



The Influence of E-Service Quality on Repurchase Intention through E-Customer Satisfaction on Shopee Food Application Users in Cirebon City

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Abstract

This study aims to analyze the effect of e-service quality on repurchase intention through e-customer satisfaction among Shopee Food app users in Cirebon City. The development of app-based food delivery services encourages companies to improve the quality of their digital services to retain customers and increase user loyalty. This study uses a quantitative approach with the Structural Equation Modeling method based on Partial Least Squares (SEM-PLS) using SmartPLS 4 software. The research data were obtained through online questionnaires distributed to 210 respondents who are Shopee Food users and have used the service at least twice in the last three months. Purposive sampling was applied according to research criteria. The findings indicate that e-service quality has a positive and significant effect on repurchase intention and e-customer satisfaction. Moreover, e-customer satisfaction also shows a positive and significant effect on repurchase intention. The results further reveal that e-customer satisfaction mediates the relationship between e-service quality and repurchase intention. These findings provide practical implications for digital platforms and culinary MSMEs to enhance application usability, service speed, and transaction security to strengthen customer satisfaction and loyalty in the digital economy ecosystem. This study highlights the mediating role of e-customer satisfaction in the relationship between e-service quality and repurchase intention among Shopee Food users in Cirebon City.

INTRODUCTION

The development of the digital economy in Indonesia is experiencing rapid growth along with increasing internet penetration and mobile device usage. This condition is driving changes in consumer behaviour in meeting daily needs, including purchasing food through application-based delivery services. These services offer convenience, time efficiency, and flexibility, making them increasingly popular among urban communities (Kotler & Keller, 2016) in (Hamdat et al., n.d.). Figure 1 shows that Indonesia is even recorded as the largest *food delivery market* in Southeast Asia with a transaction value exceeding 4 billion USD per year, indicating a shift in people's consumption patterns towards services that are fast, efficient, and easily accessible. One of the rapidly growing platforms in this sector is Shopee Food.

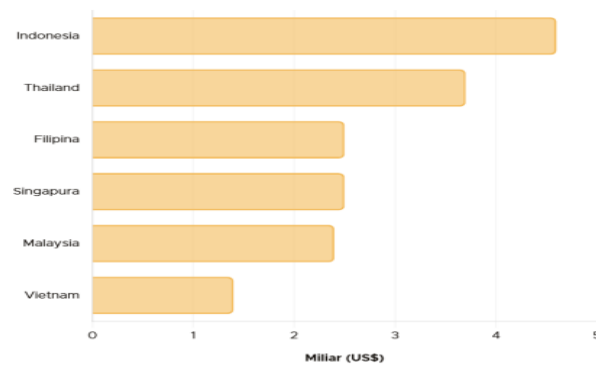


Figure 1. *Food delivery market in Southeast Asia*
Source: GoodStats (2023)

This enormous market potential has fueled intense competition among food delivery platforms in Indonesia. Figure 2 shows a Jakpat survey report from March 2025, indicating that GoFood remains the most popular app with 38% preference. Shopee Food is in second place with 29%, followed by GrabFood with 27%. Although Shopee Food has not yet achieved top spot, it is listed as one of the fastest-growing *food delivery services*. This growth is inseparable from the Shopee *e-commerce ecosystem*, which already has millions of active users and a very strong penetration rate in Indonesia. Integration with the Shopee platform provides competitive advantages in the form of easy access, available promotions, and a payment system that is already familiar to users.

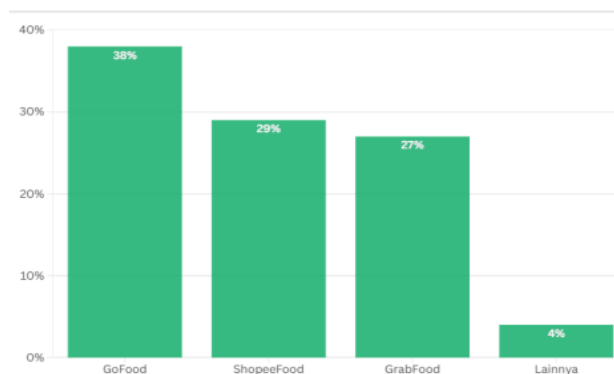


Figure 2. *Most popular food ordering apps*
Source: GoodStats (2025)

