



The Influence Of E-Service Quality And Shopping Experience On Repurchase Intentions Mediated By Consumer Trust In Shopee Application Users In Padang City

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Abstract. The purpose of this study is to examine: (1) e-service grade on shopee users' repurchase intention in padang city (2) The impact of shopping expertise in shopee consumers' repurchase intention in padang city in padang city (3) the influence on the quality of e-services on trust of shopee consumers' in padang city (4) influence of shopping experience on trust of shopee users in padang city (5) influence of trust on shopee users' repurchase intention in Padang City (6)) e-service quality on shopee users' repurchase intention in Padang City with trust serving as a moderating factor (7) the impact of shopping expertise in shopee users' rebuy intentions in padang city with trust as a mediating variable, the type of this research is quantitative descriptive research, the number of samples in this research is 160 respondents using purposive sampling techniques, the data analysis method uses SEM analysis using the Smart PLS 4 application. The results of the research are (1) In Padang City, customers' intention to repurchase products is significantly influenced by the quality of their e-services. (2) Shopee users' intentions to make additional purchases in Padang City are significantly influenced by their shopping experiences. (3) In the city of Padang, customers' trust in Shopee is greatly impacted by the quality of their e-services. (4) In the city of Padang, shoppers' trust in Shopee is greatly impacted by their shopping experiences. (5) Shopee users in Padang are highly influenced by trust when it comes to their intention to make another purchase. (6) Shopee users' intentions to repurchase are significantly influenced by the quality of their e-services, with trust acting as a mediating factor in Padang City. (7) There is a big impact. Shopee users' intentions to repurchase in Padang City are influenced by their shopping experiences, with trust acting as a mediating factor.

Keywords: Repurchase intention; e-service quality; shopping experience; consumer trust

Abstrak. Tujuan dari penelitian ini adalah untuk menguji: (1) e-service grade terhadap niat beli ulang pengguna shopee di kota padang (2) Pengaruh keahlian berbelanja terhadap niat beli ulang konsumen shopee di kota padang di kota padang (3) pengaruh tentang kualitas layanan e-service terhadap kepercayaan konsumen shopee di kota padang (4) pengaruh pengalaman berbelanja terhadap kepercayaan pengguna shopee di kota padang (5) pengaruh kepercayaan terhadap niat beli ulang pengguna shopee di kota padang (6)) e-service quality terhadap niat beli ulang pengguna shopee di kota padang dengan kepercayaan sebagai faktor moderasi (7) pengaruh keahlian belanja terhadap niat beli ulang pengguna shopee di kota padang dengan kepercayaan sebagai variabel mediasi, jenis penelitian ini adalah penelitian deskriptif kuantitatif, jumlah sampel dalam penelitian ini adalah 160 responden dengan menggunakan teknik purposive sampling, metode analisis data menggunakan analisis SEM dengan menggunakan aplikasi Smart PLS 4. Hasil penelitian adalah (1) Di Kota Padang, niat pelanggan untuk membeli kembali produk dipengaruhi secara signifikan oleh kualitas layanan e-nya. (2) Niat pengguna shopee untuk melakukan pembelian tambahan di Kota Padang dipengaruhi secara signifikan oleh pengalaman belanjanya. (3) Di kota Padang, kepercayaan pelanggan terhadap Shopee sangat dipengaruhi oleh kualitas layanan elektronik mereka. (4) Di kota Padang, kepercayaan pembeli terhadap Shopee sangat dipengaruhi oleh pengalaman berbelanja mereka. (5) Pengguna Shopee di Padang sangat dipengaruhi oleh kepercayaan ketika memutuskan untuk melakukan pembelian lagi. (6) Niat pengguna Shopee untuk melakukan pembelian ulang dipengaruhi secara signifikan oleh kualitas layanan elektroniknya, dengan kepercayaan sebagai faktor mediasi di Kota Padang. (7) Ada dampak yang besar. Niat pengguna shopee untuk melakukan pembelian ulang di Kota Padang dipengaruhi oleh pengalaman belanjanya, dengan kepercayaan sebagai faktor mediasinya.

