

Customer Satisfaction and Trust Have a Mediating Role Between the Impact of E-Service Quality and Reciprocity on Repurchase Intention (Study On Fore Coffee Customers in Denpasar City)

Putu Ayu Trisna Febrianty¹; I Made Wardana²; I Gusti Ayu Ketut Giantari³; Ni Wayan Ekawati⁴

^{1,2,3,4}Faculty of Economics and Business, Udayana University
Jl. P.B Sudirman – Denpasar, Bali, Indonesia

doi: <https://doi.org/10.37745/ejbir.2013/vol11n4116>

Published July 10, 2023

Citation: Febrianty P.A.T., Wardana I.M., Giantari I.G.A.K., Ekawati N.W. (2023) Customer Satisfaction and Trust Have a Mediating Role Between the Impact of E-Service Quality and Reciprocity on Repurchase Intention (Study On Fore Coffee Customers in Denpasar City), *European Journal of Business and Innovation Research*, Vol.11, No.4, pp.,1-16

ABSTRACT: *People's shopping habits have evolved away from more conventional retail patterns and toward those that are based on technology found on the internet as a direct result of the proliferation of internet-based technologies. The increasing prevalence of internet technology is both an opportunity and a difficulty for business owners who have goals of growing their client base and boosting the number of repeat transactions made by existing customers. This study was carried out with the purpose of determining the role that trust plays in mediating the impact that reciprocity has on repurchase intention, as well as the role that customer satisfaction plays in mediating the effect that the quality of the e-service has on repurchase intention. The patrons of Fore Coffee in Denpasar, Bali, were the primary subjects of this inquiry. The method of sampling that was used was known as intentional sampling, and the number of respondents in the sample was 120. As the research instrument, this inquiry makes use of a Google form that is communicated to respondents in a direct manner. Throughout the study, SEM PLS will be applied. According to the results of the research, 1) the quality of the e-service has no bearing on the likelihood of future purchases. 2) There is a significant favorable impact that reciprocity has on the intention to repurchase. 3) The efficiency and quality of e-services have a significant and beneficial impact on the level of satisfaction experienced by customers. 4) The practice of reciprocity has been shown to have a large and favorable effect on trust. 5) The degree to which a customer is satisfied has a favorable and significant bearing on the chance that they will plan to make a subsequent purchase. 6) The presence of trust has a significant and favorable impact on the decision to repurchase an asset. 7) The happiness of the customer can help to reduce the influence that the quality of the e-service has on the intention to repurchase. 8) Trust may act as a go-between when there is an intention to repurchase something and there is an expectation of reciprocity. According to the findings of the study, it is considered that Fore Coffee may build a successful marketing strategy by boosting customer satisfaction with their usage of mobile apps to commence repurchase intention activities. This could be accomplished by expanding Fore Coffee's repurchase intention activities on mobile devices.*

KEYWORDS: repurchase intention, e-service quality, reciprocity, customer satisfaction, trust

INTRODUCTION

People's purchasing habits have shifted from conventional to technology-based due to the development of internet technology ((Miandari et al., 2021). Internet technology is now being used extensively not only to meet communication requirements, but also to develop other sectors, such as shopping to meet daily needs, employment, education, and entertainment (Wijayanti and Goca, 2022). As of January 2022, bps.go.id's 2021 Susenas Survey data collection indicated that there were 204,7 million internet users in Indonesia. Technological advancements followed by a large number of information technology users in Indonesia have made Indonesia a market with both opportunities and challenges for businesspeople utilizing internet-based media (Dewi et al., 2020). The challenge for entrepreneurs is not only to acquire new consumers who will appreciate their products, but also to convince these customers to repurchase (repurchase intention) products from the same platform (Trivedi and Yadav, 2020). Businesspeople can take advantage of technological advancements to cultivate relationships with consumers, thereby increasing customer satisfaction, trust, and repurchase intent. The use of technology can make it easier for individuals to order the products they require online, such as food and beverages. Coffee beverage products are one of the food and beverage items that can be obtained through the Internet.

Coffee is one of the world's most ubiquitous beverages (Gumilang et al., 2021). Coffee is presently becoming an integral part of the culture. This coffee-drinking lifestyle has contributed to a rise in coffee consumption in Indonesia (Restuputra and Rahanatha, 2020). The high level of coffee consumption coupled with the development of internet technology has prompted businesspeople to require the proper strategy to generate a repurchase intention (repurchase intention) for coffee products. Fore Coffee is a coffee establishment that employs web-based technology to generate consumer intent to repurchase. According to the data from the 2022 Top Brand Award, Fore Coffee is ranked fourth, behind memorable coffee, promise of the soul, and kulo coffee. This indicates that Fore Coffee must increase their marketing efforts in order to increase consumer intent to repurchase via the Fore Coffee mobile application.

Once a consumer utilizes a product and determines whether or not they like it, their intention to repurchase becomes apparent (Putri and Yasa, 2022). A number of factors affect the decision to repurchase. E-service quality is one factor that influences consumers repurchase propensity (Sumara and Salim, 2018; Abid and Dinalestari, 2019; Bello et al., 2021).

