

Examining the Influence of E-Service Quality in E-commerce on Customers' Repurchase Intentions in Mekarwangi Village, West Java: A Rasch Model Perspective

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Abstract. The research presented in this article investigates the impact of E-commerce E-Service Quality on Product Repurchase Intentions in Mekarwangi Village, West Bandung Regency. The study was conducted with a sample of 20 frequent users of the E-Commerce application in Mekarwangi Village, analyzed using the Rasch Model. The results indicate that E-service quality does not have a significant influence on customers' intentions to repurchase products through their chosen E-commerce platform. Despite the presence of certain subpar E-Services, customers continue to utilize the E-Commerce platform.

Keywords: E-Service Quality, E-Commerce, Repurchase Intention, Rash Model

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INTRODUCTION

The development of the internet in Indonesia is progressing very rapidly, as evidenced by the continuous increase in the number of internet users in recent years. Between 2016 and 2021, the number of internet users in Indonesia increased by 60.02% (Statista 2021). Indonesians who use the internet reached 212.35 million people or equivalent to 76.80% of the total population of 276.3 million people (Endarto et al., 2019; Widiawaty et al., 2022). The internet has become one of the main needs of people in this era because it allows them to do various activities online. For example, electronic commerce or e-commerce is one of the activities that can be carried out via the internet (Wong et al., 2021; Zeng et al., 2023; Zhao et al., 2021). E-commerce is the process of buying and selling products via the internet media (Binh et al., 2022; H. Wang & Hou, 2012; Y. Wang, 2021).

Individuals or organisations can conduct buying and selling transactions using e-commerce platforms. The development of e-commerce in Indonesia began in 2011 and continues to grow rapidly (Anas & Cahyawati, 2023; Pakpahan et al., 2023). Social restrictions during the Covid-19 pandemic are also one of the factors driving the development of e-commerce (Guo et al., 2023; Musa et al., 2023; Qi et al., 2023). In 2019, the total value of e-commerce transactions in Indonesia reached Rp 205.5 trillion. This figure increased to IDR 266.3 trillion in 2020 and is predicted to reach IDR 395 trillion in 2021, with a growth of 48.4% (BI 2021). Intense competition exists among the five most popular e-commerce platforms in Indonesia, namely Tokopedia, Shopee, Bukalapak, Lazada, and Blibli. The number of visits to e-commerce sites is one of the indicators of e-commerce success in Indonesia. The higher the number of visits, the greater the opportunity for consumers to make transactions (Pu et al., 2023).

Based on data from Iprice (2021), overall, the number of visits to the top five e-commerce sites in Indonesia has fluctuated in recent years. In the period 2018 to 2020,

there was a decline in visits, but in 2021 visits increased again. However, the number of visits has not reached the highest level recorded in 2018. This phenomenon shows that there is a mismatch between the increase in the number of internet users and the transactions that increase dramatically every year. The decline in visits to the top e-commerce sites in Indonesia may indicate that the level of consumer satisfaction with e-commerce is still low, which has an impact on low repurchase intentions.

Repurchase intentions are positively and significantly influenced by e-service quality (Lestari & Ellyawati, 2019; Z. Li et al., 2019; Ulusu et al., 2021) However, there are also other studies that show different results, that e-service quality has no effect on repurchase intentions. (Demirbaş et al., 2022; Kumar & Kashyap, 2022; Rahayu & Saodin, 2021). In addition, e-WOM (electronic word-of-mouth) and customer trust factors also have mixed effects on repurchase intentions and customer satisfaction, as revealed by some of the cited studies.

Based on these data in Indonesia overall there is a decrease in E-Commerce visits in Indonesia. But not many studies do how the service quality of E-commerce affects repurchase intentions in E-commerce user customers whether good quality determines the intention to repurchase products on E-commerce by customers or poor quality does not affect customer repurchase intentions in buying products in the Village Locus. Basically villagers consider more in purchasing products in E-Commerce (G. Li & Qin, 2022; H. Wang & Hou, 2012). So the research was conducted in Mekarwangi Village which will support diverse research results.