Within digital service environments, e-service quality is recognized as a crucial factor in shaping user experience. Parasuraman and Zeithaml (2005) state that *e-service quality* reflects a platform's ability to provide services that are efficient, reliable, secure, and meet user expectations. Good e-service quality will increase consumers' positive perceptions of the platform and strengthen long-term relationships between companies and customers. However, in practice, food delivery services still face various problems, such as late deliveries, order discrepancies, application system disruptions, and a lack of transparency in cost information. These problems have the potential to reduce customer satisfaction. According to Oliver (2010), customer satisfaction is a post-purchase evaluation that determines whether the consumption experience meets or exceeds consumer expectations. If consumers are dissatisfied, the

likelihood of repeat purchases will decrease. Several previous studies have shown that *e-service quality* has a significant influence on *e-customer satisfaction* and *repurchase intention*. Research conducted by Pramesti and Budiarmo (2023) found that e-service quality has a positive effect on repurchase intention through customer satisfaction on digital platforms. Similar results were also shown by Humairoh et al. (2023) in (Fitriani et al., 2025) who stated that online customer satisfaction plays an important role in encouraging consumers to make repeat purchases based on previous experiences.

In Cirebon City, characterized by its dynamic culinary sector and high community mobility, food delivery services have become an integral part of daily life. This situation demonstrates a significant relationship between the quality of digital services provided by Shopee Food and user satisfaction and repurchase intentions. When service quality is poor, users not only experience inconvenience but also potentially switch to other platforms such as GoFood or GrabFood, which already have a reputation for more stable service (Thuannadee & Praneetpholkrang, 2026; Trulline et al., 2025). This suggests that the success of *food delivery platforms* is largely determined by their ability to ensure consistently reliable service quality. In other words, the relationship between *e-service quality*, *e-customer satisfaction*, and *repurchase intention* is a highly relevant link that deserves further in-depth study.

Despite extensive discussions regarding the relationship among these variables in previous studies, several research gaps remain, highlighting the importance of the present study. First, most previous studies have focused on the GoFood or GrabFood platforms, while studies on Shopee Food, a relatively new platform, are still very limited, particularly regarding how digital service quality influences satisfaction and repurchase intention. Second, the mediating role of *e-customer satisfaction* in the relationship between *e-service quality* and *repurchase intention* has not been comprehensively tested on Shopee Food, even though this mediating factor can determine whether the relationship between the two variables is direct or through the psychological process of customer satisfaction. Third, research specifically in Cirebon City is almost non-existent, even though the regional context significantly influences customer perceptions of digital service quality, especially because the level of competition, user characteristics, and market dynamics in each region can vary significantly. Thus, research in the context of Cirebon City has a high value of originality.

Based on this phenomenon, research on the influence of *e-service quality* on *repurchase intention* through *e-customer satisfaction* among Shopee Food users in Cirebon City is highly relevant and important to conduct. This study not only aims to fill the existing research gap but also provides an empirical understanding of how digital service quality can shape customer satisfaction and ultimately influence their decision to continue using the same platform. In addition to providing theoretical contributions to the digital marketing literature, this study also has practical implications for Shopee Food in formulating service improvement strategies, enhancing application performance, and managing customer experiences more effectively to be able to compete sustainably in the increasingly competitive *food delivery industry*.

Hypothesis Development

H1: E-service quality has a positive and significant effect on repurchase intention.