Kata Kunci: Niat membeli ulang; kualitas layanan elektronik; pengalaman berbelanja; kepercayaan konsumen

INTRODUCTION

Indonesia has the fourth-largest population globally, with a total population of about 250 million. Given its vast population, it is not unexpected that Indonesia is among the developing nations, offering a potential market for investors looking to expand their businesses through product marketing. Due to the numerous investors attempting to expand their market in Indonesia, there is fierce competition among businesses due to the volume of products offered to consumers. Naturally, marketers must cultivate brand loyalty among Indonesian consumers for their products.

Of course, the most important thing for marketers to comprehend is consumer behaviour patterns, particularly for Indonesian consumers, prone to purchasing goods and products through advanced technology on the internet. The number of Indonesian people shopping online has increased, due to developments in internet technology, making it easier for consumers to communicate and buy and sell via existing social media. The internet can also enable entrepreneurs to find business opportunities. Amidst the rapid growth of e-commerce, Indonesian consumers are increasingly accustomed to purchasing products and services online.

According to Fandy in Fuji (2021), "Repurchase intention is a behavioural indicator of customer satisfaction determined by asking the customer if they plan to shop or use the business's services once more." In the meantime, the intention to repurchase based on Ibzan, et al., (2016), "Consumers who repurchase a product do so by making a tangible purchase or using it once more." Furthermore, according to Yasri (2020), "The meaning of consumer repurchase has been conceptualized in several recent studies based on two aspects, namely the intention to repurchase (repurchase intention)."

According to Belezze (2020), "One of the factors that influences repurchase intentions is E-Service Quality and Shopping Experience and Consumer Trust." An electronic service known as "e-service quality" is offered by a company that is supported by using electronic services to make it easier for customers to find information about the company. Internet-based e-service quality (electronic service) has applications and the web is a fresh take on e-service excellence.

Shopping is an activity carried out by humans to buy or fulfill their daily needs. For women, the most popular shopping activity is shopping for fashion products. These fashion products can be: clothes, tops, trousers, skirts, bags, shoes and other accessories. Compared to men, women tend to pay more attention to their appearance. By looking good and attractive, they will become more confident in socializing and carrying out their routines.

According to Priansa (2017), "Trust is a collection of knowledge held by consumers regarding the objects, attributes and benefits of a product." Based on the above definition, trust is a conclusion held by a consumer regarding the product/service that has been used. If consumers feel confident in the product or service, the customer intends to repurchase it. With the many conveniences and simple systems that consumers get when shopping online, much consumer behavior has changed, from initially shopping offline to now switching to shopping online through e-commerce.

LITERATURE REVIEW

Intention to repurchase

According to Kotler, et al., (2017), "Repurchase intention comes from the word intention, intention is a person's feeling of being attracted to a particular object. An intention to repurchase arises following the completion of the alternative evaluation procedure. The assessment in question is when a customer makes a plan regarding product choices based on brand or interest in a product that he will buy.

Service quality

As stated by Kotler and Keller (2019), "Service is a form of entirety in the form of attributes and traits of a good or service that are dependent on its capacity as an effort to obtain satisfaction of stated or implied needs.

Shopping experience

As stated by Rose, et al., (2012), "Shopping experiences are specified as a psychological state that is realized or expressed by consumers as a subjective response to websites owned by online retailers."

Trust

According to Romindo et al, (2019) in Azizah (2021)), "Trust is defined as a subjective probability, where consumers expect the seller to carry out certain transactions in accordance with consumer trust expectations." Meanwhile, according to Imanda and Nuridin (2018:45),"

METHOD

Quantitative research is the method of study that is employed. As stated by Sugiyono (2018:12), " Based on reality, symptoms, or phenomena that are categorized as comparatively fixed, concrete, observable, quantifiable, and symptomatic of causation, quantitative research is a type of inquiry." With the purpose of describing and testing preconceived hypotheses, this kind of research uses research instruments to collect data from specific populations or samples and analyzes it quantitatively and statistically. The data source is primary data, the data collection technique is purposive sampling and the data analysis tool is SEM analysis using Smart PLS 4.