When a website offers high-quality e-services to its customers, it increases the site's potential to help customers shop, buy, and distribute items effectively and easily online (Abid & Dinalestari, 2019). Sumara and Salim (2018) identify dependability, assurance, tangibles, empathy, and responsiveness as the five pillars of e-service quality. Abid and Dinalestari (2019) found that keeping customers over the long haul depends heavily on

providing high-quality service. The quality of an organization's e-services is measured by how smoothly and quickly customers may peruse the site, make a purchase, and get their order (Harahap et al., 2020). Nilasari (2019); Rohwiyati and Praptiestrini (2019); Anggraini et al. (2021); Bello et al. (2021); 2019). Iksan and Lestari (2021) found that the quality of e-services had no effect on the likelihood of a customer making a repeat purchase.

This study examines consumer satisfaction as an intervening variable between e-service quality and intention to repurchase. consumer satisfaction is the degree to which a consumer is pleased with their previous purchasing experiences with a company; it generates positive responses and repeat purchases (Anggraini et al., 2020). If the customer perceives a performance that falls short of their expectations, they will feel disappointed; however, if the customer perceives a performance that exceeds their expectations, they will feel satisfied. In the future, satisfied customers will make additional purchases.

Companies may improve repurchase intent by creating reciprocity, which is a social psychological relationship between firms and consumers (Leung et al., 2020). This is in addition to providing high-quality e-services and ensuring that customers are satisfied with such services. Customers are eligible to get promotional advantages from the firm in the form of free gifts and discount vouchers that can be redeemed for other items. The expectation of the business is that customers would demonstrate their appreciation for the social advantages it has bestowed upon them by purchasing the goods and services offered by the firm. According to Aye and 2020, reciprocity is defined as the tendency of a customer to develop a connection with a business or brand provider that is advantageous to both parties. (Mustapha and Shamsudin, 2020) [Citation needed] The practice of reciprocity has a great number of advantages and is necessary for the expansion of businesses. According to Ahmad et al.'s and Aye's research from 2020 and 2020 respectively, the effect of reciprocity on repurchase intention is both positive and statistically significant. The results of an investigation conducted by Lee and Lee (2018) indicate that there is no obvious influence that reciprocity has on the chance of engaging in a second transaction.

the benefits that the organization derives from obtaining consumer input are, in addition to being reliant on a sense of trust (Amoroso et al., 2021), predicated on the fact that a research hole has been recognized. According to Amoroso et al.'s 2020 research, trust is a positive expectation for coping with uncertainty emerging from social connections, which is significant since trust is one of the cornerstones of human interaction. Customers that have trust in the company's products or services are more likely to be open to developing mutually beneficial connections with the company. According to Yang (2019), a consumer's expectations of reciprocity from a vendor are dependent not just on his impression of social distance but also on the degree to which he trusts the vendor. According to Giantari and Sukawati (2023), customer confidence in a brand may be strengthened via the use of reciprocity, which in turn impacts consumer

Publication of the European Centre for Research Training and Development -UK

commitment and purchase decisions. According to Leung et al.'s 2020 research, the act of reciprocity has a large and beneficial impact on trust.

As evidenced by the findings of many research as well as the limitations of this one, additional exploration into the role that customer satisfaction and trust play in mediating the influence of e-service quality and reciprocity on repurchase intention is warranted.

THEORETICAL STUDY

E-Service Quality

According to Abid and Dinalestari (2019) and Harahap et al. (2020), e-service quality is the service that is provided to internet network users beyond the capability of the website to enable effective and efficient browsing, purchasing, and distribution activities. This definition comes from both of these researchers. According to Rahayu and Saodin (2021), "the extent to which an online service meets the expectations of its users in terms of the timeliness, accuracy, and completeness of its offerings" is the definition of "e-service quality." Customers are more likely to make repeat purchases (Gibreel et al., 2021; Kusmita et al., 2022; Alvin et al., 2022) when the quality of e-services is high and growing.

Reciprocity

Reciprocity is a dynamic process that generates trust between interacting parties through the exchange activities of each party (Leung et al., 2020). According to Hamzah and Syamsudin (2020), reciprocity is a theory of optimism that will reciprocally benefit each other. Reciprocity can be defined as the expectation that individuals will return the benefits they have received (Chesula et al., 2021). Four indicators are used to measure the reciprocity variable: attraction, communication and negotiating, norm development, and expectation development (Lund, 2010; Giantari and Sukawati, 2023).

Customer Satisfaction

Customer satisfaction is a sensation of delight or displeasure caused by comparing the product's performance to the customer's expectations (Abid and Dinalestari, 2019). According to Putri and Yasa (2022), customer satisfaction is the level of contentment a customer feels after comparing the services or products received to what was expected. There are two potential emotions that result from a comparison of performance and expectations: satisfaction when the product meets expectations and disappointment when it does not (Domingo et al., 2021). This study employs four indicators to measure customer satisfaction variables: convenience, merchandising, site design, and security of financial transactions (Kusmita et al., 2022).

