DETERMINATION OF REPURCHASE INTENTION FOR MSMES IN BANDAR LAMPUNG

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Abstract

Due to intense competition in MSMEs, there are more and more MSME players. This research was conducted to explain how service quality, website quality, reputation, online shop trust affects purchase intent. To collect data, this study used a quantitative approach. With purposive sampling, with a population of 4,446 respondents and a Likert scale. The sample is calculated by the formula slovin 97. Data analysis was carried out with multiple linear tests using SPPS version 26, and hypothesis tests such as t tests and f tests were also carried out. The results showed that the variables of service quality had a positive and significant effect on purchase intent, website quality had a positive and significant effect on purchase intent, reputation did not have a positive and significant effect on purchase intent, online shop confidence had a positive and significant influence on purchase intent.

Keywords: Service Quality, Website Quality, Reputation, Trust in Online Shop, Purchase Intent

1. Introduction

Based on the Data System of the Ministry of Cooperatives and MSMEs of the Republic of Indonesia in 2021, in Lampung Province there are 157,120 MSME businesses consisting of 15 regencies/cities, with the number of businesses each as follows: West Lampung 2,643 businesses, Tanggamus 186 businesses, South Lampung 701 businesses, East Lampung 650 businesses, Central Lampung 796 businesses, North Lampung 457 businesses, Way Kanan 840 businesses, Tulang Bawang 633 businesses, Tulang Bawang Barat 179 businesses, Pesawaran 482 businesses, Mesuji 4,287 businesses, Pringsewu 1,967 businesses, Pesisir Barat 912, 14 businesses, Bandar Lampung 118,533 businesses, and Metro 23,854 businesses. The number of MSMEs in Bandar Lampung City reached 118,533, spread across 20 districts, and 82% of them used an online sales system through e-commerce stores and social media sites. The reason why it is necessary to empower MSMEs in Bandar Lampung City is because there is a lot of potential for income growth and community welfare (Mia,2023). MSME empowerment needs to be done seriously, the beginning of MSME empowerment has succeeded in significantly improving the Indonesian economy (Narto &; HM, 2020).

According to (Sari, 2020)Repurchase intent is a behavioral component of a consuming attitude that refers to the desire to buy back things they once bought. Repurchase intent is the customer's desire to make a repeat purchase (Aryadhe &; Rastini, 2016). When customers have purchased goods or services once or more, they often have a desire to purchase those goods or services. To a large extent, the reason for the buyback is based on the customer's experience with the product or service, who then determines the best alternative or procedure the customer uses to purchase the good or service based on various factors. Repurchase intent is consumer behavior that indicates their desire to buy

something (Safitri, 2021). Once the alternative evaluation process is complete, a purchase intent emerges. During this process, one will select products based on the brand and the importance of measuring the customer's purchase intent, i.e., to determine whether the customer will remain loyal to the product or service. Therefore, buying intentions are important to research. The results of service quality, website quality, and reputation for customer trust were tested empirically in this study. Ultimately, the study aims to increase customers' desire to buy goods online.

Based on the phenomenon of MSMEs in Bandar Lampung, the intention to repurchase is an obstacle for MSMEs in Bandar Lampung because they need quality to build customer trust. This phenomenon has an impact on service quality, website quality, reputation, and online shop trust to MSMEs in Bandar Lampung. Knowing the relationship between the desire to repurchase from MSMEs in Bandar Lampung and trust in online shops is the reason for the problem.

2. Theoretical Background
2.1 Understanding Service Quality
The expected level of excellence is a measure of service quality and its control to meet customer desires (Wati & David, 2022). Several factors affect service quality, such as strategy concepts, high service standards, service supervision systems, handling customer complaints, and employee satisfaction. The most important factor in online transactions is the level of service that the customer feels (Qalati et al., 2021). In providing excellent service, service quality is an important component. The extent to which a service meets customer needs, expectations, and satisfaction is known as service quality. Service quality is measured as a result of the difference between customer expectations and actual service performance (Lestira et al., 2023). Service quality is very important for businesses because it affects customer satisfaction that will arise if good service is provided (Syahfitri &; Kusnanto, 2021).