RESULTS AND DISCUSSION

Data results

Questionnaire data collected and filled in completely by 210 respondents was then processed using PLS-SEM with smart PLS 4 software.

Test the outer model

The measurement model, also known as the outer model, is a measurement model that evaluates the model's reliability and validity. The relationship between each indicator block and its latent variable is defined by the outer model, also known as the outer relation or measurement model. According to Jogiyanto and (Abdillah, 2014) A measurement model is used as the outer model to evaluate the model's validity and dependability. This model uses the following measurements:

Validity test

According to JF Hair (2014:45), "Validity testing in this research uses two measurement methods, in particular, discriminant and convergent validity.

Convergent validity

Convergent Validity is one of the criteria in testing analysis using Smart PLS. The loading factor, or the correlation between item/component scores and construct scores, of the indicators that measure the construct is used to evaluate the convergent validity test in PLS with reflective indicators. Hair et al. (2006) states that " Approximately 0.5 is thought to have met the minimum level, according to the general rule of thumb that is usually used to make an initial examination of the factor matrix." Better loading factors are those that are roughly 0.6, and significant loading factors are those that are greater than 0.6. Thus, It is evident that loading plays a more significant role in understanding the factor matrix the higher the loading factor value. A loading factor of 0.5 is employed in this study. Additionally, the average variance extracted (AVE) value, which must be greater than 0.5, shows the Convergent Validity value.

"The convergent validity criteria are the average variance extracted (AVE) value > 0.5 and outer loading > 0.5 ." The path diagram of the causal relationship between constructs and Each indicator's loading factor values are displayed as follows:

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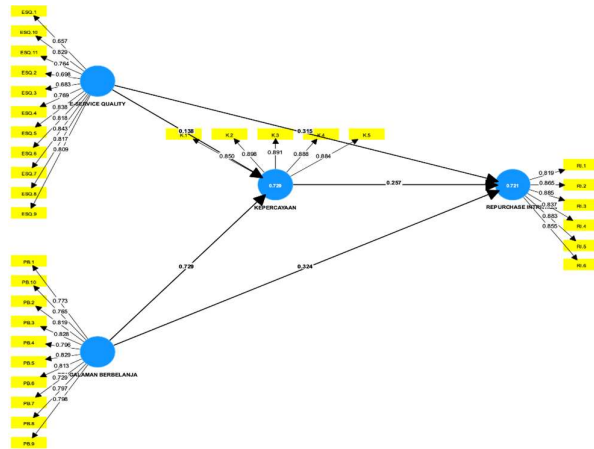


Image of Outer Model

Source: SMART PLS4 Process (2024)

The image shows the initial form of the indicator validity measurement model on its parent variable. For more details, see the initial outer loading structure output table below:

Table Outer Loading

Indicator	E-Service Quality	Shopping Experience	Trust	Repurchase Intention
ESQ.1	0.657			
ESQ.2	0.829			
ESQ.3	0.764			
ESQ.4	0.698			
ESQ.5	0.683			
ESQ.6	0.769			
ESQ.7	0.838			
ESQ.8	0.818			
ESQ.9	0.843			
ESQ.10	0.817			
ESQ.11	0.809			
PB.1		0.773		
PB.2		0.765		
PB.3		0.819		
PB.4		0.828		

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PB.5	0.796	
PB.6	0.829	
PB.7	0.813	
PB.8	0.729	
PB.9	0.797	
PB.10	0.798	
K.1		0.850
K.2		0.898
K.3		0.891
K.4		0.888
K.5		0.884
NBU.1		0.819
NBU.2		0.865
NBU.3		0.885
NBU.4		0.837
NBU.5		0.883
NBU.6		0.855

Source: Processed SEM PLS Data (2023)

The convergent validity of all indicators is considered to be valid based on the data processing results shown in the above table, where the outer loading value for each variable indicator is obtained from 0.5.

