



# Antecedents of e-satisfaction, e-trust and their impact on purchase intention on Tokopedia MSME Buyers consumers

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## ABSTRACT

Along with the increasing number of social media and internet users in Indonesia, encouraging the emergence of various real solutions that have an impact on shifting the map of the Indonesian national economy. However, with the entry of the pandemic into Indonesia, many MSMEs were unable to survive. This encourages MSME business actors to digitize by joining one of the e-commerce stores, Tokopedia, to continue to survive. This study aims to analyze the antecedents that can affect electronic satisfaction (E-satisfaction), electronic trust (e-trust), and their impact on purchase intention (purchase intention) on Tokopedia consumers who buy MSME products. The sampling method in this study used purposive sampling with the analysis method of partial least squares equation modelling (PLS-SEM) to 190 respondents. The results of this study indicate that the antecedents consisting of variables perceived ease of use, perceived usefulness and social media marketing have a significant positive influence on purchase intention through e-satisfaction and e-trust mediation.

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## INTRODUCTION

Digitalization has a very important role for the growth of Indonesia's digital economy, where the impact of digitalization can be easily observed in everyday life with the emergence of various digital-based services such as Grab, Gojek, Uber to various e-commerce applications such as Tokopedia, Shopee, and Lazada which facilitates community activities. According to Kühn & Petzer, (2018) the emergence and development of e-commerce has changed the retail landscape for consumers and businesses where in recent years there has been a significant increase in the number of online stores compared to traditional methods. E-commerce is the use of technology in the form of websites and applications to buy and sell a product or service without a physical meeting and is carried out both on an individual and corporate scale (Al-Amin et al., 2020). E-commerce has become a driving force for the nation's digital economy which is based on a report by Google, Temasek, and Bain (2020) which predicts that e-commerce will drive the country's Internet economy to reach 124 billion US dollars by 2025. This finding is in line with the research results. conducted by Merchant Machine,

(2019) which states that Indonesia is a country that has the fastest e-commerce growth rate in the world at 78%, followed by Mexico and the Philippines.

Based on the research results of We Are Social (2022), in Indonesia there are 191.4 million social media users or equivalent to 68.9% of the total population of Indonesia, which indicates an increase of 21 million compared to the previous year. This result is supported by a study from Google, Temasek, and Bain (2020) which stated that there was an increase in the average internet access in Indonesia, where before the pandemic users spent 3.7 hours which then rose to 4.7 hours and then dropped to 4.2 hours which can be This is caused by the shift of various daily activities to the online realm. Research conducted by APJII, (2022) show that the level of awareness of MSME actors regarding the use of Social Media is getting higher where 84.75% of respondents stated that they actively use Social Media to advertise their products or services. According to a study from Purwiantoro, et al., (2016) there was an increase in SME sales by 10% - 50% after using social media as a medium to market the products and services they offer.

The existence of MSMEs in Indonesia greatly impacts national economic growth by helping to meet the demands of the wider Indonesian community. According to data obtained from the Ministry of Cooperatives and MSMEs, (2022) regarding the number of MSMEs in the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, Bekasi), there are 11 million MSMEs domiciled in the Greater Jakarta area.

Based on the results of a survey conducted by APJII, (2022) regarding the profile of Internet use in Indonesia 12.57% of MSMEs have not used the Internet where most of the respondents are not interested in using the internet because the level of sales when the survey was carried out was still going well so they felt they did not need to use the internet for support sales. One of the MSME digitization platforms that can be used easily by MSME actors is to join e-commerce, where Tokopedia is present as an e-commerce presence to help the growth of MSME actors to develop through technology as a shortcut that can be used and utilized. in developing their business.

According to katadata.co.id (2021), Tokopedia helps MSME players through collaboration with the Kemenkop-UKM and BPKM to provide registration services for Business Identification Numbers or NIB. This strategy was implemented by Tokopedia to help increase the competitiveness of MSME players. Tokopedia has several taglines or campaigns that try to attract business people which started in 2015 with "Create Your Opportunity" to attract business people throughout Indonesia to want to sell and create opportunities, which later developed into "Everything Starts from Tokopedia" in 2017 to try to introduce Tokopedia as a solution that can be used by business people and consumers to solve the problems they are facing. In 2018, Tokopedia again developed their latest campaign entitled "Start Aja Dulu" which aims to foster the enthusiasm of business people to start their business using Tokopedia, which was later re-developed in 2020 with a campaign titled "Always Ada Always Can" which is identical with a campaign carried out in 2017 by encouraging Tokopedia as a super application that is a solution for the community to solve all problems and needs under any conditions.