Trust

Trust is a crucial factor that businesses must consider, particularly those that use technology to satisfy consumer requirements and desires. Consumers evaluate the prospective behavior of other members based on their personal characteristics and past

behavior (Yang, 2019). (Dewi et al., 2020) define trust as a consumer's evaluations, emotions, and tendencies toward a product. Without consumer trust, it will be difficult for businesses to establish long-term relationships (Dewi and Giantari, 2022). This study measures the trust variable with three indicators: aptitude, benevolence, and integrity (Amoroso et al., 2021; Alvin et al., 2022; Tataningtyas and Tjahjaningsih, 2022).

Repurchase Intention

Intention to repurchase a product is a post-purchase behavior that is impacted by a customer's level of contentment with items that they have previously purchased and consumed. (Ekaprana et al., 2020). According to Trivedi and Yadav's research from 2020, "repurchase intention" refers to the possibility that customers would buy items from the same seller in the future. (Gibreel et al., 202) The term "repurchase intention" refers to the behavior in which buyers respond positively to their original purchase with the intention of making future repurchases of the product or service in question. In this study, repurchase intention is evaluated based on the following four indicators: transactional intention, referential intention, preference intention, and individual belief in repurchasing (Putri and Yasa, 2022; Tataningtyas and Tjahjaningsih, 2022; Giantari and Sukawati, 2023).

Conceptual Framework and Research Hypothesis

Figure 1 provides an overview of the conceptual foundation for the investigation.

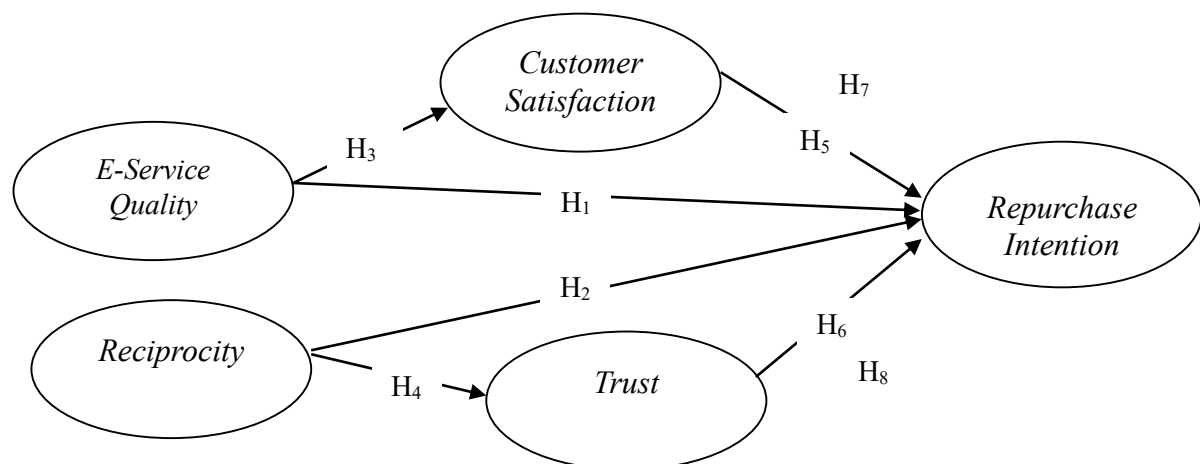


Figure 1. Research Concept Framework

Research Hypothesis

Hypothesis:

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

H2 : Reciprocity has a positive and significant effect on repurchase intention

H3 : E-service quality has a positive and significant effect on customer satisfaction

H4 : Reciprocity has a positive and significant effect on trust

H5: Customer satisfaction has a positive and significant effect on repurchase intention

H6 : Trust has a positive and significant effect on repurchase intention

H7: Customer satisfaction is able to mediate the effect of e-service quality on repurchase intention

H8 : Trust is able to mediate the effect of reciprocity on repurchase intention.

RESEARCH METHODS

The purpose of this research is to examine how perceptions of e-service quality affect consumers' propensity to re-use that service. A Likert-scale questionnaire was used to compile the data for this investigation. Validity and reliability tests performed on data from 30 respondents provided encouraging findings. If the correlation value is more than 0.3, as indicated in Table 1, the validity test is considered to be valid. If the Cronbach's Alpha value of the research instrument is more than 0.6, as shown in Table 2, then the instrument may be relied upon. There were 120 participants in the study's samples. The sample determination approach is a form of non-probability sampling called purposive sampling. PLS-based SEM analysis was used to check the data in this study.

Table 1. Validity Test

No	Variable	Items	Correlation	Significance	Remarks
1	E-Service Quality	X1.1	0,724	0,000	Valid
		X1.2	0,887	0,000	Valid
		X1.3	0,827	0,000	Valid
		X1.4	0,771	0,000	Valid
		X1.5	0,752	0,000	Valid
		X1.6	0,771	0,000	Valid
		X1.7	0,743	0,000	Valid
2	Reciprocity	X2.1	0,875	0,000	Valid
		X2.2	0,772	0,000	Valid
		X2.3	0,916	0,000	Valid
		X2.4	0,862	0,000	Valid
3	Customer Satisfaction	Y1.1	0,821	0,000	Valid
		Y1.2	0,925	0,000	Valid
		Y1.3	0,935	0,000	Valid
		Y1.4	0,867	0,000	Valid
4	Trust	Y2.1	0,912	0,000	Valid
		Y2.2	0,873	0,000	Valid
		Y2.3	0,831	0,000	Valid
5	Repurchase Intention	Y3.1	0,838	0,000	Valid
		Y3.2	0,834	0,000	Valid
		Y3.3	0,856	0,000	Valid
		Y3.4	0,914	0,000	Valid

