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THE ROLE OF CUSTOMER SATISFACTION MEDIATES THE EFFECT OF SERVICE QUALITY AND E-WOM ON MARKETPLACE REUSE INTENTIONS: A COMPARATIVE STUDY OF TOKOPEDIA AND SHOPEE

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ABSTRACT

The Tokopedia and Shopee marketplaces have become a phenomenon in online shopping because they managed to gain and maintain their positions at the top, beating other marketplaces that first appeared in Indonesia. This study aims to determine the effect of service quality and E-WOM on the Intention to reuse through the satisfaction of Tokopedia and Shopee marketplace users and to determine whether there is a comparison of service quality, E-WOM, customer satisfaction, and Intention to reuse Tokopedia and Shopee, marketplace customers. The number of samples taken was 160 respondents to the Tokopedia and Shopee marketplace customers, using purposive sampling. Data was collected by distributing questionnaires. The analysis technique used was SEM based on PLS and supported by VAF. The different test T-test (independent sample T-test) was used to test hypotheses about the differences between the two populations. The results of the study found that service quality and E-WOM have a positive and significant effect on customer satisfaction, service quality has a positive and not significant effect on reuse intentions, E-WOM and customer satisfaction have a positive and significant effect on reuse intentions, and customer satisfaction positively and has a significant role in mediating the effect of service quality and E-WOM on the Intention to reuse the Tokopedia and Shopee marketplaces. The study's results also found differences in E-WOM and customer satisfaction in the Tokopedia and Shopee marketplaces. In addition, it was found that there were no differences in service quality and Intention to reuse the Tokopedia and Shopee marketplaces.

KEY WORDS

Service quality, E-WOM, customer satisfaction, intention to reuse.

The Covid-19 pandemic has accelerated the intensity of consumers shopping online. Indonesia's massive population plus a substantial proportion of internet users have opened up very prospective opportunities for online shopping businesses, known as marketplaces. Internetworldstats.com data (2021) shows that in March 2021, the number of Internet users in Indonesia was 212.35 million. This condition has made business competition among marketplace providers tighter, each emphasizing its uniqueness or excellence in serving customers. Data obtained through lprice.co.id (2021) states that marketplace competition in Indonesia in 2019 in Q1, Q2, and Q3 was surpassed by Tokopedia in the first position. However, in Q4 of the same year, Shopee occupied the first position beating Tokopedia until the end of 2020.

According to lprice.co.id (2021), some information such as, in terms of the number of visitors, Tokopedia occupies the first position with 158,136,700 people. This is natural because Tokopedia has long been a marketplace in the online business. Furthermore, the interesting thing is that the second marketplace occupies the Shopee position, whose appearance is far behind compared to other marketplaces. Shopee also outperformed its predecessor marketplaces, such as Bukalapak, Lazada, Blibli, Zalora, and others. Shopee employees are also three times the number of Tokopedia and Bukalapak employees. Based on this data, it becomes an interesting thing to research.

Online shopping requires the ability to use technology and good internet access. Bali Province, according to the Bali Provincial Statistics Agency (2021), shows that the most

internet access data is in Denpasar City, with a percentage of 86.73 per cent; this is possible considering that Denpasar is a city centre with high mobility, such as office centres. Furthermore, Badung Regency occupies the second position with a percentage of 77.84 per cent; this is because Badung Regency is a tourism centre with various destinations and many domestic and international tourists. The third position is occupied by Gianyar with a percentage of 65.74 per cent, considering that Gianyar is a tourist area synonymous with art and natural charm.

Preliminary interviews were conducted in July 2022 with 30 customers. The results of the interviews showed that 21 interviewees preferred to use the Shopee marketplace, and nine other interviewees chose to use the Tokopedia marketplace. The majority of interviewees who choose to use the Tokopedia marketplace are men, saying that the Tokopedia marketplace has a simple and easy-to-use interface compared to the Shopee marketplace, which has many advertisements. In addition, the Tokopedia marketplace excels in selling products for men's needs, such as electronics, automotive, and men's fashion, such as clothes and sneakers. Interviewees who choose to use the Shopee marketplace, which women dominate, say that the products offered by Shopee are complete and more diverse and fulfil daily needs such as women's fashion products, make-up, skin care, and accessories that are currently in the market.