Variable X in this study is *e-service quality*. This variable is based on the *e-service quality theory* proposed by (Parasuraman, 2003) . Conceptually, *e-service quality* comes from the quality of services operated through the internet network (Natrilia et al., 2025) . Service quality

is a key element in maintaining business sustainability and at the same time a source of competitive advantage (according to Puriwat & Tripopsakul, 2017 in Apidana & Prasetyo, 2023) . According to Parasuraman (2005) in (Kusmita & Farida, nd) , *e-service quality* describes how effective and efficient a website is in providing convenience for customers during shopping activities. According to Parasuraman, et al (2005 in (Raisa Monica Putri, Zulkarnain, nd) *E-service quality* has dimensions that include efficiency, system availability, fulfillment, and privacy. For example, research conducted by (Natrilia et al., 2025) shows that *e-service quality* significantly influences repurchase intention through e-customer satisfaction among Tokopedia users. Thus, this theory is used to explain how *e-service quality* (X) can influence *repurchase intention* (Y) by increasing *e-customer satisfaction*, especially in the context of online *food delivery services* such as Shopee Food in Cirebon City. Good e-service quality on this platform through application response speed, information accuracy, transaction security, system reliability, and ease of use have the potential to encourage user satisfaction, thereby increasing their intention to reorder in the future.

H2: E-service quality has a positive and significant effect on e-customer satisfaction.

Customer satisfaction is formed from the process of comparing initial expectations and the service performance received (Bhattacharjee, 2001 in Putra, 2023) . According to this theory, Repurchase intention is influenced by attitudes toward behavior, subjective norms, and perceived behavioral control. According to (Hao & Fong, 2015) in (Yufenti, 2021), *e-satisfaction or online customer satisfaction* is defined as the result of consumer perceptions of online convenience, commerce/transaction methods, site design, security, and service, which have dimensions of *convenience, merchandising, site design, and financial security*. In the use of application-based food delivery services, e-service quality is a major factor influencing customer satisfaction levels. When an application is able to provide fast, easy-to-use services, has a stable system, and provides accurate information, users will be satisfied with the experience of using the service. Conversely, if the service quality does not meet user expectations, customer satisfaction will decrease. Previous research also shows that e-service quality has a significant influence on e-customer satisfaction on various digital platforms. This indicates that the better the quality of e-services provided by a platform, the higher the level of satisfaction felt by users.

H3: E-Customer Satisfaction has a positive and significant effect on Repurchase Intention.

According to Ajzen, (2019) repurchase intention influenced by attitudes toward behavior, subjective norms, and perceived behavioral control. According to (Fitriani et al., 2025), the dimensions of *the repurchase intention variable* consist of repurchase intention, tendency to repeat purchases, repurchase frequency, and loyalty to the same product. According to previous research by (Risma, 2024) it was found that when customers who have experienced the value and benefits of a service will certainly have a positive impression so that it becomes a reason for them to want to buy and reuse the service when needed again. Meanwhile, according to Keller, it states that *repurchase intention* can be measured by indicators of exploratory intention, preferential intention, referential intention, and transactional intention (Atika, 2020) in (Chandra et al., 2022) . Sutisna (2001) in (Sulyati, et al 2020) states that when consumers receive a positive response to past actions, reinforcement will occur, with having positive thoughts about what they received allowing individuals to make repeat purchases.

In the context of digital services, customer satisfaction is a crucial factor in determining whether users will return to a service. Customers who are satisfied with the service provided will have a positive attitude toward the platform, increasing the likelihood of repeat purchases in the future. Conversely, if customers are dissatisfied with the service experience, the likelihood of repeat purchases will decrease. Therefore, customer satisfaction is a key factor influencing customer loyalty in digital services.

H4: E-Customer Satisfaction mediates the influence of E-Service Quality on Repurchase Intention.

e-customer satisfaction variable in this study acts as a mediating variable that explains or strengthens the relationship between *e-service quality* and *repurchase intention*. The theoretical basis refers to *the Expectation-Confirmation Model (ECM)* theory (Bhattacharjee, 2001 in Putra, 2023) , which explains that customer satisfaction is formed from the process of comparing initial expectations and received service performance. According to this theory, Repurchase intention is influenced by attitude toward behavior, subjective norms, and perceived behavioral control. Meanwhile, according to (Anderson & Srinivasan, 2003) in (Muniarty & Saputri, 2022), *e-customer satisfaction* is illustrated as a form of reward given by a customer for their purchasing experience with an e-commerce company. According to Anderson & previous research by (Pramesti & Budiatmo, 2023) *E-customer satisfaction mediates the effect of e-service quality on repurchase intention* in the Bukalapak application (Muniarty & Saputri, 2022) . Therefore, the existence of *the e-customer satisfaction variable* is expected to explain the causal relationship mechanism between *e-service quality* and *repurchase intention* in more depth. In digital services, the relationship between e-service quality and repurchase intention occurs not only directly but also through customer satisfaction as an intermediary variable. Based on the Expectation-Confirmation Model, good service quality will increase customer satisfaction, and this satisfaction will ultimately encourage customers to return to use the same service in the future.