## RESEARCH METHODS

### Research Object

This study will analyze the antecedents of E-satisfaction, E-trust and their impact on the Purchase Intention of Tokopedia consumers in Indonesia. The object of this research is perceived ease of use, perceived usefulness, and social media marketing as independent variables, e-satisfaction and e-trust as mediating variables and purchase intention as dependent variable.

### Operationalization of Research Variabel

This research conducted with six variables, the first is social media marketing which is how social media can be used to influence sales. The second variable is perceived ease of use which is how users rate the sacrifices made by users when implementing technology. Third variable is perceived usefulness which is whether judge whether using technology or supporting tools will would be beneficial in their job. The fourth variable is e-satisfaction which is how consumers view their experience they get when using Tokopedia sites.

### Population and Sample

The population of this research are all Indonesian citizens as respondents who actively use the Tokopedia e-commerce platform and have purchased MSME products in the Jabodetabek area in the

2022 period. The sampling technique used in this research is non-probability sampling and specifically uses the purposive sampling method that requires all of the respondents who fulfill the criteria set by the researchers, which in this case namely active users of Tokopedia who also have purchased an MSME products that resides in the Jabodetabek area. Out of the 281 respondents who have filled out the questionnaire that has been distributed; the researcher uses 190 respondents that meet the criteria as sample.

### Data Collection Technique

The primary data sources were obtained through questionnaires distributed to community groups in accordance with the criteria determined by the researcher. The secondary data sources will be obtained through individuals who are able to provide data related to the research that would be carried out which obtained through research conducted by researchers from various reports and writings that support the selected hypothesis

## RESULTS AND DISCUSSION

### Respondent Demographic

Table 1. Descriptive Statistical Analysis

Respondent Demographic	Percentage	Total (f)
<b>Gender</b>		
Woman	63%	120
Man	37%	70
<b>Age Range</b>		
17-24	3%	5
25-30	49%	96
31-40	23%	45
41-56	39%	39
≥ 56	5%	10
<b>Profession</b>		
Student	7%	13
University Student	6%	12
Private sector employee	71%	135
Government sector employee	11%	20
Other	5%	10
<b>Domicile Area</b>		
Jakarta	63%	120
Bogor	7%	13
Depok	9%	17
Tangerang	7%	22
Bekasi	9%	18
<b>Education</b>		
Bachelor	78%	148
Diploma	16%	30
High School	6%	12
Junior High School	0%	0
<b>Monthly Expenditure</b>		
≤5.000.000	8%	15
5.000.000 – 10.000.000	39%	74
10.000.000 – 15.000.000	28%	53
15.000.000 – 20.000.000	20%	38
≥20.000.000	5%	10

Source: Data Processing Result

This study uses a Likert scale of 1 - 6, where if the respondent answers the statement strongly disagrees as number 1 to number 5 with the meaning of strongly agree.

