				0,947	*Valid*
	Y2.2				0,954	*Valid*
	Y2.3				0,897	*Valid*
	Y2.4				0,915	*Valid*
	Y2.5				0,865	*Valid*

Source: Processed Data, 2020

Based on the presentation of data in Table 1 above, it is known that each indicator of many research variables has an outer loading value of > 0.7. According to Chin as quoted by Imam Ghozali, an outer loading value between 0.5 – 0.6 is considered sufficient to meet the convergent validity requirements. The data above shows that there are no variable indicators whose outer loading value is below 0.5, so all indicators are declared feasible or valid for research use and can be used for further analysis.

b. Discriminant Validity

In this section, the results of the discriminant validity test will be described. Test discriminant validity using cross loading values. An indicator is declared to meet discriminant validity if the cross loading value of the indicator on its variable is the largest compared to other variables. The following are the cross loading values of each indicator:

Table 2 Cross loading values of research variables

Variable	Indicator	X1	X2	Y1	Y2	Information
E-Satisfaction	X1.1	**0,847**	0,594	0,598	0,648	*Valid*
	X1.10	**0,867**	0,612	0,658	0,686	*Valid*
	X1.11	**0,803**	0,582	0,589	0,607	*Valid*
	X1.12	**0,918**	0,642	0,690	0,707	*Valid*
	X1.2	**0,875**	0,614	0,723	0,755	*Valid*
	X1.3	**0,902**	0,622	0,710	0,709	*Valid*
	X1.4	**0,846**	0,565	0,623	0,662	*Valid*
	X1.5	**0,830**	0,616	0,619	0,627	*Valid*
	X1.6	**0,923**	0,648	0,691	0,710	*Valid*
	X1.7	**0,858**	0,611	0,636	0,680	*Valid*
	X1.8	**0,860**	0,591	0,669	0,706	*Valid*
	X1.9	**0,907**	0,636	0,705	0,707	*Valid*
E-Trust	X2.1	0,674	**0,857**	0,703	0,726	*Valid*
	X2.10	0,552	**0,901**	0,671	0,669	*Valid*
	X2.2	0,670	**0,919**	0,708	0,723	*Valid*
	X2.3	0,638	**0,930**	0,761	0,722	*Valid*
	X2.4	0,634	**0,913**	0,749	0,767	*Valid*
	X2.5	0,568	**0,901**	0,682	0,679	*Valid*
	X2.6	0,685	**0,871**	0,725	0,719	*Valid*
	X2.7	0,664	**0,912**	0,695	0,704	*Valid*
	X2.8	0,640	**0,930**	0,757	0,726	*Valid*
	X2.9	0,620	**0,910**	0,743	0,747	*Valid*
E-Word of Mouth	Y1.1	0,650	0,735	**0,898**	0,794	*Valid*
	Y1.10	0,716	0,701	**0,877**	0,827	*Valid*
	Y1.2	0,641	0,669	**0,889**	0,736	*Valid*
	Y1.3	0,652	0,643	**0,837**	0,731	*Valid*
	Y1.4	0,705	0,708	**0,896**	0,834	*Valid*
	Y1.5	0,686	0,766	**0,910**	0,827	*Valid*
	Y1.6	0,670	0,703	**0,902**	0,799	*Valid*
	Y1.7	0,700	0,787	**0,928**	0,828	*Valid*
	Y1.8	0,688	0,717	**0,924**	0,807	*Valid*
	Y1.9	0,647	0,644	**0,836**	0,715	*Valid*
Repurchase Intention	Y2.1	0,726	0,741	0,849	**0,947**	*Valid*
	Y2.2	0,739	0,753	0,858	**0,954**	*Valid*
	Y2.3	0,717	0,735	0,807	**0,897**	*Valid*
	Y2.4	0,707	0,745	0,803	**0,915**	*Valid*
	Y2.5	0,719	0,664	0,750	**0,865**	*Valid*

Source: Processed Data, 2020

Based on the presentation of data in table 2 above, it can be seen that each indicator in the research variable has the largest cross loading value in the variable formed compared to the *cross loading* value in other variables. Based on the results obtained, it can be stated that the indicators used in this study already have good *discriminant validity* in compiling their respective variables.

In addition to observing the *cross loading* value, *discriminant validity* can also be known through other methods, namely by looking at the *average variant extracted* (AVE) value for each indicator required to be > 0.5 for a good model.