Literature review

E - Service Quality

Electronic service quality can be defined as the ability of a website to effectively and efficiently facilitate the shopping, transaction, and delivery processes (Fang et al., 2023; Hijazi et al., 2023) This definition covers various aspects of the concept of electronic service quality, from the pre-purchase process (ease of use, product information, ordering information, and personal data protection) to the post-purchase process (delivery and return policies).

Bhati (2020); Nagaraj & Singh (2017); Sun et al., (2009) describes the indicators used in measuring e-service quality:

- a. Reliability/fulfilment, which is a key dimension in traditional service quality instruments, refers to the performance of services in accordance with the promises that have been given in a precise and timely manner.
- b. Responsiveness, which refers to the availability to help consumers or users, prompt response to consumer questions and problems, and the existence of alternative communication channels provided by the website.
- c. Ease of use / capability, which leads to easy access to existing information. This is very important for customers to be able to make virtual shopping decisions. Ease of use of the website is an important aspect of e-service quality because a complicated e-business ecosystem can make consumers find it difficult to use.
- d. Privacy/security, which involves the protection of consumers' personal and financial information. The level of protection perceived by customers is an indicator of a website's ability to provide a sense of security. This indicator is particularly relevant as the risk of financial loss and fraud in virtual transactions is high. Security also has a significant influence on customers' intention to revisit the website and make a purchase.
- e. Web design refers to the aesthetic features, content, and structure of the online catalogue. Web design plays an important role in attracting and retaining

visitors, while content plays an equally important role.

- f. Information quality relates to the availability and accuracy of information obtained by consumers.

Repurchase Intention

Repurchase intention refers to the customer's evaluation to repurchase products or services from the same seller, depending on the current situation and future possibilities. The concept of repurchase intention refers to the actions of customers who have made transactions with certain products or services and then intend to repurchase, (Lukito & Ikhsanb, 2020; Ravula et al., 2022; Tong, 2022) explains that the indicators used to measure repurchase intentions include:

- a. Transactional interest
The customer's desire to continue to repurchase products that they have used before.
- b. Referential interest
Consumers' desire to recommend products they have used to others based on their references and experiences. Preferential interest, which reflects the tendency of consumers to choose the same product as their first choice, unless any problems arise regarding the product.
- c. Exploratory interest
Involves consumer behaviour in seeking information about their desired product and seeking support for the positive characteristics of the product.

METHOD

This research is a descriptive quantitative descriptive quantitative research by looking at the facts in the field. (Miftahuddin et al., 2020, 2021). This study analyses the Effect of E-Service Quality on E-commerce on Product Repurchase Intention by Customers in Mekarwangi Village, West Java. This topic was chosen because it is in accordance with the data to be obtained and basically the villagers consider more in purchasing products in E-Commerce. So the research conducted in Mekarwangi Village will further support the diverse research results.

The paradigm used in this research is a quantitative approach, in which a non-experimental design is applied to examine phenomena. The collected data were processed with standardised measurements that would identify between empirical observations and quantitative mathematical expressions. Primary data was collected through a questionnaire designed and distributed online using the Goggle Form application. The questionnaire used the Indonesian language, as the respondents were residents of Mekarwangi Village who are Indonesian citizens. The research sample consists of 20 people as representatives, all of whom are Mekarwangi Villagers who often use E-Commerce Applications.

Table 1. Respondent Profile

Category	Detail	People (n)	Proportion (%)
Gender	Male	10	50%
	Female	10	50%
Years	15-25	11	55%
	26-35	4	20%
	46-55	5	25%

Applications Used	Shopee	9	45%
	Lazada	4	20%
	Bukalapak	4	20%
	Tiktok Shop	3	15%

Table I shows the profile of respondents according to the demographic profile of each respondent. Gender, age and application used The respondent's profile provides information regarding the application used by the majority using Shopee by 45% (9 people). It can be seen that the sample consists of 50% men (10 people) and 50% women (10 people) and the majority are aged 15-25 years.