The comparison of the Tokopedia and Shopee marketplaces is also seen in terms of prices and shipping costs, as well as the promos provided. According to the results of the interview, the Shopee marketplace often offers free shipping and discounts compared to Tokopedia. In addition, the Shopee marketplace provides ShopeePay and ShopeePay Later transaction features. The Shopee marketplace is often used as a place to shop for items that are often used repeatedly, such as food, body care, toiletries, and others because the prices are cheaper. Tokopedia itself is often used as a place to shop for items that are consumed long-term, such as gadgets and other hobbies. This also causes differences in user gender. Female users are likelier to shop at Shopee marketplace, while male users are likelier to shop at Tokopedia.

Service quality is a success factor where the company can provide quality service to customers and as a company strategy to maintain itself and achieve success in the face of competition (Huang et al., 2017). All factors that influence customer loyalty, service quality and perceived value are the factors that have been proven most consistently to increase the repurchase intention of a product or service (Li and Shang, 2020).

In marketing, both are known as repurchase intention. Of course, someone who intends to buy back or to shop at the same store based on several reasons such as the quality of the products offered, the quality of the services provided, and also influenced by information obtained from various trusted sources. Intention in the context of online shopping, the Intention in question is the Intention to reuse a particular marketplace. Reuse intention is part of purchasing behaviour caused by a match between the performance of the products or services offered by the company, which then generates user interest in reusing in the future (Putri & Sukaatmadja, 2018).

A marketplace can be illustrated as a market with many people gathered in one place to buy and sell online. Usually, the marketplace acts as an intermediary (Dewa & Setyohadi, 2017). Given the characteristics of the marketplace that does not directly produce the products it sells, the main offering is in the form of services or services. Regarding online shopping, customers will be significantly influenced by information obtained through social media, known as e-WOM (electronic word of mouth). Customers feel that good and positive e-WOM (electronic word of mouth) can increase customer intention to reuse a product or service (Yundari & Wardana, 2019).

Previous research has discussed the relationship between service quality, e-WOM, and reuse Intention, but inconsistent results exist. Some of them are research conducted by Wijayanti et al. (2021) conducted a study of service quality in the marketplace, which resulted in the finding that service quality has no significant effect on repurchase intentions. This shows that the high and low quality of service does not affect customers' desire to repurchase in the marketplace in the future. The same thing was also revealed by Prabowo

(2018) in a study of service quality in retail businesses which stated that service quality has no significant effect on repurchase intentions, where the retail store in providing services has yet to be able to attract customer repurchase intentions. Maimunah (2019), in her research in the culinary field, states that if there are customers who are dissatisfied with the quality of service, the service may be influenced by the lack of speed or responsiveness of employees who are not fast enough in service to customers, in other words, customers do not feel the expected satisfaction.

Electronic Word of Mouth (E-WOM) is also found not always to positively and significantly affect reuse intentions. Research conducted by Christie and Krisjanti (2016) on smartphone purchases found that electronic word of mouth (E-WOM) has no positive effect on repurchase intentions, which means that positive or negative electronic word of mouth is not seen as an important benchmark for smartphone brand users. The same thing is also revealed in research in the coffee shop sector conducted by Abidin and Sabar (2020), which states that electronic word of mouth (E-WOM) has an insignificant effect on repurchase intentions, but the existence of customer experience will still affect customer repurchase intentions at the coffee shop. Kartika and Ganarsih (2019), in their research in the field of online shopping, stated that electronic word of mouth (E-WOM) is widely used by customers who are looking for reviews or opinions about a product through online-based sites or forums because of its convenience and wide reach from various parties who respond to an opinion. Opinions can be positive and negative due to different customer tastes. Potential customers can use these opinions to decide whether or not to buy a particular product. When customers get positive feedback about a product, they will decide to buy the product, which ultimately determines their level of satisfaction after making a purchase.

Overcoming this inconsistency, a mediating variable is offered, namely customer satisfaction. A number of study results show that customer satisfaction has a positive influence on reuse intentions. Customer satisfaction has become a central concept in business and management discourse. Customers generally expect products in the form of goods or services consumed to be received and enjoyed with good or satisfactory service. Good service will satisfy its customers (Nair et al., 2023). Satisfaction can shape perceptions, and this can position the company's products in customers' eyes. This is important as a reference in improving service quality so that the services provided can provide satisfaction at an optimal level.