Table 3 *AVE* values of research variables

Variable	Average Variance Extracted (AVE)	Information
E-Satisfaction	0,757	Valid
E-trust	0,819	Valid
E-Word of Mouth	0,792	Valid
Repurchase Intention	0,839	Valid

Source: Processed Data, 2020

Based on the data presented in table 3 above, it is known that the AVE value of *the variables e-satisfaction, e-trust, e-word of mouth* and *repurchase intention* > 0.5. Thus it can be stated that each variable has a good *discriminant validity*.

c. *Composite Reliability*

Composite Reliability is a part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value of > 0.7 The following is the *composite reliability* value of each variable used in this study:

Table 4 *Composite Reliability Variables*

VARIABLE	Composite Reliability	Information
E-Satisfaction	0,974	Reliable
E-trust	0,978	Reliable
E-Word of Mouth	0,974	Reliable
Repurchase Intention	0,963	Reliable

Source: Processed Data, 2020

Based on the presentation of data in Table 4 above, it can be seen that the *composite reliability* value of all research variables is> 0.7. This result shows that each variable has met *composite realibility* so it can be concluded that all variables have a high level of reliability.

d. *Cronbach Alpha*

The reliability test with *composite reability* above can be strengthened using *the Cronbach alpha* value. A variable can be declared reliable or satisfy the cronbach alpha if it has a cronbach alpha value of > 0.7. The following is the *cronbach alpha* value of each variable:

Table 5 *Cronbach Alpha Variables*

Variable	Cronbach's Alpha	Information
E-Satisfaction	0,971	Reliable
E-trust	0,975	Reliable
E-Word of Mouth	0,971	Reliable
Repurchase Intention	0,952	Reliable

Source: Processed Data, 2020

Based on the presentation of the data above in table 5, it can be seen that the *Cronbach alpha* value of each research variable > 0.7. Thus these results can show that each research variable has met the requirements of the *Cronbach alpha* value, so it can be concluded that the overall variable has a high level of reliability.

2. *Inner Model Analysis*

This study will be explained the results of *the path coefficient* test, *goodness of fit* test, and hypothesis test.

a. **Uji *Path Coefficient***

Path coefficient evaluation is used to show how strong the effect or influence of the independent variable is on the dependent variable. While *coefficient determination* (*R-Square*) is used to measure how much endogenous variables are affected by other variables. Chin said the R2 result of 0.67 and above for endogenous latent variables in structural models indicates the influence of exogenous variables (influencing) on endogenous variables (influenced) is included in the good category. Meanwhile, if the result is 0.33 – 0.67 then it is included in the medium category, and if the result is 0.19 – 0.33 then it is included in the weak category

Based on the *inner model* scheme shown in figure 2 above, it can be explained that the largest *path coefficient* value is shown by the influence of *e-trust* on *e-word of mouth of* 9.844. The smallest effect was shown by the effect of *e-trust* on *repurchase intention* of 3,068. Based on the description of the results, it shows that all variables in this model have a *path coefficient* with a positive number. This shows that if the greater the value of the *path coefficient* on one independent variable on the dependent variable, the stronger the influence between independent variables on the dependent variable

b. **Uji Kebaikan Model (*Goodness of Fit*)**

Based on data processing that has been carried out using the smart PLS 3.2.9 program, the *R-Square* value is obtained as follows:

Table 6 *R-Square* values

Variable	*R-Square* value
E-Word of Mouth	0,713
Repurchase Intention	0,831

Source: Processed Data, 2020

Based on the presentation of data in Table 6 above, it shows that e-satisfaction and *e-trust* are able to explain the variability of e-word-of-mouth contracts by 71.3% and the remaining 28.7% explained by other factors outside those studied in this study. While e-satisfaction, e-trust, and e-word of mouth were able to explain the variability of repurchase intention constructs of 83.1%, the remaining 16.9% was explained by other contracts outside those examined in this study.