Previous studies (Nurlaela Anwar &; Ananda Wardani, 2021) found that customer satisfaction influences the desire to buy products again. As stated by Parasuraman et al. (1988), five indicators can be considered as service quality: Trust is indicated by proper and correct service; tangibility is indicated by the provision of adequate additional resources; responsibility is indicated by the desire to quickly serve consumers; confidence is indicated by the level of ethical and moral attention given to service; And empathy is shown by the level of desire to provide appropriate and sincere service. So, the first hypothesis put forward is:
H1: Service quality has a positive and significant effect on purchase intent

2.2 Understanding Website Quality
According to (Alghifari, A.f., and Rahayu, 2021), websites are all web pages that belong to a domain and contain data. Many interconnected sites usually form one website. A tool called website quality was created to assess the usage, information, and interaction of services offered by websites on the internet. Website quality describes the ability or ability of an online store to meet customer needs by providing the best service. In relation to this definition, website quality is a tool to assess the capabilities of a website. In online sales, website quality is very important to provide unique value to customers. One approach to assessing website quality based on end users is Website Quality. Website quality is defined as features of a website that contribute to its use for customers. Most of

the research has discussed the importance of website quality influencing factors of this business.

Results of previous research (Darmanto, 2021) shows that the quality of the website affects buying interest significantly. However, in contrast to previous studies (Hasanov &; Khalid, 2015) and (Octavia &; Tamerlane, 2017), which found that website quality did not significantly affect buying interest. Therefore, a website is very important for someone who wants to do business online. According to Barnes, S.J. and Vidgen (2003), this indicator relates to ease of use, i.e., information displayed through a website, and sales service, i.e., direct interaction between a website and a customer. So, the second hypothesis put forward in this study is:
H2. Website quality has a positive and significant effect on purchase intent.

2.3 Understanding Reputation

According to (Nurhatinah, 2018), A person's reputation is measured based on their experience with something received. A good reputation increases excellence, so customers expect that they will get what they want. The reputation felt by consumers is their judgment about whether a retail store is honest, cares about customers', and can satisfy its desires. Reputation is often considered key to long-term relationships and customer trust (Fedorko et al., 2017). The reputation system has an important role in demand in online transactions. According to (Aulia, 2023), there is a positive correlation between a seller's reputation and transaction demand. Urde and Greyser (2014), stated that there are four indicators of reputation: relevance is information obtained by customers to distinguish several options so that they can make decisions easily. Trust is a firm belief in reliability, correctness, or ability. A relationship includes mutual trust and confidence between seller and buyer; credibility, which is the level of trust of a company in the eyes of consumers or quality that is convincing and trustworthy by consumers; and recognition, which is the level of recognition of a company by consumers. A company must be sold at a low price if it is not known.So the third hypothesis in this study is:
H3. Reputation has a positive and significant effect on purchase intent.

2.4 Understanding Trust in Online Shop

One very practical way to shop is through the internet. Online buying and selling is done through electronic media or social media, so customers do not need to go to physical stores to buy the goods they need. According to (Qalati et al., 2021)Online trust is the most important part of a business strategy because it can reduce risk and result in good word of mouth. Customers prefer things that are practical and automated, such as buying and selling transactions online. The customer is the ultimate goal of the buying process, so it is easier for them to search and choose items according to their needs. The more often the goods marketed, the more it increases. Just as consumers who shop in stores consider atmosphere, service, and convenience when shopping online, consumers also need convenient and high-quality services that can increase customer loyalty (Ayu &; Sulistyawati, 2018). Indicators consist of Knowledge, Deeds, Beliefs, and Beliefs (Setiawan, 2015). So, the fourth hypothesis proposed by this study is:
H4. Trust in online shops has a positive and significant effect on purchase intent.

2.5 Definition of Repurchase Intent

According to Faridisa et al. (2016), the desire to buy back is defined if a customer likes the goods or services offered by a company and wants to buy the company's products

again. Repurchase interest is the desire to buy something again in the future. Customers often repurchase because they are satisfied with the service. Previous studies have shown that consumers' intentions and their behavior when making online transactions are significantly influenced by their intentions (Setiawan, 2015). Repurchase intent indicators: Kuo et al (2013) state that there are several indications for repurchase intent, such as making repeat purchases and planning to do so in the near future. In contrast, Djumarno and Djamaludin (2017) stated that indicators of repurchase intent include product diversity that makes purchasing easier, customer interest in buying more, and profitable purchases, high quality at affordable prices, and companies have many promotional events.(Diyanti et al., 2021) The following indicators can be used to measure repeat purchase intent: The willingness to repurchase products from the same online store and the overwhelming willingness to repurchase products from the same online store. According to (Adhitya Rinaldi &; Suryono Budi Santoso, 2018), there are four indicators of repurchase interest: transactional interest, exploratory interest, preferential interest, and referential interest.