Source: primary data processed (2023)

Table 2. Reliability Test

No	Variable	Cronbach's Alpha	Remarks
1	E-Service Quality	0,891	Reliabel
2	Reciprocity	0,877	Reliabel
3	Customer Satisfaction	0,908	Reliabel
4	Trust	0,840	Reliabel
5	Repurchase Intention	0,872	Reliabel

Source: primary data processed (2023)

RESEARCH RESULT AND DISCUSSION

Characteristics of Respondents

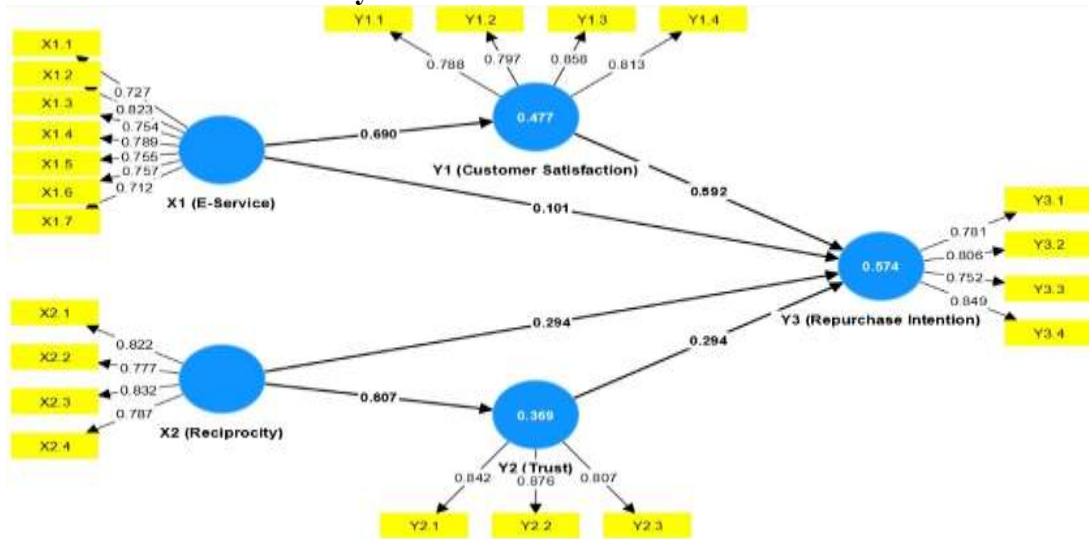
The findings of the respondent characteristic test are displayed in Table 3 and are broken down according to the respondent's gender, age, education level, and employment. According to the findings of descriptive statistical tests, the majority of respondents in this study were female (61.7%), their ages ranged from 17-21 years (80.8%), their most recent education level was DIV / Undergraduate (73.3%), and their jobs were Private Employees (54.2%)

Table 3. Characteristics of Respondents

No	Characteristics of Respondents	Number (people)	Percent (%)
1	Gender		
	Male	46	38.3
	Female	74	61.7
	Total	120	100
2	Age		
	17-27 years old	97	80.8
	28-38 years old	16	13.3
	39 - 49 years old	5	4.2
	> 49 years old	2	1.7
Total	120	100	
3	Educational Level		
	High School	21	17.5
	Diploma	9	7.5
	Scholar	88	73.3
	Bachelor Degree	2	1.7
Total	120	100	
4	Occupancy		
	Student	33	27.5
	State Officer	10	8.3
	Private Officer	65	54.2
	Businessman	12	10
Total	120	100	

Source: Primary data processed (2023)

Inferential Statistical Analysis with SEM PLS



Source: Processed data (2023)

Figure 2. Empirical Research Model

Table 3. Results of the Direct Influence Test Between Variables

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-Values	Remarks
E-Service (X₁) → Repurchase Intention (Y₃)	0,101	0,107	0,946	0,344	Rejected
Reciprocity (X₂) → Repurchase Intention (Y₃)	0,294	0,088	3,319	0,001	Accepted
E-Service (X₁) → Customer Satisfaction (Y₁)	0,690	0,055	12,480	0,000	Accepted
Reciprocity (X₂) → Trust (Y₂)	0,607	0,060	10,049	0,000	Accepted
Customer Satisfaction (Y₁) → Repurchase Intention (Y₃)	0,592	0,066	11,528	0,000	Accepted
Trust (Y₂) → Repurchase Intention (Y₃)	0,294	0,088	3,356	0,001	Accepted

Source: Data processed (2023)

Table 4. Indirect Influence Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-Service (X₁)					
Customer Satisfaction (Y₁)	0,408	0,408	0,040	9,467	0,000
Repurchase Intention (Y₃)					
Reciprocity (X₂)					
Trust (Y₂)	0,179	0,178	0,058	3,061	0,002
Repurchase Intention (Y₃)					

Source: Data processed (2023)