The *assessment of goodness of fit* is known from the *Q-Square* value. The Q-Square value has the same meaning as the *coefficient determination* (R-Square) in regression analysis, where the higher the *Q-Square*, the model can be said to be better or fitter with the data. The results of calculating the *Q-Square* value are as follows:

$$Q\text{-Square} = 1 - [(1 - R^2 1) \times (1 - R^2 2)]$$
$$= 1 - [(1 - 0,731) \times (1 - 0,831)]$$
$$= 1 - (0,269 \times 0,666)$$
$$= 1 - 0,179$$
$$= 0,821$$

Based on the results of the calculation above, a *Q-Square* value of 0.821 is obtained. This shows the magnitude of diversity of research data that can be explained by the research model is 82.1%. The remaining 17.9% was explained by other factors that were outside the model. Thus, from these results, this research model can be declared to have a good *goodness of fit*.

c. Test the Hypothesis

Hypothesis testing is carried out based on the results of Inner Model testing (structural model) which includes r-square output, parameter coefficients, and t-statistics. To see whether a hypothesis can be accepted or rejected among others by considering the significance value between contracts, t-statistics, and p-values. Hypothesis testing of this study was carried out with the help of SmartPLS (Partial Least Square) 3.2.9 software. These values can be seen from the results of bootstrapping. The rules of thumb used in this study were t-statistics >1.96 with a significance level of p-value <0.05 (5%) and a positive beta coefficient. The value of testing this research hypothesis can be shown in Table 6 and the results of this research model can be described as shown in Figure 3:
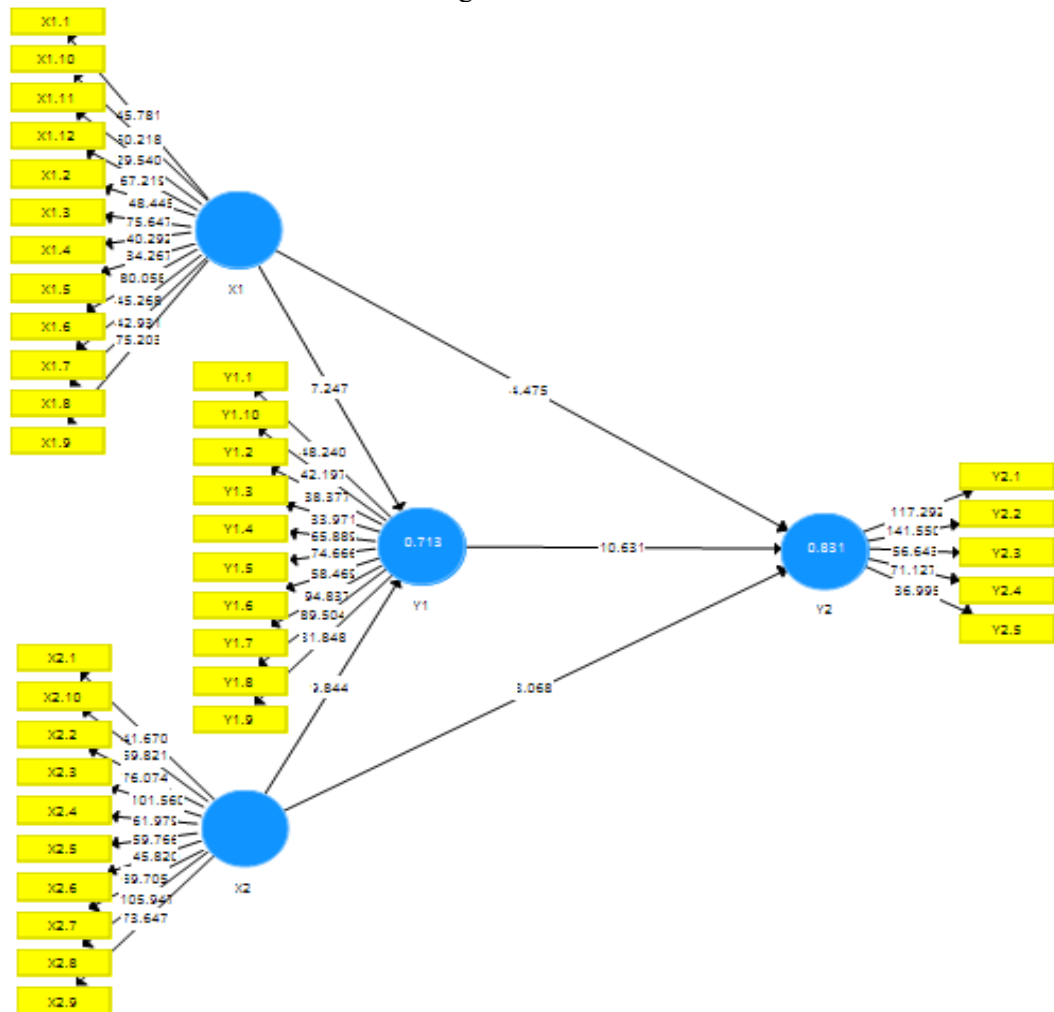