AVE Value Table	
Variable	AVE value
E-Service Quality	0.605
Shopping Experience	0.632
Trust	0.778
Repurchase Intention	0.735

Source: Processed SEM PLS Data (2024)

Convergent validity is considered to be valid based on the table's results, which indicate that the AVE value for each variable is greater than 0.5.

Discriminant Validity

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The Croos Laoding value can be used to evaluate discriminant validity testing. In Croos Laoding discriminant validity testing, if the correlation between the construct and other latent variables is lower than the value of each variable in the construct, then the construct is considered good.

Discriminant Validity Table				
Indicator	E-Service Quality	Shopping Experience	Trust	Repurchase Intention
ESQ.1	0.705	0.705	0.689	0.819
ESQ.2	0.713	0.713	0.664	0.865
ESQ.3	0.705	0.705	0.690	0.885
ESQ.4	0.643	0.643	0.597	0.837
ESQ.5	0.730	0.730	0.708	0.883
ESQ.6	0.733	0.733	0.663	0.855
ESQ.7	0.493	0.493	0.424	0.490
ESQ.8	0.770	0.770	0.683	0.671
ESQ.9	0.803	0.803	0.698	0.694
ESQ.10	0.481	0.481	0.465	0.443
ESQ.11	0.541	0.541	0.471	0.482
PB.1	0.611	0.611	0.533	0.587
PB.2	0.753	0.753	0.641	0.734
PB.3	0.743	0.743	0.697	0.679
PB.4	0.746	0.746	0.663	0.648
PB.5	0.767	0.767	0.699	0.701
PB.6	0.751	0.751	0.629	0.648
PB.7	0.761	0.761	0.850	0.688
PB.8	0.754	0.754	0.898	0.656
PB.9	0.731	0.731	0.891	0.668
PB.10	0.756	0.756	0.888	0.695
K.1	0.752	0.752	0.884	0.734

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K.2	0.773	0.773	0.567	0.634
K.3	0.765	0.765	0.688	0.666
K.4	0.819	0.819	0.674	0.706
K.5	0.828	0.828	0.697	0.685
NBU.1	0.796	0.796	0.678	0.630
NBU.2	0.829	0.829	0.719	0.713
NBU.3	0.813	0.813	0.667	0.681
NBU.4	0.729	0.729	0.685	0.566
NBU.5	0.797	0.797	0.673	0.603
NBU.6	0.798	0.798	0.712	0.649

Source: processed SEM PLS data (2024)

The aforementioned table indicates that the data is valid because the number of values for each variable in the construct has a stronger correlation with other latent variables than it does with the other.

Reliability test

The purpose of reliability testing is to ascertain the degree of dependability or trustworthiness of a measuring device. A measuring instrument is deemed reliable if the results of the measurements are reasonably consistent.

The Cronbach's Alpha value (Cronbach's Alpha coefficient), which is displayed in the following table, will be used for reliability testing of all items/questions used in this study.

Cronbach Alpha Table

Variable	Cronbach alpha
E-service quality	0.934
Shopping experience	0.935
Trust	0.929
Intention to repurchase	0.928

Source: Processed SEM PLS Data (2024)

Considering the outcomes attained, The results indicate that all of the constructs have Cronbach's alpha values greater than 0.7. All study variables can be deemed reliable based on the thumb Cronbach's alpha value, which is greater than 0.7.

Test the inner model

The purpose of the structural model test, also known as the inner model, is to forecast causal relationships, or cause-and-effect relationships, between latent variables, or variables that are not directly measurable. In the structural model test (inner model) using the help of procedures in SMARTPLS 4. The structural model test is performed by determining the significance of the

structural path parameter coefficients and the relationship between latent constructs using R-Square for the dependent construct T test. Using SMARTPLS version 4, the R-Square estimation results are as follows.