This study aims to determine the effect of service quality and E-WOM on reuse intention through satisfaction in Tokopedia and Shopee marketplace users and to determine whether there is a comparison of service quality, E-WOM, customer satisfaction, and reuse Intention of Tokopedia and Shopee marketplace customers.

Customer satisfaction is an individual's perception or feeling of the type of service or product they receive in relation to their expectations (Tahanisaz & Shokuhyar, 2020). Ma'munillah and Widarko (2018) found that to achieve customer satisfaction, service industry managers must pay attention to price fairness and service quality. The creation of satisfaction forms a positive perception from customers and will then encourage customers to make repeat purchases of the same brand (Khalaf & Khourshed, 2017). Customer satisfaction is a major factor in building long-term relationships and obtaining customer repurchase intentions (Sajad et al., 2016). This is also supported by the results of research conducted by (Pham and Ahammad, 2017), which states that satisfied customers will return to buy and spread positive word of mouth.

Regarding the phenomenon of Shopee's rapid market dominance by being in the second position, which precedes other marketplaces that first appeared in Indonesia, and will most likely be able to reach the first position, this study compares the levels of all research variables among Tokopedia customers and Shopee customers. Research on the comparison of service quality, e-WOM, and customer satisfaction has previously been researched and found that there are differences in service quality, e-WOM, and customer satisfaction between the Tokopedia and Shopee marketplaces (Rakhmawati & Tari, 2023; Sakti, 2021; Sasmita et al., 2021). This is interesting because it could be that Tokopedia customers will move to Shopee or vice versa, so that, in the end, it will determine the competitive position.

Based on the background and previous research, the hypothesis can be formulated as follows:

- H1: Service quality has a positive and significant effect on customer satisfaction;
- H2: E-WOM has a significant effect on customer satisfaction;
- H3: Service quality has a positive and significant effect on reuse intention;
- H4: E-WOM has a positive and significant effect on the Intention to reuse;
- H5: Customer satisfaction has a positive and significant effect on reuse intention;
- H6: Customer satisfaction significantly mediates the effect of service quality on reuse intentions;
- H7: Customer satisfaction significantly mediates the effect of E-WOM on reuse intentions;
- H8: There are differences in the level of service quality, customer satisfaction, E-WOM, and reuse Intention in the Tokopedia and Shopee marketplaces.

METHODS OF RESEARCH

This research was conducted in Bali Province, Indonesia, by targeting 3 (three) cities/districts: Denpasar City, Badung Regency, and Gianyar Regency. All three represent Bali because, based on BPS data, these three districts are the most internet accessors in Bali Province. Given the unknown population size, the sample was determined using purposive sampling of 160 respondents. Respondents are online shopping consumers who are at least 17 years old, and have shopped using the Tokopedia or Shopee marketplace in the past week. The sample consisted of 50% Tokopedia users and 50% Shopee users.

Data was collected through an online survey through WA groups, using an instrument in the form of a questionnaire that has been converted into Google. Before being distributed to a number of research samples, the research instruments were first evaluated by conducting validity and reliability tests to ensure that the measuring instruments used in this study were valid and reliable. The test was conducted on 30 people who had the same characteristics as the prospective respondents who were members of the sample; in other words, the 30 people were outside the sample members. The results of the instrument validity test showed that the statement items, namely the variables of service quality, electronic word of mouth (E-WOM), customer satisfaction, and Intention to reuse, can be said to be valid because they have a product-moment correlation coefficient that exceeds 0.3. The results of the instrument reliability test show that all research instruments have a Cronbach's Alpha coefficient of more than 0.60, so it can be stated that all variables have met the reliability requirements. Furthermore, the data were analyzed using component or variance-based Structural Equation Modeling (SEM) analysis, namely SEM-PLS (Partial et al.) and independent sample t-test analysis.