Figure 3 Research Model Results
Source: Processed Data, 2020

Table 7 *Path Coefficient* Results

Hypothesis	Original Sample (O)	T Statistics (| O/STDEV|)	P Values	Information
e-satisfaction -> e-word of mouth	0,395	7,247	0,000	Accepted
e-satisfaction -> repurchase intention	0,224	4,475	0,000	Accepted
e-trust -> e-word of mouth	0,519	9,844	0,000	Accepted
e-trust -> repurchase intention	0,178	3,068	0,001	Accepted

e-word of mouth -> repurchase intention	0,577	10,631	0,000	Accepted
e-satisfaction -> e-word of mouth -> repurchase intention	0,228	6,168	0,000	Accepted
e-trust -> e-word of mouth -> repurchase intention	0,299	7,203	0,000	Accepted

Source: Processed Data, 2020

The first hypothesis tests whether e-satisfaction has a positive and significant effect on e-word of mouth The test results showed the value of the beta coefficient of e-satisfaction to *e-word of mouth of* 0.395 which is positive and *t-statistic* is 7.247. From these results expressed t-statistically significant. Because it >1.96 with a p-value of <0.05 so the first hypothesis is accepted. This proves that *e-satisfaction* has a positive and significant effect on *e-word of mouth.*

The second hypothesis tests whether e-trust has a positive and significant effect on *e-word of mouth*. The test results showed the value of the beta e-trust coefficient of *e-word of mouth of* 0.519 which is positive and t-statistic is 9.844. From these results expressed t-statistically significant. Because it >1.96 with a p-value of <0.05 so the first hypothesis is accepted. This proves that *e-trust* has a positive and significant effect on *e-word of mouth.*

The third hypothesis examines whether *e-satisfaction* has a positive and significant effect on *repurchase intention*. The test results showed the value of beta *e-satisfaction* coefficient for *repurchase intention* of 0.244 which is positive and t-statistic is 4.475. From these results expressed t-statistically significant. Because it >1.96 with a p-value of <0.05 so the first hypothesis is accepted. This proves that *e-satisfaction* has a positive and significant effect on *repurchase intention.*

The fourth hypothesis examines whether *e-trust* has a positive and significant effect on *repurchase intention*. The test results showed the value of the beta *e-trust* coefficient for *repurchase intention* of 0.178 which is positive and t-statistic is 3.068. From these results expressed t-statistically significant. Because it >1.96 with a p-value of <0.05 so the first hypothesis is accepted. This proves that *e-trust* has a positive and significant effect on *repurchase intention.*

The fifth hypothesis tests whether *e-word of mouth* has a positive and significant effect on *repurchase intention*. The test results showed the value of the beta coefficient of *e-word of mouth* for *repurchase intention* of 0.577 which is positive and t-statistic is 10.631. From these results expressed t-statistically significant. Because it >1.96 with a p-value of <0.05 so the first hypothesis is accepted. This proves that *e-word of mouth* has a positive and significant effect on *repurchase intention.*

The sixth hypothesis tests whether e-satisfaction has a positive and significant effect on *repurchase intention* through *e-word of mouth*. The test results showed the value of the beta e-satisfaction coefficient of *repurchase intention* through *e-word of mouth* of 0.228 which is positive and *t-statistic* is 6.168. From these results expressed t-statistically significant. Because it >1.96 with a p-value of <0.05 so the first hypothesis is accepted. This proves that e-satisfaction has a positive and significant effect on *repurchase intention* through *e-word of mouth.*

The seventh hypothesis examines whether e-trust has a positive and significant effect on *repurchase intention* through *e-word of mouth*. The test results showed the value of the beta e-trust coefficient for *repurchase intention* through *e-word of mouth* of 0.299 which is positive and t-statistic is 7.203. From these results expressed t-statistically significant. Because it >1.96 with a p-value of <0.05 so the first hypothesis is accepted. This proves that e-trust has a positive and significant effect on *repurchase intention* through *e-word of mouth.*

Research Discussion

Pengaruh *E-Satisfaction* terhadap *E-Word of Mouth*.