### Construct Reliability

Table 2 Construct Reliability

Construct	Indicator
<b>Social Media Marketing (AVE = 0,697)</b>	
A1	Akun media sosial Tokopediamenyediakan informasi yang sesuai dengan kebutuhan saya
A2	Akun media sosial Tokopediamembantu saya berkomunikasi dengan penjual
A3	Produk yang ditawarkan pada Akun media sosial Tokopediasesuai dengan yang saya inginkan
A4	Informasi yang diberikan oleh Akun media sosial Tokopediajelas dan dapat diterima
<b>Perceived Ease of Use (AVE = 0,604)</b>	
B1	Aplikasi Tokopedia menyediakan informasi yangsesuai dengan kebutuhan saya
B2	Aplikasi Tokopedia membantu sayadalam menyelesaikan pekerjaan
B3	Aplikasi Tokopedia mudah untuk digunakan
B4	Layout dari Aplikasi Tokopedia rapi dan mudah digunakan
<b>Perceived Usefulness (AVE = 0,638)</b>	
C1	Tokopedia mampu membantu sayamenemukan produk dan jasa UMKM lebih cepat
C2	Aplikasi Tokopedia dapatmembantu saya berkomunikasi dengan pemilik UMKM
C3	Aplikasi Tokopedia mampu menyediakan informasi harga yang lebih murah
C4	Aplikasi Tokopedia belum mampu memberikan produk dan jasa UMKM yang saya inginkan
<b>E-Satisfaction (AVE = 0,673)</b>	
D1	Promo dan diskondari Aplikasi Tokopedia sesuai dengan yang saya harapkan
D2	Produk yang ditawarkan oleh Tokopedia melebihi ekspektasi saya
D3	Produk yang ditawarkan oleh Tokopedia sesuaidengan minat/interest saya
D4	Saya tertarik menggunakan Tokopedia karenaefisien atau praktis
<b>E-Trust (AVE = 0,724)</b>	
E1	Informasi yang diberikan oleh Tokopedia dapat saya percaya
E2	Informasi yang diberikan oleh Tokopedia adalah informasi yang Up-to-date
E3	Kualitas Produk yang ditawarkan oleh Tokopedia terjamin
<b>Purchase Intention (AVE = 0,832)</b>	
F1	Akun media sosial dan website Tokopedia menimbulkan niat saya untuk membeli produk yang ditawarkan
F2	Saya selalu membeli produk yang saya lihatdari Akun Media sosial dan Website Tokopedia
F3	Saya tertarik untuk membeli produk yang saya lihat dari Akun Media sosial dan Website Tokopedia

Source: Data Processing Result

## Discriminant Validity

Table 3 Fornell-Lacker Discriminant Validity

	ES	ET	PEOU	PU	PI	SMM
ES	0,820					
ET	0,803	0,851				
PEOU	0,769	0,731	0,777			
PU	0,770	0,750	0,804	0,799		
PI	0,767	0,752	0,667	0,666	0,912	
SMM	0,742	0,658	0,648	0,637	0,771	0,835

Source: Data Processing Result

The discriminant validity value of each indicator has met the Fornell - Larcker criteria, where the square root of the AVE value of each indicator must have a higher value than the correlation value of the construct of other variables (Hair et al. 2019). All indicators of this research variable meet discriminant validity.

## Collinearity Test

Table 4 Collinearity Test (VIF Value)

	ES	ET	PEOU	PU	PI	SMM
ES						
ET		1,000				
PEOU			3,107			
PU			3,028			
PI					1,000	
SMM						1,845

Source: Data Processing Result

According to Hair et al. (2019), the value of the Variance Inflation Factor (VIF) is ideal if it is still below 3. Based on table 4.14, the Variance Inflation Factor (VIF) value of all research variables is categorized as eligible, namely < 3, but the VIF value has a greater value. from 3 – 5 can still be calculated so that all research variables have met the criteria.

**Table 5** Path Coefficient and P-Value

	Original Sample	P Value
E-Satisfaction -> E-Trust	0,803	0,000
E-Trust -> Purchase Intention	0,752	0,000
Perceived Ease of Use -> E-Satisfaction	0,285	0,001
Perceived Usefulness -> E-Satisfaction	0,313	0,001
Social Media Marketing -> E-Satisfaction	0,358	0,000

Source: Data Processing Result

The path coefficient needs to be done to assess the effect of the independent variable on the dependent variable by doing a t test or p-value. The results of the study are significant if the p-value obtained is smaller or below 0.050 (Hair et al., 2019). Based on the results of the study in table 4.15, the p-value of each instrument is below 0.050, so it can be interpreted that the results of this study can be categorized as significant.

**R-Squares**

**Table 6** R-Squares

Variable	R Square
E-Trust	0,725
E-Satisfaction	0,646
Purchase Intention	0,565

Source: Data Processing Result

According to Rigdon (2012), R2 evaluation is used to assess the predictive power of the construct relationship of the research model. Based on Hanseler et al (2009) and Hair et al (2011), the R2 value with a value of 0.75 is substantial; 0.50 is moderate and 0.25 is weak. Based on the results in table 4.16, the R2 value of the E-trust variable; E-satisfaction and purchase intention have R2 values above 0.5, namely E-trust 0.725 or 72.5% (moderate); E-satisfaction 0.646 or 64.6% (moderate) and Purchase Intention 0.565 or 56.5% (moderate) which indicates that the accuracy of the three variables is moderate.