DISCUSSION

Effect of e-services quality on repurchase intention

This study's SEM PLS test demonstrates the impact of e-service quality variables on repurchase intent. According to the results of the hypothesis testing, H1 was deemed to be false while H0 was deemed to be true. This indicates that despite the fact that e-service quality is positively correlated with repurchase intent, it has little effect on repurchase intent. These results indicate that Denpasar City Fore Coffee's online service quality will have no effect on customers' intentions to purchase from the company again. According to consumer behaviour theory, the quality of the same service fluctuates significantly based on customer expectations. If the level of service substantially exceeds customer expectations, the service is considered to be of high quality, and customers will return to make additional purchases (Schiffman and Wisenblit, 2019: 103). The findings of this investigation contradict the consumer behaviour theory. Several customers stated in this study's interview survey that they chose to use the application to order products from Fore Coffee Denpasar City not only because of the quality of the application's online service, but also because they wanted to take advantage of the benefits offered, such as buy one get one free deals and product discounts on certain days, which are only available to customers who purchase through the application. This study's findings are consistent with those of Iksan and Lestari (2002), who found no correlation between e-service quality and intention to repurchase. The calibre of an e-service has no effect on the increase in consumer repurchase intent. Customers do not evaluate the company's e-service quality when deciding whether to repurchase Fore Coffee products.

Effect of reciprocity on repurchase intention

One thing that can affect a consumer's decision to buy a product again is reciprocity. The results of the hypothesis test show that H1 is true and H0 is false. This shows that reciprocity has a big and good effect on the desire to buy again. Based on what the study found, it can be said that customers are more likely to buy from Denpasar City Fore Coffee again if they have a good relationship with the company. According to research by Aye (2020), reciprocity has a positive and significant effect on the desire to buy again. The results of this study back this up. Ahmad et al. (2020) also found that the effect of reciprocity on the desire to buy again is positive and statistically significant. Both Xu et al. (2022) and Giantari and Sukawati (2023) found that the effect of reciprocity on purchasing intention is positive and statistically significant.

Impact of e-service quality on consumer satisfaction

One thing that can affect how happy a customer is with an e-service is how good it is. The results of testing the hypotheses show that H1 is true and H0 is false. This means that the quality of the e-service has a statistically significant and positive effect on customer happiness. When respondents have a better opinion of the quality of Fore Coffee Denpasar City's online services, their customers are happier. Research (Rahayu and Saodin, 2021) backs up the results of this study, which show that the quality of an e-service has a good and statistically significant effect on customer satisfaction. Abid and Dinalestari (2019), Catur et al. (2019), Anggraini et al. (2020), and Rahayu and Saodin (2021) all found that the quality of e-services had a good and statistically significant effect on customer satisfaction.

The influence of reciprocity on trust

A customer's trust in a product may be affected by how well it works for other people. Based on the results of this study, it was found that reciprocity had a good and significant effect on Fore Coffee customers' trust in Denpasar City. This proved the fourth hypothesis of this study. This shows that the customer's level of trust in using the mobile app to make purchases at Fore Coffee in Denpasar City will go up in proportion to how well they know the company. This study backs up what Leung et al. (2020) found, which is that reciprocity has a big and good effect on trust. This study backs up what Yang (2019) and Amoroso et al. (2021) found, which is that exchange has a big and good effect on trust.

The relationship between customer satisfaction and repurchase intention

According to the findings of this research, a customer's level of contentment with the service they received is one of the factors that might influence their likelihood of making a future purchase. The findings of this study supported the premise that the satisfaction of a customer has a positive and significant influence on the chance that the same customer will make a subsequent purchase. To put it another way, the degree to which a consumer is satisfied might impact the likelihood that they will return for more purchases. Customers in Denpasar who are satisfied with the products sold by Fore

Coffee are more likely to purchase those things again in the future. According to a number of studies (Liang et al., 2018; Bello et al., 2021; Anggraini et al., 2020; Muchlis, 2021; Wijayanti and Goca, 2022), the level of satisfaction a customer has with a product or service has a significant and positive impact on whether or not they intend to buy it again.

The impact of trust on repurchase intention

Trust is one of the factors that goes into a consumer's decision to purchase a product for a second time. The testing of the hypothesis revealed that trust had a beneficial and statistically significant influence on the willingness to buy once again. To put it another way, the consumers' intentions to buy Fore Coffee products in Denpasar City were more likely to be carried out if they knew for certain that they could utilize the Fore Coffee mobile app to complete their transactions. clients are more inclined to buy from a company more than once if they trust the business and are aware that the firm provides the same goods, services, and security assurances to both online and offline clients. This study confirms the findings of Liang et al. (2018), Nilasari (2019), Muchlis (2021), Iksan and Lestari (2021), and Dewi and Giantari (2022), demonstrating that trust has a favorable and statistically significant influence on the intention to make a purchase.

Customer satisfaction mediates the relationship between e-services quality and repurchase intention.

The purpose of this research was to determine whether or not customer satisfaction is a valid method for explaining the connection between the quality of an online service and future intentions to make more purchases. The findings of the study indicated that measuring client contentment was an effective technique to explain the connection between the caliber of an online service and the likelihood that it would be utilized once again. This demonstrates that the level of satisfaction a consumer has with Fore Coffee's online service is a more significant factor in determining whether or not they will make a subsequent purchase from the company. Customer satisfaction was able to reduce the influence of e-service quality on the desire to buy again, according to research (Catur et al., 2019; Rohwiyati and Praptiestrini, 2019; Anggraini et al., 2020).