This study found that e-satisfaction has a positive and significant effect on *e-word of mouth*. This shows that the e-satisfaction felt by Bukalapak e-commerce consumers will affect the consumer's *e-word of the mouth* towards Bukalapak *e-commerce*. Respondents tend to recommend to others after respondents feel satisfied shopping. So the higher the customer satisfaction, the greater the chance of customers recommending.

In the *e-satisfaction* variable, the information indicated on the *website* is the most influential indicator. This shows that respondents tend to do *e-word of mouth* when respondents feel that the information in Bukalapak has fulfilled their wishes, thus answering all questions when respondents want to shop. The *ease of browsing* indicator scored the lowest on the *e-satisfaction variable. Ease of browsing* referred to here is that respondents are satisfied with the ease of finding product searches and promotional offers. The response of this respondent shows that there are still Bukalapak respondents who consider that the ease of *browsing* is still not good and can have an impact on the lack of *e-word of mouth.*

The results of this study are supported by research conducted by those who say that e-satisfaction (Close, 2020) is proven to have a positive effect on *e-word of mouth* whose research examines OLX *e-commerce* customers. These results also support the results of a study entitled Internet (Xiaoyu Yu, Sanjit Kumar Roy, Ali Quazi, Bang Nguyen, Yuqing Han, 2017) entrepreneurship *and "the sharing of information" in an Internet of thing context* which states that *e-satisfaction* is significant to word of mouth. In his research also showed that satisfaction is significant to (Ildikó Hard, Judit Simon, Ákos Nagy, Krisztián Szucs, 2016)*word of mouth.* However, the results of this study do not support research that states that e-satisfaction (Saodin et al., 2019) does not have a significant effect on the *e-word of mouth.*

Pengaruh E-Satisfaction terhadap E-Word of Mouth.

Get the results that e-satisfaction has a positive and significant effect on e-word of mouth. This shows that the e-satisfaction felt by Bukalapak e-commerce consumers will affect the consumer's e-word of the mouth towards Bukalapak e-commerce. Respondents tend to recommend to others after respondents feel satisfied shopping. So the higher the customer satisfaction, the greater the chance of customers recommending.

In the e-satisfaction variable, the information indicated on the website is the most influential indicator. This shows that respondents tend to do e-word of mouth when respondents feel that the information in Bukalapak has fulfilled their wishes, thus answering all questions when respondents want to shop. The ease of browsing indicator scored the lowest on the e-satisfaction variable. Ease of browsing referred to here is that respondents are satisfied with the ease of finding product searches and promotional offers. The response of this respondent shows that there are still Bukalapak respondents who consider that the ease of browsing is still not good and can have an impact on the lack of e-word of mouth.

The results of this study are supported by research conducted by those who say that e-satisfaction (Close, 2020) is proven to have a positive effect on e-word of mouth whose research examines OLX e-commerce customers. These results also support the results of a study entitled internet (Xiaoyu Yu, Sanjit Kumar Roy, Ali Quazi, Bang Nguyen, Yuqing Han, 2017) entrepreneurship and "the sharing of information" in an Internet of thing context which states that e-satisfaction is significant to word of mouth. In his research also showed that satisfaction is significant to (Ildikó Hard, Judit Simon, Ákos Nagy, Krisztián Szucs, 2016)word of mouth. However, the results of this study do not support research that states that e-satisfaction (Saodin et al., 2019) does not have a significant effect on e-word of mouth.

Pengaruh E-Trust terhadap E-Word of Mouth.

This study found that e-trust has a positive and significant effect on e-word of mouth. This shows that the e-trust felt by Bukalapak e-commerce consumers will affect the consumer's e-word of mouth towards Bukalapak e-commerce. Customers tend to recommend to others after customers feel trust in Bukalapak. So the higher the trust, the greater the chance of customers recommending.