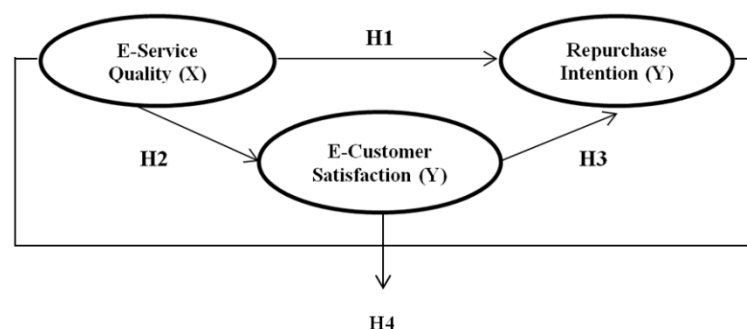


Figure 3. Research framework
Source: compiled by the author (2026)

METHOD

This study used a quantitative approach with an associative research design to analyze the effect of e-service quality on repurchase intention with e-customer satisfaction as a mediating variable on Shopee Food application users in Cirebon City. The study population is Shopee Food users who have made transactions through the application. The sampling technique uses purposive sampling with the criteria that respondents have used Shopee Food

at least twice and are domiciled in Cirebon City, so that 210 respondents are obtained. The research data is primary data collected through online questionnaires using Google Form with a Likert scale of 1–5. Data analysis was carried out using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the help of SmartPLS 4 software. The analysis stages include evaluating the outer model to test the validity and reliability of the construct, as well as evaluating the inner model to test the relationship between variables and hypothesis testing through a bootstrapping procedure. In addition, this study also examines the mediating role of e-customer satisfaction in the relationship between e-service quality and repurchase intention.

RESULTS AND DISCUSSION

Respondent identity

Based on the results of data processing, the majority of respondents were in the age range of 21-25 years as many as 130 respondents (61.91%), followed by 17-20 years old as many as 45 respondents (21.42%). Respondents aged 26-35 years numbered 22 respondents (10.47%), while those aged over 35 years were 13 respondents (6.20%). This shows that Shopee Food users in Cirebon City are dominated by the young productive age group. Viewed from gender, female respondents dominate with 134 respondents (63.80%), while male respondents are 76 respondents (36.20%). Based on status, most respondents are students, namely 127 respondents (60.47%), followed by workers as many as 64 respondents (30.48%), and students as many as 19 respondents (9.05%). All respondents in this study (210 respondents or 100%) had used Shopee Food services at least twice in the last three months, thus being deemed to meet the criteria as active and relevant users to be used as research objects.

The results indicate that e-service quality has a positive and significant effect on repurchase intention among Shopee Food users in Cirebon City. This finding suggests that users are more likely to continue using the platform when they perceive the application as reliable, secure, and easy to use. These results are consistent with previous studies conducted by Pramesti and Budiarmo (2023), Natrilia et al. (2025), and Chandra et al. (2022), which reported that high levels of e-service quality significantly increase customers' intentions to repurchase through digital platforms. According to Parasuraman et al. (2005), superior electronic service quality reduces transaction uncertainty and enhances customer confidence, ultimately encouraging future purchasing behavior.

The findings also demonstrate that e-service quality positively influences e-customer satisfaction. This result supports the argument that customer satisfaction is largely determined by the quality of interactions experienced during online transactions. Similar findings were reported by Fitriano and Monalisa (2024), Muniarty and Saputri (2022), and Yufenti (2021), who found that system reliability, responsiveness, information quality, and transaction security are essential determinants of customer satisfaction in digital environments.