R-Square Table	
Variable	R-Square
Trust	0.729
Repurchase Intention	0.721

Source: Processed SEM PLS Data (2024)

In endogenous constructs only is R-square present. As can be seen, Trust has an R-square value of 0.729, meaning that E-Service Quality and shopping experience contribute 72.9% to trust, the remainder is affected by other variables. Furthermore, the R-square value for repurchase intention is 0.721, meaning that E-Service Quality and shopping experience contribute 72.1% towards satisfied consumers, the remainder is affected by the remaining variables.

Hypothesis testing

In SmartPLS 4 software, the bootstrapping method is used to perform hypothesis testing if the data fulfills the measurement requirements. A resampling technique called bootstrapping eliminates the need for a large sample size and the assumption of a normal distribution by applying it to freely distributed data. (Ghozali & Laten, 2012).

Utilizing the No sign change scheme, this study employed a resample of 180 respondents. The significance test results, which show that the level of significance in this study is 5%, demonstrate the hypothesis testing process. The statistical T value must be more than 1.96 in order for the hypothesis to be accepted at a significance level of 5%, or 0.05. (Hair, 2013).

Direct hypothesis

The statistical results generated by the structural model (Inner Model) are examined in order to conduct the direct influence hypothesis test. If T is greater than 1.96, the hypothesis can be accepted. The direct influence hypothesis test yielded the following findings. The following is a direct hypothesis using SEM (Structural Evaluation Model) analysis using the Smart PLS 4 application which is in table 19 below.

Direct Hypothesis Table				
Hypothesis	Original sample (O)	T statistics (O/STDEV)	P values	Information
E-Service Quality -> Repurchase Intention	0.350	2,377	0.017	Accepted
Shopping Experience -> Repurchase Intention	0.512	3,635	0,000	Accepted

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E-Service Quality - > Trust	0.138	2,961	0.004	Accepted
Shopping Experience -> Trust	0.729	5,329	0,000	Accepted
Trust ->Repurchase Intention	0.257	2,491	0.013	Accepted

Source: Processed SEM PLS Data (2024)

The test results from SmartPLS analysis where the output path coefficient value indicates that there is a 0.017 significance level and a parameter coefficient of 0.350 in the relationship between repurchase intention and E-Service Quality, a statistical value of 2.377 ($2.377 > 1.96$) thus hypothesis one can be accepted. The test results from SmartPLS analysis where the output path coefficient value shows the relationship between shopping experience and repurchase intention has a parameter coefficient of 0.512 with a significance of 0.000, a statistical value 3,635 ($3,635 > 1.96$) thus hypothesis two can be accepted. The test results from the SmartPLS analysis where the output path coefficient value shows the relationship between E-Service Quality and trust has a parameter coefficient of 0.138 with a significance of 0.004, a statistical value of 2,961 ($2,961 > 1.96$), thus hypothesis three is accepted. The test results from SmartPLS analysis where the output path coefficient value shows the relationship between shopping experience and trust has a parameter coefficient of 0.729 with a significance of 0.000, a statistical value 5,329 ($5,329 > 1.96$) thus hypothesis four is accepted. The test results from SmartPLS analysis where the output path coefficient value shows the relationship between trust and repurchase intention has a parameter coefficient of 0.257 with a significance of 0.013, a statistical value 2,491 ($2,491 > 1.96$) thus hypothesis five can be accepted.

Indirect hypothesis

Examining the data generated by the structural model allowed for the testing of the indirect influence hypothesis (Inner Model). If T is greater than 1.96, the hypothesis can be accepted. The direct influence hypothesis test yielded the following findings. The following is an indirect hypothesis using SEM (Structural Evaluation Model) analysis using the Smart PLS 4 application which is in table 20 below.