Based on previous research (Qalati et al., 2021), which investigated service quality, reputation, purchase intent, and website quality. However, this study differs from previous studies in that it includes the variable of trust in online stores, which is an inhibiting factor. The following conceptual framework of the research can be seen in:
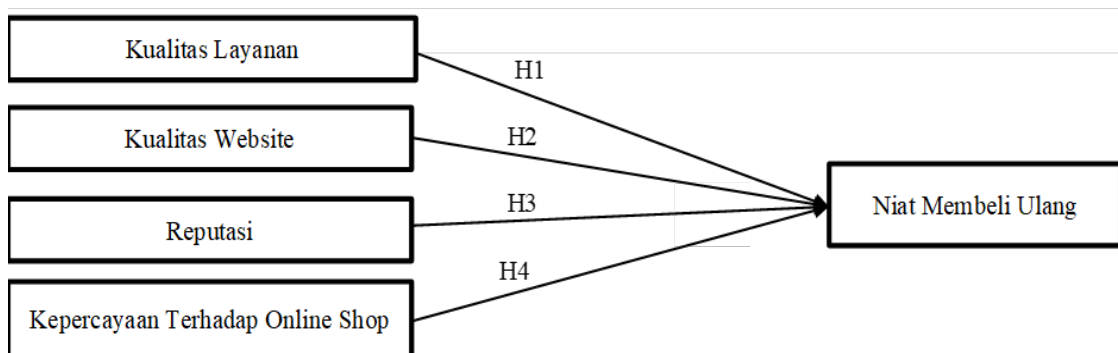

Figure 1. Conceptual Framework

3. Methods

Sugiyono (2018) defines that quantitative data research methods are based on positivism, also known as concrete data. This data consists of numbers that will be measured using statistics to make conclusions about the issues discussed.

In the city of Bandar Lampung, MSMEs consist of 20 districts. Nevertheless, this study used purposive sampling techniques using several criteria. These criteria include: choosing MSMEs with the largest number of units in Bandar Lampung; choose MSMEs with the highest income in the sub-district, both micro, small, and medium; and selected 4,446 MSMEs in Tanjung Karang Center (Cooperative and SME Office). The formula used to calculate the sample is the slovin formula with an error rate of 10%. The result was 97 respondents.

The data used are primary and secondary data. Primary data were collected directly through observation, interviews, and questionnaire dissemination. Meanwhile, secondary data is collected indirectly from library sources, reading materials, and information from others.

4. Results and Discussion

Of the 97 people who responded, 35.1% were male and 64.9% female, according to SPSS version 26 output. Before performing a hypothesis test, we must perform a validity, reliability, normality, and multicollinearity test of classical assumption tests.

4.1 Validity Test

The data is tested for validity to find out how valid each statement is in measuring its variables. This is done by comparing the total score for the item with the score for each statement addressed to the respondent. A statement item is valid if its calculated value is greater than 0.1996, which is the value obtained from the number of samples minus two, resulting in a value of 95.

Table 1. Validity Test

Item Pernyataan	r_{hitung}	r_{tabel}	Keterangan
Kualitas layanan (X1)			
X1.1	0,800	0.1996	Valid
X1.2	0,653	0.1996	Valid
X1.3	0,803	0.1996	Valid
X1.4	0,828	0.1996	Valid
X1.5	0,768	0.1996	Valid
X1.6	0,848	0.1996	Valid
X1.7	0,862	0.1996	Valid
X1.8	0,848	0.1996	Valid
X1.9	0,872	0.1996	Valid
X1.10	0,860	0.1996	Valid
X1.11	0,849	0.1996	Valid
X1.12	0,892	0.1996	Valid
X1.13	0,829	0.1996	Valid
X1.14	0,902	0.1996	Valid
X1.15	0,877	0.1996	Valid
X1.16	0,869	0.1996	Valid
X1.17	0,817	0.1996	Valid
X1.18	0,874	0.1996	Valid
Kualitas website (X2)			
X2.1	0,859	0.1996	Valid
X2.2	0,858	0.1996	Valid
X2.3	0,866	0.1996	Valid
X2.4	0,878	0.1996	Valid
X2.5	0,849	0.1996	Valid
X2.6	0,889	0.1996	Valid
X2.7	0,876	0.1996	Valid
X2.8	0,859	0.1996	Valid
X2.9	0,805	0.1996	Valid
X2.10	0,730	0.1996	Valid
X2.11	0,630	0.1996	Valid
Reputasi (X3)			
X3.1	0,906	0.1996	Valid
X3.2	0,841	0.1996	Valid
X3.3	0,848	0.1996	Valid
X3.4	0,872	0.1996	Valid
X3.5	0,754	0.1996	Valid
X3.6	0,827	0.1996	Valid
X3.7	0,852	0.1996	Valid
Kepercayaan terhadap online shop (X4)			
X4.1	0,801	0.1996	Valid
X4.2	0,847	0.1996	Valid
X4.3	0,877	0.1996	Valid
X4.4	0,857	0.1996	Valid
X4.5	0,854	0.1996	Valid
X4.6	0,804	0.1996	Valid
X4.7	0,843	0.1996	Valid
X4.8	0,803	0.1996	Valid
X4.9	0,858	0.1996	Valid
X4.10	0,788	0.1996	Valid
Niat Membeli (Y)			
Y.1	0,918	0.1996	Valid
Y.2	0,924	0.1996	Valid
Y.3	0,924	0.1996	Valid