Furthermore, e-customer satisfaction has a positive and significant effect on repurchase intention. This finding is consistent with the Expectation-Confirmation Model, which explains that satisfied customers are more likely to maintain continued usage behaviour. Similar results were reported by Anggraini et al. (2024), Risma (2024), and Iffan et al. (2024), who concluded that customer satisfaction is a key predictor of repurchase intention across various online service platforms.

Finally, the mediation analysis confirms that e-customer satisfaction partially mediates the relationship between e-service quality and repurchase intention. This result indicates that service quality not only influences repurchase intention directly but also indirectly through increased customer satisfaction. Similar mediation effects have been identified by Jayaputra and Siwalankerto (2022), Pramesti and Budiatmo (2023), and Iffan et al. (2024), suggesting that customer satisfaction serves as an important psychological mechanism linking service quality and future purchasing behaviour.

Table 1. Respondent Identity

No	Category	Amount	Presentation
1	Age		
	17-20 years	45	21.42%
	21-25 years old	130	61.91%
	26-35 years old	22	10.47%
	>35 years	13	6.20%
	Amount	100	100%
2	Gender		
	Man	76	36.20%
	Woman	134	63.80%
	Amount	100	100%
3	Status		
	Students	19	9.05%
	Student	127	60.47%
	Worker	64	30.48%
	Amount	100	100%
4	Used Shopee Food at least 2 times in the last 3 months.	210	100%

Source: data processing results (2026)

Outer loading

The table above shows that the outer loading value has been met, namely >0.70 . Therefore, all indicators in this study have met convergent validity and can be declared valid. This is because no indicators were eliminated from the model.

Table 2. Outer loading test results

Variables	Indicator	Loading Factor	AVE	Decision
<i>E-Service Quality</i>	X.1	0.738	0.527	Valid
	X.2	0.775		Valid
	X.3	0.719		Valid
	X.4	0.711		Valid
	X.5	0.739		Valid
	X.6	0.725		Valid
	X.7	0.749		Valid

Variables	Indicator	Loading Factor	AVE	Decision
	X.8	0.741	0.647	Valid
	X.9	0.706		Valid
	X.10	0.727		Valid
	X.11	0.708		Valid
	X.12	0.732		Valid
	X.13	0.706		Valid
	X.14	0.738		Valid
	X.15	0.707		Valid
	X.16	0.710		Valid
	X.17	0.703		Valid
	X.18	0.727		Valid
	Y.1	0.784		Valid
	Y.2	0.815		Valid
	Y.3	0.835		Valid
	Y.4	0.783		Valid
	Z.1	0.722	0.546	Valid
	Z.2	0.738		Valid
	Z.3	0.710		Valid
	Z.4	0.748		Valid
	Z.5	0.742		Valid
	Z.6	0.721		Valid
	Z.7	0.749		Valid
	Z.8	0.777		Valid

Source: data processing results (2026)

Reliability Test

Based on the results of the reliability test, all research variables showed Cronbach's Alpha and Composite Reliability values >0.70 . The *e-service quality* variable (X) has a Cronbach's Alpha value of 0.947, *repurchase intention* (Y) of 0.818, and *e-customer satisfaction* (Z) of 0.881, which indicates excellent internal consistency. In addition, the Average Variance Extracted (AVE) value for all variables is also >0.50 , namely *e-service quality* (X) of 0.527, *repurchase intention* (Y) of 0.647, and *e-customer satisfaction* (Z) of 0.546. This indicates that each construct has met the criteria for convergent validity. Thus, it can be concluded that all variables in this study are reliable and valid.

Table 3. Reliability test results

Variables	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
<i>E-Service Quality</i> (X)	0.947	0.949	0.952	0.527
<i>Repurchase Intention</i> (Y)	0.818	0.819	0.880	0.647
<i>E-Customer Satisfaction</i> (Z)	0.881	0.885	0.906	0.546

Source: data processing results (2026)

Fornell-Larcker Test

the discriminant validity test using the Fornell-Larcker criteria, it can be seen that the square root of the AVE value for each variable is greater than its correlation value with other variables. The square root of the AVE value for *e-service quality* (X) is 0.726, *repurchase intention* (Y) is 0.805, and *e-customer satisfaction* (Z) is 0.739. These results indicate that each construct is able to differentiate itself from other constructs in the research model. Thus, all variables are declared to meet the discriminant validity criteria.