The effect of reciprocity on repurchase intention is mediated by the role of trust.

An investigation into the function that trust plays as a mediator between the concepts of reciprocity and repurchase intention is presented here. The findings of the study indicate that trust might act as a moderating factor in the link between reciprocity and the desire to repurchase. This shows that the reciprocal connection built by Fore Coffee in Denpasar City can have a bigger impact on consumers' intentions to make repeat purchases owing to a higher degree of consumer trust in the use of the Fore Coffee application in transactions. This confidence in the use of the Fore Coffee application in business stems from the fact that Fore Coffee has been successfully implemented in Denpasar City. The findings of this study are supported by the findings of an earlier study conducted by Amoroso and colleagues (2021), who discovered a positive and significant association between trust and reciprocity. In a similar vein, trust has a

significant impact, both positively and negatively, on the desire to repurchase. Liang et al., (2018); Muchlis (2021); Nilasari (2019); Putri and Hasib (2020); Iksan and Lestari (2021).

IMPLICATION OF RESEARCH RESULT

Theoretical Consequences

The results of this study provide theoretical implications that e-service quality does not influence customer behavior in repurchasing intention; however, if the e-service quality offered is supported by high customer satisfaction felt by customers, the greater the customer's repurchase intention activity toward a product as well as the better reciprocal relationship (reciprocity) created by the company with customers, the greater the trust that customers possess. This can enhance the likelihood of future purchases. This research as a whole provides support for a number of previous studies founded on the grand theory of consumer behavior.

Effective Application

- a) The customer satisfaction variable, management can pay more attention to the user-friendly application site design, selecting the appropriate colors, user-friendly menu layouts, and the application's voucher exchange feature.
- b) In the trust variable, management can increase altruism by sustaining customer trust, as consumers with a strong sense of trust are more likely to make repeat purchases.
- c) Creating a reciprocal relationship (reciprocity) may be considered by the management of Fore Coffee City of Denpasar when making special offers to consumers as a reward for using the application for purchasing.
- d) Regarding the e-service quality variable, Fore Coffee's administration can contemplate providing comprehensive product information. Customers require information on each product in order to have product knowledge.

CONCLUSION

- a) E-service quality has no effect on Fore Coffee customers' repurchase intentions in Denpasar.
- b) Reciprocity has a significant and positive impact on the repurchase intent of Fore Coffee customers in Denpasar City.
- c) The quality of Fore Coffee's e-services has a positive and significant impact on consumer contentment in Denpasar.
- d) Reciprocity has a positive and substantial impact on consumers' trust in Fore Coffee in Denpasar City.
- e) Customer contentment has a significant and positive impact on the repurchase intent of Fore Coffee customers in Denpasar City.
- f) Trust has a significant and positive impact on the repurchase intent of Fore Coffee customers in Denpasar City.

- g) Customer contentment is completely capable of mediating the relationship between e-service quality and the repurchase intent of Fore Coffee customers in Denpasar City.
- h) Trust can partially mediate the relationship of reciprocity to Fore Coffee Denpasar City customers' repurchase intent.

LIMITATION AND FUTURE RESEARCH DIRECTIONS

a) This study only exhibits the mediating effects of customer satisfaction on the effect of e-service quality on repurchase intention and the mediating effects of trust on the connection between the influence of reciprocity and repurchase intention for Fore Coffee customers in Denpasar City. b) This study only demonstrates the mediating effects of trust on the relationship between the influence of reciprocity and repurchase intention for Fore Coffee customers in Denpasar City. As a direct result of this, the findings of this research cannot be generalized to coffee drinkers in other businesses or locations.

b) The data for this study were acquired using a cross-sectional or one-shot design, which means that more research is necessary. In further studies, the link between the quality factors of e-services and the concept of reciprocity may be investigated.

REFERENCES

- Abid M. M. F., & Purbawati, D. (2020). Pengaruh E-Security dan E-Service Quality Terhadap E-Repurchase Intention Dengan E-Satisfaction Sebagai Variabel Intervening Pada Konsumen E-Commerce Lazada di Fisip Undip. *Jurnal Ilmu Administrasi Bisnis*, 9(1), pp. 93-100
- Ahmad, M., Mirza, D., & Ahmed, A. (2020). Interpersonal Relationship Marketing: Role of Customer Focal Antecedents in Relationship Building and Maintenance. *GMJACS*, 10(1), pp. 129-142
- Alvin, R., Qomariah, N., Tinggi, S., & Gempol, I. E. (2022). Effect of E-Service Quality on *Online* Repurchase Intention with E-Trust as a Mediator for Tokopedia users (Study on Tokopedia Instagram Followers) listiyana. *Jurnal Multidisiplin Madani (MUDIMA)*, 2(4), 2007–2028. <https://journal.yp3a.org/index.php/mudima/index>
- Anggraini, N. P. N., Jodi, W. G. A. S., & Putra, D. P (2020). *The Influence of Experiential Marketing and E-Service Quality on E-Satisfaction and Repurchase Intention*.
- Amoroso, D., Lim, R., & Roman, F. (2021). The effect of reciprocity on mobile wallet intention: A study of filipino consumers. *International Journal of Asian Business and Information Management*, 12(2), 57–83. <https://doi.org/10.4018/IJABIM.20210401.0a4>
- Aye, *Consumers' Personal Reciprocity and Future Purchase Intentions: A Study on Smartphone users in Co-operative University, Thanlyin*. (2020). (Doctoral dissertation, MERAL Portal).