Source: Outputt SPSS 26

4.2 Reliability Test

Alpha Croanbach to test the consistency and stability of measuring instruments. Reliability test results are considered good and reliable if the Croanbach Alpha value for each variable is above 0.6.

Table 2. Reliability Test

Variabel	Alpha Cronbach's	Alpa	Keterangan
X1	0,975	0,6	Realibel
X2	0,954	0,6	Realibel
X3	0,931	0,6	Realibel
X4	0,954	0,6	Realibel
Y	0,910	0,6	Realibel

Source: Output SPSS 26

For the reliability test results variables above are service quality 0.975, website quality 0.954, reputation 0.931, trust in online shop 0.954, and purchase intention Y is 0.910. The results stated that the questionnaire items used in this study were realistic.

4.3 Normality Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			97
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.26444721
Most Extreme Differences	Absolute		.146
	Positive		.070
	Negative		-.146
Test Statistic			.146
Asymp. Sig. (2-tailed)			.000[c]
Monte Carlo Sig. (2-tailed)	Sig.		.027[d]
	99% Confidence Interval	Lower Bound	.022
		Upper Bound	.031

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

Source: Output SPSS 26

From Table 3, Asymp. Sig. (2-tailed) indicates that the value of 0.000 is less than 0.05, which indicates that the data is abnormal. Therefore, the normality test is performed using the Monte Carlo model. The results showed that the values of 0.027 > 0.05, which indicates that the residual data or studies are normally distributed.

4.4 Multicollinearity Test

The classical assumption for the multicollinearity test was used in this study. This test was performed with SPSS version 26. If the tolerance value > 0.100 and the VIF < 10.00, the variable does not show symptoms of multicollinearity. Based on the SPSS output, it is known that the service quality tolerance value is 0.227 > 0.100 and the VIF value of the service quality variable is 4.396 < 10.00. Website quality tolerance value of 0.212 > 0.100 and website quality VIF value of 4.725 < 0.00. The reputation tolerance value is

0.218 > 0.100 and the reputation VIF value is 4.593 < 10.00. The value of online shop trust tolerance of 0.267 > 0.100 and the online shop trust VIF value of 3.746 < 10.00. And it can be concluded that all variables used in this study do not have symptoms of multicollinearity.

4.5 Regression Test

Data quality tests and classical assumptions have been performed, followed by regression tests as shown in Table 4.

Table 4. Service Quality Regression Test Against Purchase Intent

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.338	.932		1.436	.154
Kualitas Layanan	.141	.012	.764	11.553	.000

a. Dependent variable : Niat Membeli

Source: Output SPSS 26

Table 4 shows that service quality (X1) has a role of 0.141 to purchase intent (Y), with a constant value of 1.338. This shows that the quality of service will have a positive impact on purchase intent. Therefore, the multiple regression equation is Y = 1.338 + 0.141X1 + e.

Table 5. Website Quality Regression Test Against Purchase Intent

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.044	.912		2.241	.027
Kualitas Website	.222	.020	.749	11.031	.000

a. Dependent Variable: Niat Membeli

Source: Output SPSS 26

Table 5 shows that website quality (X2) has a role of 0.222 on purchase intent (Y), and a constant value of 2.044 indicates that website quality has a positive impact on purchase intent. Then the multiple regression equation is Y = 2.044 + 0.222X2 + e.