RESULTS AND DISCUSSION

The sample size was 160 customers, consisting of 80 Tokopedia customers and 80 Shopee customers. Respondents consisted of 40.6 per cent male and 59.4 per cent female. Respondents based on age 17-20 years were 5 per cent, 21-30 years were 83.1 per cent, 31-40 years were 11.3 per cent, and more than 40 years was 0.6 per cent. Respondents' domicile consisted of 37.5 per cent in Denpasar City, 33.8 per cent in Badung Regency, and 28.7 per cent in Gianyar Regency. Respondents consisted of 15.6 per cent with a high school/vocational school education, 5 per cent with a diploma, 70 per cent with a bachelor's degree, and 9.4 per cent with a master's degree. Respondents' occupation/daily activities consisted of 10.6 per cent students, 3.1 per cent civil servants, 51.9 per cent private employees, 21.9 per cent self-employed, 6.9 per cent housewives, and 5.6 per cent others. The results of the respondents' assessment show that the average service quality is rated at 4.03 in the good category, the average E-WOM is 3.96 in the good category, the average

customer satisfaction is 4.21 in the very high category, and the average Intention to reuse is 4.15 in the high category.

Before the hypothesis is tested, an evaluation of the measurement model is first carried out. The evaluation is carried out by looking at the coefficients contained in the validity test results (convergent validity and discriminant validity) and the composite reliability test results. Evaluation of the measurement model has met the provisions seen based on the results of the convergent validity test by looking at the outer loading on each indicator, discriminant validity and composite reliability. The convergent validity results show that all indicators meet the provisions because they reach an outer loading coefficient greater than 0.60, and discriminant validity shows that all indicators have passed the test because they reach a cross-loading coefficient greater than 0.5. The results of the convergent average variance extracted (AVE) validity test show that the four variables have met the reliability requirements because they reach an AVE coefficient greater than 0.5. The results of the composite reliability test show that all Cronbach's Alpha values and composite reliability values for each variable are greater than 0.7, so it can be stated that the data in the study are reliable.

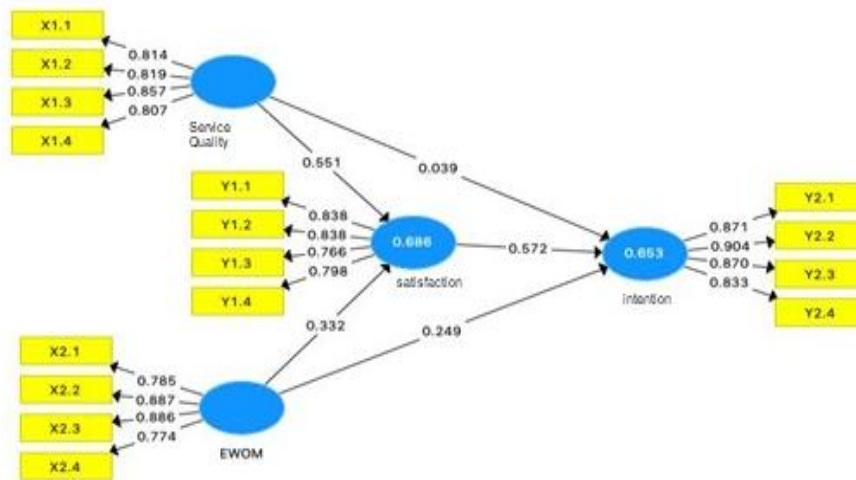


Figure 1 – Measurement Model Source: Data processed, 2022

Table 1 – R-Square Result

Variable	R-Square	R-Square Adjusted
Customer Satisfaction (Y ₁)	0,686	0,682
Reuse Intention (Y ₂)	0,653	0,646

Source: Data processed, 2022.

Based on Table 1, the R-Square value for the service quality and E-WOM variables on customer satisfaction is 0.686, which indicates that it has an influence of 0.686 x 100 per cent = 68.6 per cent. The R-Square (R²) value of customer satisfaction of 0.686 includes a fairly strong model, meaning that the service quality and E-WOM variables are able to explain the customer satisfaction variable by 68.6 per cent, and other factors outside the model explain the remaining 31.4 per cent. The R-Square value for the variables of service quality, E-WOM, and customer satisfaction on Intention to reuse is 0.653 which influences 0.653 x 100 percent = 65.3 percent. The R-Square (R²) continuous usage intention value of 0.653 includes a fairly strong model, meaning that the variables of service quality, E-WOM, and customer satisfaction can explain the Intention to reuse variable by 65.3 per cent, and the remaining 34.7 per cent is explained by other factors outside the model.