Table 2. Questionnaire

Construct	Item	Code
e commerce benefits	I use e-commerce very often	n1
	I feel that e-service on e-commerce makes it very easy for me in my daily life.	n2
	so far the e-service that I get in sharing e-commerce is very good	n3
Quality of ecommerce	good service makes me want to repurchase products on the marketplace	n4
	poor service makes me not want to repurchase products on the marketplace	n5
	even though I have been disappointed with the e-commerce e-service, I still use it.	n6
	I feel that sellers in ecommerce are very quick to reply to messages	n7
customer trust	I trust ecommerce to deal honestly with customer complaints or problems	n8
	negative comments on e-commerce do not influence me to buy the e-commerce product	n9
	e-commerce will be my first choice in buying the products I want	n10

Table 2 shows the data collected through questionnaires were evaluated by Rasch analysis, the analysis method allows ordinal data from questionnaires to be converted into interval data. The Rasch model is the most appropriate method for basic analysis in the field of human sciences where instruments (questionnaires) are used, and measurements yield ordinal data.

The Rasch model is based on probability, it allows people's responses to be accurately predicted on all items according to the measurement model, using only person parameters (such as person measures) and item parameters on the same scale (such as difficulty measure parameters). The Rasch model converts item scores measured on Likert rating scales (which are ordinal data), into an interval scale called "logarithm of odds" (logit) units. Item and person fit statistics indicate the extent to which the data obtained are appropriate, reliable and in accordance with the basic measures, and provide information about the quality of measurement.

According to Bambang, there are several indications in the Rasch model that are

very important for people and goods, including psychometric properties, such as outfit mean square (MNSQ), Z-standardised outfit (ZSTD), and Point measure correlation (PT-Measure Corr.) Model evaluation begins by observing the outfit MNSQ value, where the value should be between 0.5 and 1.5 intervals. This means the model is suitable for measurement. If the MNSQ value does not lie in the interval, it is necessary to study the ZSTD value of the obtained ZSTD value, which should lie between the intervals of .91.9 and 1.9, indicating that the data has reasonable predictability. Internal consistency Internal reliability refers to the average correlation between the items of the instrument. Cronbach's α coefficient is used as the internal reliability consistency index: if the value is close to 1, it indicates that the interval measurement consistency is good.

Data were tabulated using Microsoft Excel software and analysed using Winstep version 3.7 software, then data that had appropriate measurement intervals and met all criteria for validity and reliability of the instrument were processed using Rasch Model analysis.

RESULTS

Summary Statistics

Provides an overall picture of the quality of respondents measured using Winstep Software version 3.7. The software measures the quality of the instrument used as well as the interaction that occurs between the individual and the element being measured.

INPUT: 20 Person 10 Item REPORTED: 20 Person 10 Item 5 CATS WINSTEPS 3.73

SUMMARY OF 15 MEASURED (NON-EXTREME) Person

	TOTAL SCORE	COUNT	MEASURE	MODEL ERROR	INFIT		OUTFIT	
					MNSQ	ZSTD	MNSQ	ZSTD
MEAN	42.1	10.0	2.63	.61	1.03	.0	1.13	.0
S.D.	5.1	.0	1.59	.25	.59	.9	1.28	1.0
MAX.	49.0	10.0	5.23	1.08	2.95	2.2	5.79	2.9
MIN.	31.0	10.0	.14	.41	.40	-1.6	.35	-1.4

REAL RMSE	.74	TRUE SD	1.40	SEPARATION	1.91	Person RELIABILITY	.78
MODEL RMSE	.66	TRUE SD	1.44	SEPARATION	2.18	Person RELIABILITY	.83
S.E. OF Person MEAN = .42							

MAXIMUM EXTREME SCORE: 5 Person

Figure 1. Summary Statistics Measured Person

Figure 1 shows that Person Measure = +2.63 logit, which indicates the average value of respondents in the instrument of the level of repurchase intention on E-Commerce. The logit value of more than 0.0 indicates the tendency of respondents to agree to strongly agree on each question in various items. Person reliability shows a logit value of 0.78 which indicates consistency in respondents' answers to question items is very good. The INFIT MNSQ and OUTFIT values for person in the measurement table are 1.03 and 1.13, which implies good measurement.