Table 6. Reputation Regression Test Against Purchase Intent

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.997	.832		2.401	.018
Reputasi	.355	.029	.781	12.170	.000

a. Dependent Variable: Niat Membeli

Table 6 shows that the constant value is 1.997, reputation of 0.355 reflects the role of reputation (X 3) on purchase intent (Y) of 0.355. It states reputation will have a positive impact on purchase intent. Then the multiple regression equation is Y = 1.997 + 0.355X3 + e.

Table 7. Online Shop Trust Regression Test Against Purchase Intent

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.415	.692		2.046	.044
	Kepercayaan online shop	.267	.017	.847	15.505	.000

a. Dependent Variable: niat beli

Table 7 shows that the role of online shop trust (X4) to purchase intent (Y) is 0.267, with a constant value of 1.415. This shows that online shop trust will have a positive impact on purchase intent. Therefore, the multiple regression equation is $Y = 1.415 + 0.267X4 + e$.

Table 8. Coefficient of Determination

Variable	Test t Tcalculate	Test t Ttabel	Test t Sign	Test F Fcalculate	Test F Ftabel	Test F Sign	R2	Adjusted R2
Quality of Service -> Purchase Intent	2.326	1,985802	0.022	60.772	3.09	0.000	0,584	0,580
Website Quality -> Purchase Intent	1.340	1,985802	0,183	60.772	3.09	0.000	0,562	0,557
Reputation->Purchase Intent	3.409	1,985802	0,001	60.772	3.09	0.000	0,609	0,605
Online Trust shop_>Purchase Intent	15.505	1,985802	0,000	240.415	3.09	0.000	0,717	0,714

Source: Output SPSS 26

Table 8 states that an adjusted R2 value of 0.580 means that the effect of service quality on purchase intent is 58.0%, while 42% is caused by other independent variables that were not studied. Then, the adjusted R2 value of 0.557 means that the influence of website quality on purchase intention is 55.7%, while 44.3% is influenced by other independent variables that were not studied. An adjusted R2 value of 0.605 means that the influence of reputation on purchase intent is 60.5%, while 39.5% is influenced by other independent variables that were not studied. An adjusted R2 value of 0.714 means that the influence of online shop trust on purchase intent is 71.4%, while 28.6% is influenced by other independent variables that were not studied.

1) The Effect of Service Quality on Purchase Intent
   In the partial test (Test t) researchers found that the quality of service has a significant positive impact on buying interest. Value of tcount Quality of Service 2.326 > Ttable 1.985802, indicating that H1 is accepted. This finding is supported by (Ibrahim &; Thawil, 2019) Stating that the quality of service has a positive and significant effect on consumer buying interest.
2) The Effect of Website Quality on Purchase Intent
   In a partial test (Test t) researchers found that the quality of the website did not have a significant positive impact on buying interest. Value of tcount Website Quality 1,340 < Ttable 1,985802 which means H2 is rejected. This is supported by research (Darmanto, 2021) which states that Website Quality has no effect on buying interest.
3) The Effect of Reputation on Purchase Intent

In a partial test (Test t) researchers found that reputation has a significant positive impact on buying interest. Value of tcount Reputation 3,409 > Ttable 1,985802 which means H3 is accepted. This finding is supported by (Aulia, 2023) which states that there is a significant correlation between buying interest and the seller's reputation level.

4) The Effect of Online Shop Trust on Purchase Intent

In a partial test (Test t) researchers found that trust in online shops has a significant positive impact on buying interest. Value of tcount Trust in Online Shop 15,505 > Ttable 1,985802 which means H4 is accepted. These findings are supported (Cantika &; Manalu, 2023) Online shopping has a positive relationship between the two, and this applies to both potential shoppers and repeat purchases. The greater the customer's trust in an online shopping site, the greater the customer's interest in shopping on the site (Supartono, 2021)

5. Conclusion

Based on the results of data analysis and the results of this study, it can be concluded that service quality has a positive and significant effect on purchase intent, website quality has a positive and significant effect on purchase intent, reputation does not have a positive and significant effect on purchase intent, and trust in online shops has a positive and significant effect on purchase intent.

Factors such as promotion, quality of information, product labels, ease of access, and others are expected to be the subject of further research. Because this study only discusses MSMEs in Bandar Lampung, further researchers are expected to expand the sample so that the results can be generalized in a wider scope. MSMEs must continue to improve their services so that customers are more interested in buying their goods.