- Bello, K. B., Jusoh, A., & Md Nor, K. (2021). Relationships and impacts of perceived CSR, service quality, customer satisfaction and consumer rights awareness. *Social Responsibility Journal*, 17(8), pp. 1116–1130. <https://doi.org/10.1108/SRJ-01-2020-0010>
- Catur, H., Hasman, P., Ginting, P., & Rini, S. (2019). The Influence of E-Service Quality on E-Satisfaction and Its Impact on Repurchase Intention in Using E-Commerce Applications on Students of Universitas Sumatera Utara. *International Journal of Research & Review (Www.Ijrrjournal.Com)*, 6(10). www.fimela.com
- Chesula, O. W., Ntuara Kiriinya, S., & Rintari, A. (2021). Effect of relationship marketing concept of reciprocity on customer satisfaction among foreign owned supermarkets in Kenya: A case study of Carrefour Supermarket. *International Journal of Research and Scholarly Communication*
- Dewi, C. R. A., Yasa, N. N. K., Giantari, I. G. A. K., Sukawati, T. G. R., Setiawan, P. Y., & Setini, M. (2020). The Effect of Security, Trust and Ease of Use towards Repurchase Intentions Mediated by E-satisfaction on Online Travel Agent. *Journal of Advanced Research in Dynamical and Control Systems*, 12(8), 340–354. <https://doi.org/10.5373/jardcs/v12i8/20202482>
- Dewi, N. W. P., & Giantari, I. G. A. K. (2022). The Mediation Role of Customer Satisfaction and Trust in The Effect of Online Shopping Experience on Repurchasing Intention. *European Journal of Business and Management Research*, 7(3), 78–83. <https://doi.org/10.24018/ejbmr.2022.7.3.1293>
- Dominiq, A., Yuniarto, A., Ellitan, L., Katolik, U., & Mandala, W. (2021). Pengaruh Experiential Marketing dan Service Quality Terhadap Customer Satisfication dan Repurchase Intention Pada Kafe Kopi Janji Jiwa Di Surabaya AR T I C L E I N F O. *Jurnal Ilmiah Mahasiswa Manajemen (JUMMA) Dominiq, Yuniarto, Ellitan*, 10(2), 52. <https://doi.org/10.33508/jumma.v10i2.3604>
- Ekaprana, I. D. G. A., Jatra, I. M., & Giantari, I. G. A. K. (2020). Pengaruh Kualitas Produk, Kualitas Layanan dan Citra Merek Terhadap Niat Pembelian Ulang. *E-Jurnal Manajemen Universitas Udayana*, 9(8), 2895. <https://doi.org/10.24843/ejmunud.2020.v09.i08.p01>
- Giantari, I. G. A. K., & Sukawati, T. G. R. (2023). Reciprocity Strategy in Improving Purchase Decisions at Coffee Shop MSMEs in Bali. *European Journal of Business and Innovation Research*, 11(2), 1–14. <https://doi.org/10.37745/ejbir.2013/vol11n2114>
- Gibreel, H., Saleh, M., Pradana, M., Rubiyanti, N., & Silvianita, A. (n.d.). *The Effect of Service Quality and Brand Image on Lazada Repurchase Decision (A Case Study of International Students in Bandung)*.
- Gumilang, M. F., Yuliati, L. N., Dikky Indrawan, R., & Fajar Gumilang, M. (2021). Repurchase intention of millennial generation in coffee shop with the coffee-to-go concepts. *International Journal of Research and Review*, 8(2), pp. 347-361.