The calculation results show a Q-square value of 0.8911. This value is greater than 0 (zero) and close to 1, so it can be explained that the model has a predictive relevance value, or it can be said that the model has a relevant predictive value. The results of this test prove that the structural model is classified as very good. Based on the Q² value, it can be

interpreted that 89.1 per cent of endogenous variables can be explained by variations in exogenous variables, while the remaining 10.9 per cent is explained by other variables that are not yet in the model.

Table 2 – Direct Effect Test Results

Variable	Path Coef.	t Statistics	P Values	Information
X1 -> Y1	0,551	10,058	0,000	Significant
X2 -> Y1	0,332	5,487	0,000	Significant
X1 -> Y2	0,039	0,467	0,641	Not Significant
X2 -> Y2	0,249	2,660	0,008	Significant
Y1 -> Y2	0,572	6,562	0,000	Significant

Source: Data processed, 2022.

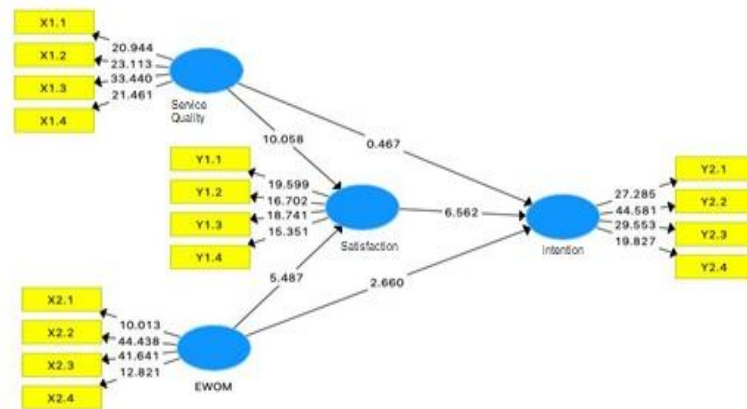


Figure 2 – Structural Model Source: Data processed, 2022

Based on Table 2, four of the five hypotheses (H1 - H5) are supported, but one of the five hypotheses, namely the effect of service quality on reuse intention (H3) is not supported.

Testing H1: The analysis results show that service quality has a positive and significant effect on customer satisfaction. Thus, hypothesis 1 (H1) is accepted. This means that the better the service quality perceived by marketplace customers, the more marketplace customer satisfaction will increase. Vice versa, the worse the quality of service perceived by customers, the lower the marketplace customer satisfaction. The results of this study are in accordance with the results of previous research by Aditya and Kusumadewi (2017), namely, the better the quality of service provided, the more satisfied customers are with the company. The results of the study are also supported by research conducted by Uzir et al. (2021), Rita et al. (2019), and Nilashi et al. (2021), which state that service quality has a positive and significant effect on customer satisfaction.

H2 testing: The analysis results show that E-WOM positively and significantly affects customer satisfaction. Thus, hypothesis 2 (H2) is accepted. This finding can be interpreted that if the marketplace can provide positive E-WOM to customers, it can significantly contribute to increasing marketplace customer satisfaction. The results of this study are in accordance with previous research by Kartika and Ganarsih (2019), namely, when customers get positive feedback about a product, they will decide to buy the product, which ultimately determines their level of satisfaction after making a purchase. The results also support research conducted by Shi et al. (2016), Kuo and Nakhata (2019), and Laura and Fadella (2022), which state that E-WOM has a positive and significant influence on customer satisfaction. This shows the meaning that the better the E-WOM received or felt by marketplace customers, the more customer satisfaction will increase in the marketplace. Vice versa, the lower the E-WOM received or felt by marketplace customers, the lower the marketplace customer satisfaction.

Testing H3: The results of the analysis show that service quality has a positive and insignificant effect on reuse intention. Thus, hypothesis 3 (H3) is rejected. This shows that good or bad service quality perceived by marketplace customers has no effect on customer reuse intentions. These results mean that other factors cause customers who intend to reuse the marketplace. Suppose there is a decrease in service quality, such as delivery delays. In that case, it does not change the customer's Intention to use the marketplace to shop online because the delivery delay is caused by a third party, namely the delivery service provider. Customers will continue to use the marketplace because of their needs and the ease of using the marketplace. This statement is reinforced by the results of research conducted by Wijayanti et al. (2021) and Ginting et al. (2023) show that service quality has no significant effect on customer reuse intentions. This shows that the high and low quality of service does not affect customers' desire to make future purchases in the marketplace. The results of the study are also by previous research conducted by Munwaroh and Riptiono (2021), which states that service quality has no significant effect on reuse intention.