Table 4. Fornell-Larcker test results

Variables	<i>E-Service Quality</i>	<i>Repurchase Intention</i>	<i>E-Customer Satisfaction</i>
<i>E-Service Quality (X)</i>	0.726		
<i>Repurchase Intention (Y)</i>	0.648	0.805	
<i>E-Customer Satisfaction (Z)</i>	0.638	0.740	0.739

Source: data processing results (2026)

R-Square Test

Based on the results of the R Square test, the *repurchase intention variable* (Y) has an R-square value of 0.600 and an adjusted R-square of 0.597. This indicates that the *repurchase intention variable* can be explained by the independent variables in the model by 60%, while the remaining 40% is explained by other variables outside the research model. Meanwhile, the *e-customer satisfaction variable* (Z) has an R-square value of 0.407 and an adjusted R-square of 0.405, which means that 40.7% of the variation in *e-customer satisfaction* (Z) can be explained by the independent variables, while 59.3% is influenced by other factors outside the model. Thus, the R Square value for both endogenous variables is in the moderate category, so the research model is considered to have quite good explanatory ability.

Table 5. R-Square test results

Variables	R-square	R-square adjusted
Y.	0.600	0.597
Z.	0.407	0.405

Source: data processing results (2026)

F-Square

Based on the results of the F Square test, the influence of *e-service quality* (X) on *repurchase intention* (Y) has an f-square value of 0.131, which is included in the small *effect category*. This indicates that the contribution of *e-service quality* to *repurchase intention* is relatively limited. Furthermore, the influence of *e-service quality* (X) on *e-customer satisfaction* (Z) has an f-square value of 0.686, which is included in the large *effect category*. These results indicate that *e-service quality* has a very strong contribution in explaining variations in *e-customer satisfaction*. Meanwhile, the influence of *e-customer satisfaction* (Z) on *repurchase intention* (Y) has an f-square value of 0.451, which is included in the large *effect*

category. This indicates that *e-customer satisfaction* plays an important role in increasing *repurchase intention*.

Table 6. F-Square Test Results

Variables	f-square	Category
X. -> Y.	0.131	weak
X. -> Z.	0.686	strong
Z. -> Y.	0.451	strong

Source: data processing results (2026)

Hypothesis Testing

- H1: The Influence of *E-Service Quality* on *Repurchase Intention* of Shopee Food users in Cirebon City.
- H2: *The Influence of E-Service Quality on E-Customer Satisfaction* of Shopee Food users in Cirebon City.
- H3: The Influence of *E-Customer Satisfaction* on *Repurchase Intention* of Shopee Food users in Cirebon City.
- H4: *E-Customer Satisfaction* mediates the influence of *E-Service Quality* on *Repurchase Intention* of Shopee Food users in Cirebon City.

Table 7. Hypothesis testing

Influence	Path Coefficient	T statistics	P values	Decision
X. -> Y.	0.297	4,770	0,000	Accepted
X. -> Z.	0.638	9,252	0,000	Accepted
Z. -> Y.	0.551	8,891	0,000	Accepted
X. -> Z. -> Y.	0.352	5,855	0,000	Accepted

Source: data processing results (2026)

The Influence of *E-Service Quality* on *Repurchase Intention*

Based on the results of the hypothesis test, the effect of *e-service quality* (X) on *repurchase intention* (Y) shows a path coefficient value of 0.297 with a t-statistic of 4.770 and a p-value of 0.000. The test results indicate that *e-service quality* has a positive and significant effect on *repurchase intention*. This finding is consistent with previous research that *e-service quality* has a positive and significant effect on *repurchase intention* (Pramesti & Budiarmo, 2023). Interpretation of these results shows that aspects such as ease of use of the application, system reliability, service speed, and the quality of online interactions are able to shape positive user perceptions, which ultimately encourage the intention to use Shopee Food services again. In other words, e-service quality is an important factor in retaining customers. Based on these results, the hypothesis stating that *e-service quality* has an effect on *repurchase intention* is declared accepted.