- Harahap, D. A., Hurriyati, R., & Amanah, D. (2020). A Conceptual Model of E-Service Quality at Branchless Banking in Indonesia. In *Journal of Internet Banking and Commerce An open access Internet journal) Journal of Internet Banking and Commerce* 25(2). <http://www.icommercecentral.com>
- Iksan, & Lestari, R. (2021). Pengaruh Promotion, Perceived Value, E-Service Quality dan E-Trust Terhadap E-Repurchase Intention Dan E-Loyalti Konsumen E-Commerce Tokopedia di Kota Banda Aceh. *MANEGGIO: Jurnal Ilmiah Magister Manajemen*, 4(2), 205–214.
- Kusmita, A. C., Farida, N., & Saryadi, S. (2022). Pengaruh E-Trust Dan E-Service Quality Terhadap Online Repurchase Intention Melalui E-Satisfaction (Pada Mahasiswa S1 FISIP yang Pernah Berbelanja di Lazada). *Jurnal Ilmu Administrasi Bisnis*, 10(3), pp. 1307-1318
- Lee, J., & Lee, Y. (2018). Effects of multi-brand company's CSR activities on purchase intention through a mediating role of corporate image and brand image. *Journal of Fashion Marketing and Management*, 22(3), 387–403. <https://doi.org/10.1108/JFMM-08-2017-0087>
- Leung, W. K. S., Shi, S., & Chow, W. S. (2020). Impacts of user interactions on trust development in C2C social commerce: The central role of reciprocity. *Internet Research*, 30(1), 335–356. <https://doi.org/10.1108/INTR-09-2018-0413>
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb. *International Journal of Hospitality Management*, 69, 41–48. <https://doi.org/10.1016/j.ijhm.2017.10.015>
- Lund, D. J. (2010). *Reciprocity in marketing relationships*. University of Missouri-Columbia. (Doctoral of Philosophy dissertation)
- Miandari, G. A. K. D. D., Yasa, N. N. K., Wardana, M., Giantari, I. G. A. K., & Setini, M. (2021). Application of Technology Acceptance Model to Explain Repurchase Intention in Online Shopping Consumers. *Webology*, 18(1), 247–262. <https://doi.org/10.14704/WEB/V18I1/WEB18087>
- Muchlis Wijayanto. G., Komita. S.E (2021). Pengaruh E-Satisfaction dan E-Trust terhadap Repurchase Intention Melalui E-Word of Mouth (E-Wom) sebagai Variabel Intervening E-Commerce Buka Lapak pada Generasi Millennial. *Jurnal Ekonomi KIAT*. 32(1), pp.18-29
- Nilasari, R. (2019). Pengaruh Trust Dan E-Service Terhadap Repurchase Intention Bagi Pengguna Aplikasi Shopee. *E-Jurnal Akuntansi*, 29(2), 755-764. <https://doi.org/10.24843/eja.2019.v29.i02.p20>
- Mustapha, N. S. N., & Farid S. M., (2020). The Power of Reciprocity Theory in Marketing. *Journal of Postgraduate Current Business Research (JPCBR)*, 5(1). <https://doi.org/10.5281/zenodo.2528942>
- Putri, K. A. M. A., & Yasa, N. N. K. (2022). The Role of Customer Satisfaction as Mediating Variable on the Effect of Brand Image towards Coffee Shop Customer's

- Repurchase Intention. *European Journal of Business and Management Research*, 7(2), 149–154. <https://doi.org/10.24018/ejbmr.2022.7.2.1271>
- Putri, N., & Hasib, F. (2022). The Effect of E-WOM on Repurchase Intention with Trust as a Mediation Variable (Case Study on Wearing Klamby). *Review of Islamic Economics and Finance (RIEF)*, 5(1), pp. 52-64.
- Putu Nita Anggraini, N., Wayan Gede Antok Setiawan Jodi, I., & Pratama Putra, D. (n.d.). *The Influence of Experiential Marketing and E-Service Quality on E-Satisfaction and Repurchase Intention*.
- Rahayu, K., & Saodin, S. (2021). 2021) E-ServQual on E-Trust, E-Satisfaction and Online Repurchase Intention. *Review of International Geographical Education (RIGEO)*, 11(4), 1426–1439. <https://doi.org/10.48047/rigeo.11.04.135>
- Restuputra, M. D., & Rahanatha, G. B. (2020). Promosi Penjualan, Store Atmosphere, Dan Brand Image Berpengaruh Terhadap Repurchase Intention. *E-Jurnal Manajemen Universitas Udayana*, 9(8), 3019. <https://doi.org/10.24843/ejmunud.2020.v09.i08.p07>
- Rohwiyati, R., & Praptiestrini, P. (2019). The Effect of Shopee e-Service Quality and Price Perception on Repurchase Intention: Customer Satisfaction as Mediation Variable. *Indonesian Journal of Contemporary Management Research*, 1(1), 47–54.
- Sumara, R., & Salim, L. (2018). Service Quality, Customer Satisfaction, Brand Trust and Repurchase Intention. *Jurnal Ilmiah Ekonomi*, 15(2), 493–514.
- Tataningtyas, L., & Tjahjaningsih, E. (2022). *Faktor Yang Mempengaruhi E-Trust Serta Dampaknya Pada Repurchase Intention* (Vol. 15, Issue 1). <http://journal.stekom.ac.id/index.php/E-Bisnis.page55>
- Trivedi, S. K., & Yadav, M. (2020). Repurchase intentions in Y generation: mediation of trust and e-satisfaction. *Marketing Intelligence and Planning*, 38(4), 401–415. <https://doi.org/10.1108/MIP-02-2019-0072>
- Wijayanti, N. P. P. A., & Goca, I. G. P. A. W. (2022). Pengaruh Kepercayaan, Kualitas Produk, Dan Kepuasan Konsumen Terhadap Repurchase Intention Di Tokopedia. *Jurnal Manajemen Dan Bisnis Equilibrium*, 8(1), 102–116.
- Xu, P., Cui, B. J., & Lyu, B. (2022). Influence of Streamer’s Social Capital on Purchase Intention in Live Streaming E-Commerce. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.748172>
- Yang, X. (2019). How perceived social distance and trust influence reciprocity expectations and eWOM sharing intention in social commerce. *Industrial Management and Data Systems*, 119(4), 867–880. <https://doi.org/10.1108/IMDS-04-2018-0139>