Testing H4: The results of the analysis show that E-WOM has a positive and significant effect on the Intention to reuse. Thus, hypothesis 4 (H4) is accepted. This shows the meaning that the better the E-WOM obtained by marketplace customers, the higher the customer's Intention to return to using the marketplace to shop online. Vice versa, the lower the E-WOM received or perceived by marketplace customers, the lower the Intention to reuse the marketplace. The results of this study are by the results of previous research by Tandon et al. (2020) state that electronic word of mouth (E-WOM) has a significant positive effect on reuse intention. This indicates that the higher the electronic word of mouth (E-WOM) level, the higher the customer's Intention to reuse. The results of the study are also supported by research conducted by Putri and Pradhanawati (2021), Jaya and Putri (2021) which state that E-WOM has a positive and significant influence on reuse intention.

Testing H5: The analysis results show that customer satisfaction positively and significantly affects reuse intention. Thus, hypothesis 5 (H5) is accepted. This means that the better the level of marketplace customer satisfaction, the higher the customer's Intention to return to using the marketplace. Vice versa, the lower the satisfaction felt by marketplace customers, the lower the Intention to reuse the marketplace. The results of this study are in accordance with the results of previous research by Rahmawati et al. (2018) state that customer satisfaction significantly affects reuse intention. In addition, the results of research conducted by Watanabe et al. (2019), Tufahati et al. (2021), Lagita and Briliana (2018), and Elbeltagi and Agag (2016) which state that customer satisfaction has a positive and significant influence on reuse intentions.

Table 3 – Recapitulation of Test Results for the Effect of Mediating Variables

Variable Relationship	Effect				Information
	(A)	(B)	(C)	(D)	
X1 -> Y1 -> Y2	0,315 (Sig.)	0,039	0,551 (Sig.)	0,572 (Sig.)	Full Mediation
X2 -> Y1 -> Y2	0,190 (Sig.)	0,249 (Sig.)	0,332 (Sig.)	0,572 (Sig.)	Partial Mediation

Source: Data processed, 2022.

Customer satisfaction is able to mediate the effect of service quality on reuse intentions. This result is shown from the mediation test carried out, namely, effects A, C, and D have significant values, while effect B has an insignificant value. Thus, customer satisfaction can fully mediate the effect of service quality on reuse intentions. Based on these results, it can be interpreted that service quality is unable to influence reuse intention, so service quality must provide customer satisfaction to increase customer reuse intention. The better the perceived customer satisfaction, the more the customer's Intention to reuse will increase. The results of this study also support research conducted by Jain et al. (2021) found that customer satisfaction is able to mediate the effect of service quality on reuse intention. Fared et al. (2021) state that service quality significantly affects reuse intention, and customer satisfaction can mediate between service quality and reuse intention. This proves that the role of customer satisfaction can strengthen reuse intentions. In addition, the

results of this study are also in accordance with previous research conducted by Malian (2023) and Adriani and Warmika (2019), which state that customer satisfaction is able to mediate the effect of service quality on reuse intention positively and significantly.

Customer satisfaction is able to mediate the effect of E-WOM on reuse intentions. This result is shown from the mediation test conducted, which shows that the effects of A, B, C, and D have significant values. Thus, customer satisfaction is able to mediate the effect of E-WOM on reuse intention partially. Without customer satisfaction as a mediator variable, E-WOM significantly directly affects reuse intention. Based on these results, the higher the E-WOM, it can increase customer satisfaction, so that in the end the Intention to reuse will increase. The results of this study also support research conducted by Shi et al. (2016), Kuo and Nakhata (2019), and Laura and Fadella (2022), which state that E-WOM has a significant effect on customer satisfaction. In addition, research conducted by (Ginting et al., 2023) in his research states that E-WOM has a significant influence on reuse intention through customer satisfaction. Good E-WOM can increase customer satisfaction and will have an impact on increasing reuse intentions.