SUMMARY OF 10 MEASURED (NON-EXTREME) Item

	TOTAL SCORE	COUNT	MEASURE	MODEL ERROR	INFIT		OUTFIT	
					MNSQ	ZSTD	MNSQ	ZSTD
MEAN	88.2	20.0	.00	.44	.94	-.1	1.13	.1
S.D.	6.5	.0	1.04	.07	.36	.9	1.08	1.2
MAX.	94.0	20.0	1.69	.52	1.62	1.5	4.20	2.7
MIN.	77.0	20.0	-1.02	.34	.50	-1.7	.46	-1.6
REAL RMSE	.47	TRUE SD	.93	SEPARATION	1.98	Item	RELIABILITY	.80
MODEL RMSE	.44	TRUE SD	.94	SEPARATION	2.12	Item	RELIABILITY	.82
S.E. OF Item MEAN = .35								

UMEAN=.0000 USCALE=1.0000
 Item RAW SCORE-TO-MEASURE CORRELATION = -1.00
 150 DATA POINTS. LOG-LIKELIHOOD CHI-SQUARE: 238.45 with 123 d.f. p=.0000
 Global Root-Mean-Square Residual (excluding extreme scores): .5976

Figure 2. Summary Statistic Measured Item

Figure 2 shows that Item Measure = +0.80, it can be concluded that the quality of the items made in E-Service Quality on repurchasing E-Commerce products is good with item Reliability >0.80.

SUMMARY OF 20 MEASURED (EXTREME AND NON-EXTREME) Person

	TOTAL SCORE	COUNT	MEASURE	MODEL ERROR	INFIT		OUTFIT	
					MNSQ	ZSTD	MNSQ	ZSTD
MEAN	44.1	10.0	3.61	.92				
S.D.	5.6	.0	2.19	.58				
MAX.	50.0	10.0	6.56	1.86				
MIN.	31.0	10.0	.14	.41	.40	-1.6	.35	-1.4
REAL RMSE	1.13	TRUE SD	1.87	SEPARATION	1.66	Person	RELIABILITY	.73
MODEL RMSE	1.09	TRUE SD	1.90	SEPARATION	1.74	Person	RELIABILITY	.75
S.E. OF Person MEAN = .50								
Person RAW SCORE-TO-MEASURE CORRELATION = .95								
CRONBACH ALPHA (KR-20) Person RAW SCORE "TEST" RELIABILITY = .88								

Figure 3. Cronbach Alpha

Figure 3 shows the value of Cronbach Alpha = +0.88, which is used to measure the reliability of the interaction between person and item as a whole. This value indicates that there is a product repurchase intention for E-Service Quality E -Commerce.

Rating Scale

The Rasch Model analysis serves as a critical step in our research process, providing a rigorous verification process for the rating assumptions embedded within our research instrument. Our instrument employs a Likert scale with five response choices for each item to gauge participants' perceptions and evaluations accurately. The Rasch Model's robustness in analyzing categorical data allows us to assess the appropriateness and consistency of these five Likert rating choices.

In essence, the Rasch Model analysis not only validates our research instrument's design but also ensures that the Likert scale effectively captures the nuances of participants' opinions concerning E-service quality and their repurchase intentions. This meticulous examination enhances the overall quality and reliability of our study, contributing to a deeper understanding of E-commerce dynamics within Mekarwangi Village, West Bandung Regency.