In the e-trust variable, the experience indicator is the most influential indicator. The experience indicator referred to here is that respondents believe that sellers at Bukalapak have experience in delivering goods on time. This shows that respondents tend to do e-word of mouth when consumers feel confident in sellers in Bukalapak have experience delivering goods on time. The institutional attestation indicator scored the lowest on the e-satisfaction variable. The institutional endorsement referred to here is that respondents believe that Bukalapak has been recognized for its existence by other parties such as suppliers, distributors, and delivery services. The response of these respondents shows that there are still Bukalapak respondents who consider that Bukalapak has not been recognized for its existence by other parties still so it can have an impact on the lack of e-word of mouth (By Virgilio & Antonelli, 2017). Stating that trust in online purchases (e-trust) is the key to electronic communication (e-word of mouth) is also supported by stating that customer trust is an important factor and influences word-of-mouth behavior (Sichtmann, 2007) of online purchases. The results of this study are supported by research conducted by those who examine the relationship in shopping on the internet, stating that e-trust (Chung & Shin, 2010) affects e-word of mouth. This is not supported by research conducted by with the result that e-trust (Saodin et al., 2019) does not have a significant effect on e-word of mouth.

Effect of E-Satisfaction on Repurchase intention

This study found that e-satisfaction has a positive and significant effect on repurchase intention. This shows that the e-satisfaction felt by Bukalapak e-commerce consumers will affect the consumer's e-repurchase intention towards Bukalapak e-commerce. Customers tend to buy back on e-commerce customers are satisfied with their online shopping. So the higher the e-satisfaction, the greater the intention to repurchase.

In the e-satisfaction variable, the information indicated on the website is the most influential indicator. This shows that respondents tend to repurchase intention when respondents feel that the information in Bukalapak has fulfilled their wishes, thus answering all questions when respondents want to shop. The ease of browsing indicator scored the lowest on the e-satisfaction variable. Ease of browsing referred to here is that respondents are satisfied with the ease of finding product searches and promotional offers. The response of these respondents shows that there are still Bukalapak respondents who consider that the ease of browsing is still not good and can have an impact on not the repurchasing intention (Chamchuntra & Fongsuwan, 2014) states that satisfaction increases future purchase intent. In addition, the results of this study are supported by research conducted by showing that customer satisfaction has a positive and significant influence on repurchase intentions at (Made & Rani, 2014) Circle K in Denpasar City. Likewise, research conducted by, which both conducted research on e-commerce (Hasman et al., 2019) (Close, 2020) (Wen, Prybutok, & Xu, 2011), showed that e-satisfaction has a positive and significant effect on repurchase intention.

The Effect of E-Trust on Repurchase Intention.

This research found that e-trust has a positive and significant effect on repurchase intention. This shows that the higher the e-trust felt by Bukalapak e-commerce consumers, the customer will repurchase intention online. Customers tend to buy back on e-commerce at times when customers trust it. So the higher the e-trust, the greater the intention to repurchase.

In the e-trust variable, the experience indicator is the most influential indicator. The experience indicator referred to here is that respondents believe that sellers at Bukalapak have experience in delivering goods on time. This shows that respondents tend to repurchase intention when consumers feel confident that sellers in Bukalapak have experience in delivering goods on time. The institutional attestation indicator scored the lowest on the e-satisfaction variable. The institutional endorsement referred to here is that respondents believe that Bukalapak has been recognized for its existence by other parties such as suppliers, distributors and delivery services. The response of these respondents shows that there are still Bukalapak respondents who conside

that Bukalapak has not been recognized for its existence by other parties still so that it can have an impact on the absence of repurchase intention.

The results of this study are supported by research from the results of (Saodin et al., 2019) e-trust trust has a significant effect on repurchase intention in hotels in Lampung. Research conducted by shows that (Purnami &; Nurcaya, 2015) e-trust positively affects online repurchase intentionwhich is shown by a positive correlation coefficient. In a study entitled the effect of e-satisfaction and e-trust (Susanto, 2003) of hotel consumers on online repurchase intention at Traveloka, it shows that e-trust has a positive and significant influence on online repurchase intention.

Pengaruh E-Word of mouth terhadap Repurchase Intention.

This study found that the e-word of mouth has a positive and significant effect on repurchase intention. This shows that the higher the e-word of mouth felt by Bukalapak e-commerce consumers, the customer will repurchase intention online. Customers tend to buy back on e-commerce the next time the customer gets the e-word of mouth. So the higher the e-word of mouth, the intention to rebuy will also be greater.

In the e-word-of-mouth variable, the indicator of wanting to help consumers related to purchasing decisions is the most influential indicator. This shows that comments about products that have been purchased by consumers or testimonials are information that can increase repurchase intention. Consumer indicators expressing dissatisfaction get the lowest value, this shows that disappointed consumers tend not to repurchase intention so they do not visit the Bukalapak site.