Table 4 – Direct Effect, Indirect Effect, Total Effect of Variables, and VAF Calculation

Variable	Direct Effect	
	Correlation Coefficient	t-Statistics
X1 -> Y1	0,551	10,058
X2 -> Y1	0,332	5,487
X1 -> Y2	0,039	0,467
X2 -> Y2	0,249	2,660
Y1 -> Y2	0,572	6,562
X1 -> Y1 -> Y2	0,315	5,314
X2 -> Y1 -> Y2	0,190	4,000
X1 -> Y1	0,551	10,058
X2 -> Y1	0,332	5,487
X1 -> Y2	0,355	4,405
X2 -> Y2	0,439	4,554
Y1 -> Y2	0,572	6,562
VAF -> Indirect effect / Total Effect (0,315/0,355)	0,887	
VAF -> Indirect Effect / Total Effect (0,190/0,439)	0,432	

Source: Data processed, 2022.

The mediation effect assessment criteria can be based on the VAF value. If the VAF value is $> 80\%$, then the mediating variable is full mediation; if $\leq 20\% \text{ VAF} \leq 80\%$, then the mediating variable is partial mediation and if $< 20\%$, then the mediating variable is not a mediator. The results of testing indirect effects can be presented in Table 4.

Testing H6: customer satisfaction significantly mediates the effect of service quality on reuse intention, showing that customer satisfaction can fully mediate the effect of service quality on reuse intention. Table 4 shows that the VAF value is 0.887. The mediation value of 88.7 per cent is above 80 per cent. This means that the customer satisfaction variable is classified as a full mediation variable. The addition of customer satisfaction variables as mediating variables has a different effect on the total effect of service quality on reuse intentions. Based on these results, it can be interpreted that service quality is unable to influence reuse intention, so service quality must provide customer satisfaction to increase customer reuse intention.

Testing H7: customer satisfaction significantly mediates the effect of E-WOM on reuse intention, showing that customer satisfaction can partially mediate the effect of E-WOM on reuse intention. Table 4 shows that the VAF value is 0.432. The mediation value of 43.2 per cent is between the ranges of 20 per cent to 80 per cent. This means that the customer satisfaction variable is classified as a partial mediation variable. The addition of customer satisfaction variables as mediating variables has a different effect on the total effect of E-WOM on reuse intentions. The partial mediation that occurs shows that customer satisfaction bridges the indirect effect of E-WOM on marketplace reuse intention. However, without

customer satisfaction as a mediating variable, E-WOM positively and significantly affects marketplace reuse intentions.

Table 5 – Results of Group Statistics of Service Quality, E-WOM, Customer Satisfaction, and Intention to Reuse Marketplace Tokopedia and Shopee

Variables	Marketplace	N	Mean
Service Quality	Tokopedia	80	3,97
	Shopee	80	4,09
E-WOM	Tokopedia	80	3,86
	Shopee	80	4,06
Customer Satisfaction	Tokopedia	80	4,10
	Shopee	80	4,32
Reuse Intention	Tokopedia	80	4,08
	Shopee	80	4,21

Source: Data processed, 2022.

Testing H8: The output results in Table 5 show that the average respondent's assessment of service quality, E-WOM, customer satisfaction, and Intention to reuse the Shopee marketplace is higher than the Tokopedia marketplace. However, after being tested using an independent sample t-test, some differences are insignificant. Based on the results of the independent sample t-test, it shows that there is no significant difference in service quality and customer reuse intention between the Tokopedia and Shopee marketplaces, as seen from the value (Sig. 2-tailed) 0.235 on the service quality variable and the value (Sig. 2-tailed) 0.239 on the Intention to reuse variable is above the level of significance used ($\alpha = 0.05$). Based on these results, the quality of service and customer reuse intention between the Tokopedia and Shopee marketplaces are the same; there are no differences in ease of ordering, delivery, service, and privacy information security.