SUMMARY OF CATEGORY STRUCTURE. Model="R"

CATEGORY LABEL	SCORE	OBSERVED COUNT	OBSVD %	AVRGE	SAMPLE EXPECT	INFIT MNSQ	OUTFIT MNSQ	ANDRICH THRESHOLD	CATEGORY MEASURE
1	1	1	1	-1.54	-.70	.39	.56	NONE	(-3.82)
2	2	10	5	-.13	-.03	.81	.69	-2.67	-1.53
3	3	16	8	1.03	.81	1.19	3.02	-.09	.04
4	4	52	26	1.99	2.01	.95	.68	.20	1.55
5	5	121	61	3.90	3.91	1.01	1.01	2.56	(3.73)

OBSERVED AVERAGE is mean of measures in category. It is not a parameter estimate.

Figure 4. Rating Scale

Figure 4 shows that the average observation starts from a logit of -1.54 for option score 1 (i.e. strongly disagree), then option score 2 (i.e. disagree) is -0.13 and increases to a logit of +3.90 for option score 5 (i.e. strongly agree). It can be seen that between options 1 and 2 there is an increase in the logit value, which indicates that respondents can confirm options 1 (strongly disagree) and 2 (disagree).

Another measurement that can be made is the Andrich Threshold which moves from NONE then negative and continues to lead to a positive logit value sequentially, this is positive sequentially, this indicates that the choices given are valid for respondents, because the instrument used has met the requirements used has met the requirements for further measurement.

Unidimensionality

Unidimensionality is a very important measure to evaluate the instrument developed is able to measure the extent to which the diversity of the instrument measures what should be measured, in Figure 5 the raw variance measurement is 58.5%, this shows that the minimum unidimensionality requirement of 20% has been met, even more than 40%. which means better results.

Table of STANDARDIZED RESIDUAL variance (in Eigenvalue units)

	Empirical	Modeled
Total raw variance in observations	36.2 100.0%	100.0%
Raw variance explained by measures	21.2 58.5%	56.6%
Raw variance explained by persons	10.4 28.7%	27.8%
Raw Variance explained by items	10.8 29.8%	28.8%
Raw unexplained variance (total)	15.0 41.5%	100.0% 43.4%
Unexplned variance in 1st contrast	4.4 12.0%	29.0%
Unexplned variance in 2nd contrast	3.4 9.5%	23.0%
Unexplned variance in 3rd contrast	2.5 7.0%	16.9%
Unexplned variance in 4th contrast	1.6 4.5%	10.9%
Unexplned variance in 5th contrast	1.1 3.1%	7.6%

STANDARDIZED RESIDUAL VARIANCE SCREE PLOT

Figure 5. Unidimensionality

Person Measure

Person STATISTICS: MEASURE ORDER

ENTRY NUMBER	TOTAL SCORE	TOTAL COUNT	TOTAL MEASURE	MODEL S.E.	INFIT MNSQ	OUTFIT ZSTD	PT-MEASURE MNSQ	EXACT MATCH CORR.	EXP.	OBS%	EXP%	Person	
1	50	10	6.56	1.86								01P	
4	50	10	6.56	1.86								04P	
10	50	10	6.56	1.86								10L	
14	50	10	6.56	1.86								14P	
16	50	10	6.56	1.86								16L	
8	49	10	5.23	1.08	1.03	.3	.62	-.2	.31	.31	90.0	90.1	08P
15	49	10	5.23	1.08	1.03	.3	.62	-.2	.31	.31	90.0	90.1	15L
19	49	10	5.23	1.08	.78	.0	.35	-.2	.50	.31	90.0	90.1	19P
13	48	10	4.37	.82	2.95	2.2	5.79	2.9	-.25	.41	80.0	80.2	13L
7	45	10	3.00	.58	.62	-.6	.85	-.1	.51	.54	70.0	69.0	07L
3	43	10	2.42	.50	.88	-.1	.84	-.2	.82	.57	50.0	61.1	03L
6	42	10	2.18	.48	1.37	-.9	1.19	.6	.59	.59	50.0	52.8	06P
9	42	10	2.18	.48	.81	-.3	.84	-.2	.79	.59	50.0	52.8	09P
5	41	10	1.96	.46	.75	-.5	.71	-.6	.93	.60	50.0	48.0	05L
11	41	10	1.96	.46	.57	-1.0	.60	-1.0	.33	.60	70.0	48.0	11L
17	40	10	1.75	.45	.63	-.9	.58	-1.0	.00	.62	80.0	46.1	17L
20	39	10	1.55	.44	.91	-.1	.83	-.3	.59	.63	60.0	46.0	20L
12	37	10	1.18	.43	1.57	1.3	1.42	1.0	.54	.66	40.0	47.1	12P
18	36	10	1.00	.42	1.23	.6	1.28	.7	.74	.67	30.0	50.1	18P
2	31	10	.14	.41	.40	-1.6	.43	-1.4	.92	.68	70.0	51.6	02P
MEAN	44.1	10.0	3.61	.92	1.03	.0	1.13	.0			64.7	61.6	
S.D.	5.6	.0	2.19	.58	.59	.9	1.28	1.0			18.6	16.9	