The results of this study are supported by and who formulate that (Saodin et al., 2019)(Luthfi &; Farida, 2019) e-word of mouth has a significant effect on repurchase intention. Research conducted by those who research Citilink Indonesia and found that if the more positive the (Erif, 2019) e-word of mouth from Citilink Indonesia customers, the higher the intention to buy back.

The Effect of E-Satisfaction on Repurchase intention through E-word of mouth

This study found that e-satisfaction has a positive and significant effect on repurchase intention through e-word of mouth.   This shows that e-word of mouth can strengthen and can also weaken consumer repurchase intention in Bukalapak, in the path analysis in this study e-word of mouth strengthens the effect of e-satisfaction on repurchase intention which was previously numbered t statistic 4.475 and after going through eword of mouth to 6.168.

The results of this study are supported by research conducted with the title of research on the effect of consumer satisfaction and value perception on repurchase interest with intervening word of mouth (Fachruddin, 2018)with results showing that satisfaction affects repurchase interest through word of mouth as an intervening variable. The results of research conducted by online travel agents in Indonesia found different things (Sofia Gudono, 2016) there was no effect of satisfaction on repurchase interest through positive word of mouth in online travel agents in Indonesia.

The Effect of E-Trust on Repurchase intention through E-word of mouth

This study found that e-trust has a positive and significant effect on repurchase intention through e-word of mouth. This shows that e-word of mouth can strengthen and can also weaken consumer repurchase intention in Bukalapak, in the path analysis in this study e-word of mouth strengthens the influence of e-trust on repurchase intention which was previously numbered t statistic 3.068 and after going through e-word of mouth to 7.203.

The results of this study are supported by research with the object of research of Indomaret outlet customers in Surabaya with the results stating that trust significantly affects the intention to buy back through WOM. Another supporting research is a study conducted by entitled the Influence of(Fahmi Rizanata, 2014)(Saodin et al., 2019) E-Service Quality Toward E-Satisfaction, E-Trust, E-Word of Mouth and Online Repurchase Intention: a Study on the Consumers of the Three-Star Hotels in Lampung e-word of mouth there is an influence of e-trust on online repurchase intention through e-word of mouth.

CONCLUSION

Based on the results of the study and discussion of the effect of e-satisfaction and e-trust on repurchase intention through e-word of mouth as an intervening variable of Bukalapak e-commerce in the Millennial generation, the conclusions of this study can be drawn as follows: a) E-satisfaction affects e-word of mouth. This shows that the e-satisfaction felt by Bukalapak e-commerce consumers will affect the consumer's e-word of the mouth towards Bukalapak e-commerce. Respondents tend to recommend to others after respondents feel satisfied shopping. So the higher the customer satisfaction, the greater the chance of customers recommending. b) E-trust affects e-word of mouth. This shows that the e-trust felt by Bukalapak e-commerce consumers will affect the consumer's e-word of mouth towards Bukalapak e-commerce. Customers tend to recommend to others after customers feel trust in Bukalapak. So the higher the trust, the greater the chance of customers recommending. c) E-satisfaction affects repurchase intention. This shows that the e-satisfaction felt by Bukalapak e-commerce consumers will affect the consumer's e-repurchase intention towards Bukalapak e-commerce. Customers tend to buy back on e-commerce customers are satisfied with their online shopping. So the higher the e-satisfaction, the greater the intention to repurchase. d) E-trust affects repurchase intention. This shows that the higher the e-trust felt by Bukalapak e-commerce consumers, the customer will repurchase intention online. Customers tend to buy back on e-commerce at times when customers trust it. So the higher the e-trust, the greater the intention to repurchase. f) E-word of mouth affects repurchase intention. This shows that the higher the e-word of mouth felt by Bukalapak e-commerce consumers, the customer will repurchase intention online. Customers tend to buy back on e-commerce the next time the customer gets the e-word of mouth. So the higher the e-word of mouth, the intention to rebuy will also be greater. g) E-satisfaction affects repurchase intention through e-word of mouth. This shows that e-word of mouth can strengthen and can also weaken consumer repurchase intention at Bukalapak, in this study e-word of mouth strengthens the effect of e-satisfaction on repurchase intention h) E-trust affects repurchase intention through e-word of mouth. This shows that e-word of mouth can strengthen and can also weaken consumer repurchase intention in Bukalapak, in the path analysis in this study e-word of mouth strengthens the influence of e-trust on repurchase intention.

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