The Influence of *E-Service Quality* on *E-Customer Satisfaction*

The effect of *e-service quality* (X) on *e-customer satisfaction* (Z) has a path coefficient of 0.638, a t-statistic of 9.252, and a p-value of 0.000. The results of the study indicate that *e-service quality* has a positive and significant effect on *e-customer satisfaction*. This finding is consistent with previous research that *e-service quality* has a positive and significant effect on *e-customer satisfaction*. (Fitriano & Monalisa, 2024) . This interpretation suggests that when the service received meets or exceeds expectations, users will be satisfied with the application experience. Service quality, such as information clarity, transaction security, and system reliability, are key factors shaping customer satisfaction. Therefore, the hypothesis that *e-service quality* influences *e-customer satisfaction* is accepted.

The Influence of *E-Customer Satisfaction* on *Repurchase Intention*

The effect of *e-customer satisfaction* (Z) on *repurchase intention* (Y) also showed positive and significant results, with a path coefficient of 0.551, a t-statistic of 8.891, and a p-value of 0.000. The test results showed that *e-customer satisfaction* had a positive and significant effect on *repurchase intention*. This is in accordance with previous research by (Anggraini et al., 2024) that *e-customer satisfaction* has a positive effect on *repurchase intention*. This finding indicates that customer satisfaction has an important role in driving repurchase intention. Interpretation of these results indicates that users who are satisfied with Shopee Food services tend to have higher loyalty and are willing to return to use the service in the future. Satisfaction formed from positive experiences is the main basis for repurchase decisions. Therefore, the hypothesis stating that *e-customer satisfaction* influences *repurchase intention* is declared accepted.

E-Customer Satisfaction* Mediation in The Influence of *E-Service Quality* on *Repurchase Intention

The effect of *e-service quality* (X) on *repurchase intention* (Y) through *e-customer satisfaction* (Z) has a path coefficient of 0.352, a t-statistic value of 5.855, and a p-value of 0.000, which means it is significant, in accordance with previous research (Jayaputra & Siwalankerto, 2022) . This indicates that *e-customer satisfaction* acts as a mediating variable in the relationship between *e-service quality* and *repurchase intention*. Interpretation of these findings shows that e-service quality not only directly influences repurchase intention but also indirectly through increased customer satisfaction. Thus, customer satisfaction is an important mechanism that bridges the effect of service quality on repurchase intention. Because the direct and indirect effects are both significant, *e-customer satisfaction acts as a partial* mediation variable. Thus, the mediation hypothesis is declared accepted.

CONCLUSION

Based on the results of the analysis and discussion of the research, it can be concluded that e-service quality has a positive and significant effect on repurchase intention, both directly and through e-customer satisfaction as a mediating variable. In addition, e-service quality also has a positive and significant effect on e-customer satisfaction, which indicates that electronic service quality plays an important role in shaping Shopee Food user satisfaction. Furthermore, e-customer satisfaction is proven to have a positive and significant effect on repurchase intention and is the most dominant factor in driving repurchase interest. Overall, e-service quality and e-customer satisfaction simultaneously have a significant effect on repurchase

intention, with a model explanation ability of 60%, while the rest is influenced by other factors outside the research model, so this research model has quite good predictive ability. Based on the research results, Shopee Food is advised to continue improving its e-service quality, particularly in terms of system reliability, service speed, app usability, and transaction security, as service quality has been shown to play a significant role in increasing user satisfaction and repeat purchase intention. Furthermore, the company needs to pay attention to the overall user experience, including the consistency of service quality from merchant partners and couriers, to maintain customer satisfaction levels. For further research, it is recommended to add other variables that could potentially influence repurchase intention, such as trust, price, promotions, or customer loyalty, as well as expand the research objects and areas so that the results obtained have broader generalizability. Further research can also use different analytical methods or approaches as comparisons to enrich studies in the field of digital marketing.

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