Indirect Hypothesis Table

Hypothesis	Original sample (O)	T statistics (O/STDEV)	P values	Information
E-Service Quality - > Trust -> Repurchase Intention	0.136	2,934	0.005	Accepted
Shopping Experience -> Trust ->	0.187	2,019	0.044	

Repurchase
Intention

Accepted

Source: Processed SEM PLS Data (2024)

The test results from SmartPLS analysis where the output path coefficient value shows the correlation between repurchase intention and the quality of an e-service through trust has a parameter coefficient of 0.136 with a significance of 0.005, a statistical value of 2.934 ($2.934 > 1.96$) thus hypothesis six can be accepted. The test results from SmartPLS analysis where the output path coefficient value shows the relationship between shopping experience and repurchase intention through trust has a parameter coefficient of 0.187 with a significance of 0.044, a statistical value 2.019 ($2.019 > 1.96$) thus hypothesis seven can be accepted.

The influence of e-service quality on repurchase intentions.

The test results from SmartPLS analysis where the output path coefficient value shows The parameter coefficient for the correlation between repurchase intention and E-Service Quality is 0.350 with a significance of 0.017, a statistical value of 2.377 ($2.377 > 1.96$) thus hypothesis one can be accepted. This is in accordance with research according to Wibowo, Rusmawanti and Januarko (2013), "Company operations must be carried out in accordance with standards in order to produce the best quality service. Standardization of service quality is very important to reduce customer dissatisfaction with the services provided. "Companies are required to be able to develop management in terms of the best service quality, so that they can satisfy customers, which will ultimately result in feedback in the form of customers' intention to make repeat purchases." Research conducted by Fiona (2019), " That repurchase intentions are significantly impacted by the quality of the e-service.

Influence of shopping on repurchase intentions.

The test results from SmartPLS analysis where the output path coefficient value shows the relationship between shopping experience and repurchase intention has a parameter coefficient of 0.512 with a significance of 0.000, a statistical value 3.635 ($3.635 > 1.96$) thus hypothesis two can be accepted. According to Made (2021), "Consumer shopping experience is a response from customers who receive stimulation or knowledge from interactions by sharing products or services. Consumers with repeat shopping intentions usually have previous shopping experience which helps reduce feelings of worry about the products they will order."

The influence of e-service quality on trust.

The test results from the SmartPLS analysis where the output path coefficient value shows the relationship between E-Service Quality and trust has a parameter coefficient of 0.138 with a significance of 0.004, a statistical value of 2.961 ($2.961 > 1.96$), thus hypothesis three is accepted. Building and maintaining consumer electronic trust is expected as a reflection of attention to detail and the quality of service received when customers interact via a website or mobile app. Customers are more likely to have faith in a website or mobile app that offers higher-quality electronic services (e-service quality). Once customers feel comfortable using any service provided by the website provider, trust between them has been established. Research conducted by Ngurah (2017), stated "E-service quality has a direct positive and significant effect on consumer trust."

Influence of shopping experience on trust.

The test results from SmartPLS analysis where the output path coefficient value shows the relationship between shopping experience and trust has a parameter coefficient of 0.729 with a significance of 0.000, a statistical value 5,329 ($5,329 > 1.96$) thus hypothesis four is accepted. According to Laili (2018), "Individual events are memorable events when interacting with a product or service which results in a good or bad reaction." Shopping experience is what consumers feel about a product, a good experience would be preferable if a bad experience would make the product or service worse. Consumer shopping experience is very important in consumer behavior because the experience a consumer has will be what the consumer learns and remembers. Good experiences will lead to repeat behavior.

According to Amalia and Maridjo (2020), "The shopping experience will give consumers an idea of a product that has been purchased, so that when they want to buy the same product, consumers already have information and references about that product." A good shopping experience from consumers will later encourage consumers to have more confidence and buy the product or use the service again. According to Saraswathi (2021), "Shopping experience variables have a positive effect on consumer trust variables." Then, according to Astarina's research (2018), "Experience has a positive effect on trust, which means that a good shopping experience will have an impact on higher levels of consumer trust."

The influence of trust on repurchase intention.