The results of the t-test also show that there is a significant difference in E-WOM and customer satisfaction between the Tokopedia and Shopee marketplaces, seen from the value (Sig. 2-tailed) 0.049 on the E-WOM variable and the value (Sig. 2-tailed) 0.015 on the customer satisfaction variable which is below the level of significance used ($\alpha = 0.05$). Based on the output results, the customer satisfaction variable in the Tokopedia marketplace has an average value of 4.10 which is smaller than the Shopee marketplace, which has an average value of 4.32. It can be concluded that customer satisfaction in the Shopee marketplace is higher than in Tokopedia. This is reinforced by the results of interviews with Shopee marketplace users, that the Shopee marketplace provides convenience in making transactions such as through Shopeepay, m-banking, and cash on delivery. The Shopee marketplace also provides various offers in the form of products and discounts on certain dates, such as 1.1, 2.2, 3.3 and so on, and provides free shipping discounts. Based on the results of the E-WOM variable output on the Tokopedia marketplace, the average value of 3.86 is smaller than the Shopee marketplace, which has an average value of 4.06. So E-WOM in the Shopee marketplace is better than Tokopedia, E-WOM in the Shopee marketplace is considered to have more influence on users in making purchasing decisions. This is reinforced by the results of interviews with Shopee marketplace users that the review feature through the seller's comments column in the form of photos and videos is very helpful in choosing the right seller in shopping online. In addition, there is the Shopee Affiliates Program, which is a Shopee program that invites all social media users to earn additional income by promoting Shopee products through social media accounts such as Tiktok, which makes it easier for users to find the right information or product recommendations.

CONCLUSION

Service quality has a positive and significant effect on customer satisfaction in the marketplace, meaning that the better the quality of service felt by marketplace customers, the more marketplace customer satisfaction will increase. Vice versa, the worse the quality of service perceived by customers, the lower the marketplace customer satisfaction. E-WOM

has a positive and significant effect on customer satisfaction, meaning that the better the E-WOM received or felt by marketplace customers, the more customer satisfaction will increase in the marketplace. Vice versa, the lower the E-WOM received or felt by marketplace customers, the lower the marketplace customer satisfaction. Service quality has a positive and insignificant effect on the Intention to reuse marketplace customers; this shows that good or bad service quality perceived by marketplace customers has no effect on customer reuse intentions. This result means that other factors cause customers who intend to reuse the marketplace. E-WOM has a positive and significant effect on reuse intention, meaning that the better the E-WOM obtained by marketplace customers, the higher the customer's Intention to return to using the marketplace to shop online. Vice versa, the lower the E-WOM received or felt by marketplace customers, the lower the Intention to reuse the marketplace. Customer satisfaction has a positive and significant effect on reuse intention; this means that the better the level of marketplace customer satisfaction, the higher the customer's Intention to return to using the marketplace. Vice versa, the lower the satisfaction felt by marketplace customers, the lower the Intention to reuse the marketplace. Customer satisfaction mediates the effect of service quality on the Intention to reuse in full (full mediation); this means that service quality is unable to influence the Intention to reuse, so service quality must provide customer satisfaction to increase the Intention to reuse marketplace customers. Customer satisfaction partially mediates the effect of E-WOM on reuse intention. Partial mediation shows that customer satisfaction bridges the indirect effect of E-WOM on marketplace reuse intention. However, without customer satisfaction as a mediating variable, E-WOM positively and significantly affects marketplace reuse intentions.

The independent sample t-test results showed no significant difference between service quality and customer reuse intention in the Tokopedia and Shopee marketplaces, meaning that service quality and customer intention to reuse the Tokopedia and Shopee marketplaces are the same. In addition, it was found that there are differences in E-WOM and customer satisfaction between the Tokopedia and Shopee marketplaces, meaning that the Shopee marketplace is better able to provide higher quality information so that it can facilitate customers in making purchasing decisions, and the Shopee marketplace is better able to satisfy customers with the offers provided, ease of making transactions, fast service, and always meeting customer needs.

Based on the results of research analysis, discussion and conclusions, several suggestions can be used as material for consideration in determining policies related to maintaining and increasing the Intention to reuse the Tokopedia and Shopee marketplaces in the future, including the following, company management can also provide an extension of the warranty time if the product ordered has problems in delivery, and provide strict sanctions to third parties, namely delivery services that are indicated to have problems in delivering products to customers. Marketplace management can also improve the affiliate program in the form of product and service reviews and videos through social media. Future research can add constructs other than service quality and electronic word of mouth (E-WOM) to identify customer satisfaction and reuse intentions more deeply.

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