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Appendix 1. Questionnaire

Variabel	Indikator	Item Pernyataan
Kualitas Layanan (Horax, M.,& Sanjaya, L,2017)	Tangibles (X1.1)	1. Daftar menu rapi dan mudah dilihat oleh konsumen 2. Porsi makanan disajikan menurut standar 3. Suhu yang sejuk di dalam ruangan membuat pelanggan nyaman kembali ke UMKM 4. Penerangan yang baik di restoran 5. UMKM memiliki lingkungan yang bersih
	Reliability (X1.2)	1. Saat menjelaskan kepada pelanggan, karyawan memberikan informasi yang akurat 2. Pelanggan dapat menerima permintaan dengan cepat 3. UMKM menawarkan jasa pesan antar untuk memudahkan pelanggan
	Responsiveness (X1.3)	1. Karyawan tanggap terhadap kebutuhan konsumen 2. Pelayanan dengan cepat dan tepat waktu. 3. Pelanggan dapat menerima permintaan dengan cepat 4. Pekerja siap mendengarkan keluhan pelanggan
	Anssurance (X1.4)	1. Staf memiliki pengetahuan yang mendukung pekerjaan mereka 2. Karyawan selalu bersikap sopan dan ramah kepada pelanggan 3. Produk UMKM tetap bersih 4. Pelanggan puas dengan kualitas makanan dan kesesuaian pesanan

	Empathy (X1.5)	1. Karyawan memberikan saran atau memahami masalah yang dihadapi pelanggan 2. Karyawan memahami kebutuhan atau keinginan pelanggan
Kualitas Website (Ismail dan Fauzan Putraga Al Bahri,2019)	Usability (X2.1)	1. Situs mudah digunakan dan dioprasikan 2. Interaksi dengan website sederhana dan mudah digunakan 3. Situs memiliki navigasi yang mudah diakses dan arahan yang jelas 4. Situs mudah digunakan
	Information Quality (X2.2)	1. Website menyediakan informasi yang akurat 2. Website menyediakan informasi yang dapat dipercaya 3. Website menyediakan informasi yang mudah dimengerti 4. Situs web menyediakan informasi rinci
	Service Interaction Quality (X2.3)	1. Saya percaya bahwa data pribadi saya disimpan dengan aman 2. Website memungkinkan pengguna menyesuaikan preferensi mereka 3. Website memudahkan interaksi dengan pengelola aplikasi
Reputasi (Afiati,2020)	Nama Baik (X3.1)	1. Memiliki reputasi baik di masyarakat 2. Tidak ada informasi buruk tentang UMKM
	Reputasi Pesaing (X3.2)	1. Memiliki reputasi yang baik dibandingkan dengan UMKM lain 2. Memiliki ciri khas dibandingkan UMKM lain 3. Memiliki perbedaan dengan UMKM lain

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1070

	Mudah Diingat (X3.3)	1. Konsumen mudah mengingat nama UMKM yang dibeli 2. UMKM telah mencapai banyak prestasi sehingga konsumen lebih percaya dengan UMKM
Kepercayaan Terhadap Online Shop (Ciu et al., 2009). Ilias et al. (2014)	Experience (X4.1)	1. Berdasarkan pengalaman berbelanja online saya, saya mengetahui bahwa UMKM adalah jujur 2. Saya mengetahui bahwa UMKM tidak akan curang 3. Pengalaman berbelanja online saya, UMKM akan memenuhi janjinya kepada konsumen
	Attitude (X4.2)	1. Membeli barang online adalah ide yang bagus 2. Menggunakan fasilitas belanja online sangat menyenangkan 3. Saya suka belanja online
	Subjective Norm (X4.3)	1. Orang yang saya percaya bahwa saya seharusnya berbelanja barang secara online 2. Sebagian besar orang yang saya percaya menyarankan saya untuk membeli produk dari UMKM ini 3. Orang-orang yang dapat mempengaruhi saya untuk percaya bahwa belanja barang secara online adalah pilihan terbaik saya
	Perceived Behavior Control (X4.4)	1. Saya dapat menggunakan internet untuk berbelanja secara online dengan baik
Niat Membeli (Zaqy Duoanda Azri, 2019)	Membeli karna Kebutuhan (X5.1)	1. Tingkat kepercayaan untuk melakukan pembelian saat membutuhkan produk yang relevan

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1071

Kemungkinan pembelian (X5.2)	1. Tingkatkan kemungkinan pelanggan untuk membeli
Keyakinan Pembelian(X5.3)	1. Tingkat keyakinan bahwa Anda akan melakukan pembelian produk yang bersangkutan