Figure 5. Person Measure

Figure 6 provides information about the logit of each respondent, the logit person value of the respondent 0.1P and other respondents with a logit value of +6.56 indicates that respondents have a tendency to have high satisfaction with the E-Service provided by E-Commerce.

Item Measure

INPUT: 20 Person 10 Item REPORTED: 20 Person 10 Item 5 CATS WINSTEPS 3.73
 Person: REAL SEP.: 1.66 REL.: .73 ... Item: REAL SEP.: 1.98 REL.: .80

Item STATISTICS: MEASURE ORDER

ENTRY NUMBER	TOTAL SCORE	TOTAL COUNT	TOTAL MEASURE	MODEL S.E.	INFIT MNSQ	OUTFIT ZSTD	PT-MEASURE MNSQ	EXACT MATCH CORR.	EXP.	OBS%	EXP%	Item	
6	77	20	1.69	.34	.50	-1.7	.52	-1.6	.90	.82	60.0	47.5	N6
7	78	20	1.57	.34	.95	.0	.91	-.1	.82	.81	40.0	47.6	N7
9	83	20	.95	.36	1.62	1.5	1.79	1.7	.63	.76	33.3	58.1	N9
5	85	20	.68	.38	1.04	.2	.86	-.2	.75	.73	53.3	59.5	N5
8	92	20	-.54	.47	.83	-.3	.67	-.3	.63	.60	73.3	63.6	N8
1	93	20	-.77	.49	1.56	1.2	4.20	2.7	.37	.58	66.7	66.6	N1
2	93	20	-.77	.49	.54	-1.1	.46	-.7	.70	.58	73.3	66.6	N2
4	93	20	-.77	.49	.70	-.6	.54	-.5	.66	.58	86.7	66.6	N4
3	94	20	-1.02	.52	.90	-.1	.64	-.2	.58	.54	80.0	69.5	N3
10	94	20	-1.02	.52	.76	-.4	.71	-.1	.59	.54	80.0	69.5	N10
MEAN	88.2	20.0	.00	.44	.94	-.1	1.13	.1			64.7	61.6	
S.D.	6.5	.0	1.04	.07	.36	.9	1.08	1.2			16.9	7.8	

Figure 7 provides information about the Item, the logit value of the item for N6 of +1.69 logit indicates that this item is the most difficult for respondents to agree to, on the N6 Service Quality instrument with questions about Even though I have been disappointed in the e-commerce e-service, I still use it, while item N10 with a value of - 1.02 logit is the easiest item for respondents to agree to, namely Consumer Trust that consumers will make the E-commerce they use their first choice of shopping.

CONCLUSION

The research question of this study is, "Is there a significant effect of e-service quality on customers' product repurchase intentions?". In the Rasch measurement model analysis map, I noted from the variable map that most residents of Mekarwangi Village continue to repurchase products despite poor e-service quality. I note from the variable map that most residents are above the item mean. Only a few residents with high, log, and a few residents with weak responses. weak responses. The log value is obtained from the maximum size and minimum size values.

Thus, we can state that there is no significant effect of e-service quality on the intention to repurchase products by customers, because customers tend to look more at the quality of goods. Although there are some E-Services that are not good, customers still use the E-Commerce.

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