The test results from SmartPLS analysis where the output path coefficient value shows the relationship between trust and repurchase intention has a parameter coefficient of 0.257 with a significance of 0.013, a statistical value 2,491 ($2,491 > 1.96$) thus hypothesis five can be accepted. According to Priansa (2017), "Consumer trust is a collection of knowledge that consumers already know about the object attributes and benefits of a product." This trust is a very important factor for prospective buyers because a buyer will later share personal and confidential information with online buying and selling sites. Therefore, Shopee must maintain customer trust by providing clear information and prioritizing honesty in the transaction process. This consumer trust greatly influences repurchase intentions in online shopping because the absence of face-to-face contact and transactions carried out without meeting in person make consumers hesitate to shop online.

According to Sulistiono (2021), "Shopee as an online buying and selling site must prioritize the honesty of online shop account owners in maintaining and fulfilling the agreements that have been made with Shopee both in terms of the online shop's reputation as a credible seller and professional promotional displays. "If you have been proven to be competent and trustworthy, it will influence your interest in repurchasing online."

According to Khafidatul (2020), "Decisions about what to buy are positively and significantly influenced by trust. Then, based on Astarina's studies (2018), "Customer trust significantly and favorably influences the intention to use or repurchase a product."

The influence of e-service quality on repurchase intention with trust as a mediating variable

The test results from SmartPLS analysis where the output path coefficient value shows the connection between repurchase intention and e-service quality through trust has a parameter coefficient of 0.136 with a significance of 0.005, a statistical value of 2.934 ($2.934 > 1.96$) thus hypothesis six can be accepted. Company operations must be carried out according to standards in order to produce the best quality service. Standardization of service quality is very important to reduce customer dissatisfaction with the services provided. According to Wibowo, Ruswanti and Januarko (2013), "Companies are required to be able to develop management in the best

service quality, so that they can develop management in the best service quality, so that they can satisfy customers which will ultimately produce feedback in the form of customers' intentions to make repeat purchases." Research conducted by Fiona (2019), explains that "E-Service Quality, through Trust, has a significant effect on repurchase intention."

The influence of shopping experience on repurchase intention with trust as a mediating variable.

The test results from SmartPLS analysis where the output path coefficient value shows the relationship between shopping experience and repurchase intention through trust has a parameter coefficient of 0.187 with a significance of 0.044, a statistical value $2,019(2,019 > 1.96)$ thus hypothesis seven can be accepted. Shopping experience is one of the factors that can shape the impression consumers get of a particular good or service. This implies that the process of purchasing a product will give an impression of the product, the results of the product or service. According to Laila, Arifin, and Hufron (2018), "Consumer trust depends on the impression of a person's shopping experience which can be a good or bad reaction." To gain a sense of trust, a consumer must first experience the experience of using a service or product. The experience of using a service or product will form an assessment of service quality, ease of access, and so on. This assessment will form trust in the product or service that has been experienced previously. Trust and experience are indicators used to measure consumers' repurchase intentions. According to Yasa (2018), "Trust and good experience in using services or products means that consumers are expected to make repeat purchases in the future." According to Sarawathi (2021), "Repurchase Intention to reuse is positively impacted by shopping experience, with trust acting as a mediating variable." It also explains that a good shopping experience can make people more likely to want to reuse.

CONCLUSION

The following conclusions can be made in light of the analysis and discussion presented in the preceding section:

1. Based on the research above, the variable of E-Service Quality significantly influences the repurchase intention of Shopee users in Padang City.
2. Based on the research above, the variable of shopping experience exerts a noteworthy influence on the repurchase intention of Shopee users in Padang City.
3. The aforementioned research indicates that the E-Service Quality variable significantly influences the trust of Shopee users in Padang City.
4. Based on the research above, In Padang City, Shopee users' trust is significantly impacted by the shopping experience variable.
5. Based on the research above, the influence of the trust variable is noteworthy on the repurchase intention of Shopee users in Padang City.
6. According to the aforementioned research, Shopee users' intentions to repurchase are significantly impacted by the E-Service Quality variable in Padang City, with trust acting as a mediating factor.
7. The aforementioned research indicates that, in Padang City, Shopee users' repurchase intentions are significantly impacted by the shopping experience variable, with trust acting as a mediating factor.

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