**Hypothesis Test**

**Table 7** Hypothesis Test

Hypothesis	Original Sample	P-Value	Significance	Conclusion
Perceived Usefulness has a positive influence towards E-Satisfaction	0,803	0,000	Significance	Supported
Perceived Ease of Use has a positive influence towards E-Satisfaction	0,752	0,000	Significance	Supported
Social Media Marketing has a positive influence towards E-Satisfaction	0,285	0,001	Significance	Supported
E-Satisfaction has a positive influence towards E-Trust	0,313	0,001	Significance	Supported
E-Trust has a positive influence towards Purchase Intention	0,358	0,000	Significance	Supported

Source: Data Processing Result

Based on table 4.17, there are five hypotheses proposed in the research model where all of the proposed hypotheses are supported because they have a p-value below 0.05 and the path coefficient value shows a positive direction in line with the hypothesis. Hypothesis testing can be done by looking at the value of the p-value, if the p-value has a value less than 0.05 or 5%, the proposed hypothesis can be categorized as significant. In addition, the hypothesis can be accepted if the direction of the path coefficient shows a positive direction in the direction of the hypothesis.

Based on the result on table 4.7 above, it can be concluded that all of the hypothesis proposed is supported with the following explanation: 1) perceived usefulness has a positive influence towards e-satisfaction which was shown from the p-value less than 0,05. This result is reflected with in past research (Gefen et al., 2003; Singh et al., 2020. Davis 1989; Rauniar's et al., 2014) which shows that the implementation of technology such as social media and e-commerce sites (both website form and application form) towards customers satisfaction which could lead towards potensial transaction. 2) Perceived ease of use also has a positive influence towards e-satisfaction with p-value of less than 0,05. This result is reflected in past research (Davis, 1989; Venkatesh dan Davis 2000; Venkatesh & Bala, 2008; Rauniar et al., 2014) which shows that consumers would be more willing to use technology if it can help in solving their problems. 3) Social media marketing also have a positive influence towards e-satisfaction with p-value less than 0,05. Result from previous study (Fajri & Maruf, 2018; Hanaysha, 2017; Zoubi & Mohammad Al-Harazneh, 2019; Pratama, 2016) which shows that active usage of social media by companies or brand could increase consumers connection with their brand. 4) E-Satisfaction has a positive influence towards E-Trust which was shown from the p-value less than 0,05. This result is reflected with in past research (Grabner- Kräuter & Kaluscha, 2003; Jimenez et al., 2016; Pavlou, 2003) which shows that consumers that are satisfied in what the e-commerce could offer to would result in trust that would result in purchase. 5) E-Trust has a positive influence towards Purchase Intention which was shown from the p-value less than 0,05. This result is reflected with in past research (Zhou, 2011; Pires et al., 2004; Fang et al., 2011) which comes from consumer trust born of consumer satisfaction in using the Tokopedia application which leads to consumer purchase intentions born of trust Consumer trust in digital-based services is the main key for the future of a marketplace, so the e-trust variable has a role the key that must be maintained by Tokopedia management to foster trust from users. Based on the results of table 4.6, the predictive power or R2 of the e-trust variable with a value of 0.725 indicates that the mediating variable has a moderate accuracy prediction so that this variable can be categorized as the most important mediating variable in this study, the e-commerce platform can pay attention to the level of trust in make transactions on the platform.

## CONCLUSION

This research was conducted to analyze the antecedents of E-satisfaction, E-trust and their impact on Purchase Intention of Tokopedia consumers. Based on the analysis that has been carried out, the following conclusions can be formed: 1) Perceived Usefulness is proven to significantly affect E-satisfaction. The benefits obtained by users or users in using the Tokopedia application have been proven to have a significant effect on Tokopedia consumer satisfaction. 2) Perceived Ease of Use is proven to have a significant effect on E-satisfaction. The ease of use that is obtained and felt by users or users of the Tokopedia application has a significant impact on user satisfaction. 3) Social Media Marketing is proven to have a significant effect on E-satisfaction. The impact of the use of social media on the satisfaction felt by customers causes the satisfaction obtained by consumers to also increase. 4) E-satisfaction is proven to have a significant effect on E-trust. The satisfaction felt by consumers from using the Tokopedia application and website makes the consumer's sense of trust or trust to use Tokopedia increase. 5) E-trust is proven to have a significant effect on Purchase Intention. Consumers feel trust in the services provided by Tokopedia.

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