



THE EFFECT OF SYSTEM QUALITY AND PRODUCT QUALITY ON REPURCHASE INTENTION THROUGH E-SATISFACTION AS AN INTERVENING VARIABLE (CASE STUDY: TRAVELOKA USERS IN MAKASSAR CITY)

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Abstract

It is important for companies to improve the consumer experience, which can also be called the user experience, so a product must have compatibility between product features and user needs. Good system quality and product quality in the Traveloka application are important to be able to improve the user experience, which will lead to consumer satisfaction and can lead to repurchase intentions.

This study aims to determine the effect of system quality and product quality on repurchase intention through E-satisfaction as intervening variables for Traveloka application users in Makassar City. This research is a quantitative study and uses nonprobability sampling techniques to determine the research sample. The respondents in this study were users of the Traveloka application in the city of Makassar. 210 respondents were processed and analyzed using the partial least squares data analysis technique in the Smartpls software. The results showed that System Quality had a significant effect on Repurchase Intention through E-Satisfaction for Traveloka application users, this was indicated by a T statistic value of 2,682 or (> 1.96) and a P Value of 0.007 (< 0.05). Product Quality has a significant effect on Repurchase Intention through E-Satisfaction for Traveloka application users, this is indicated by a T statistic value of 3,653 or (> 1.96) and a P Value of 0,000 (< 0.05). Accordingly, it can be said that E-Satisfaction is able to mediate system quality and product quality variables on repurchase intention.

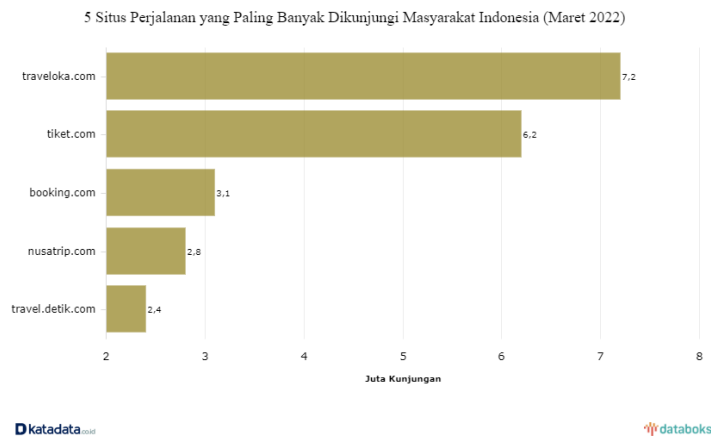
Keyword : System Quality, Product Quality, E-Satisfaction, Repurchase Intention.

INTRODUCTION

The population of internet users in Indonesia is increasing day by day. Based on survey results from (Hootsuit, 2022) there are currently 204.7 million internet users in Indonesia (2021: 202.6

million/1% increase). This is an opportunity for business people to develop their business digitally. One of the digital businesses that is developing in Indonesia is the type of Online Travel Agent (OTA), where all activities are carried out online or through the internet system (RIZQA, 2022). Traveloka is a startup company in the field of online travel agents that was founded in 2012 and sells tickets online.

Figure 1
Most visited travel sites graph



Source : Source Katadata.co.id Year 2022

According to survey data from the Indonesian unicorn startup Katadata Insight Center (KIC), traveloka.com receives the most visits from Indonesians when compared to other OTA websites. It was indicated that by March 2022, there would have been 7.2 million visits, up from a rate of 61.22% in December 2021.

The large number of competitors in the same field encourages Traveloka to continue to develop and innovate in various ways. As a result, Traveloka must continue to take care of its customers so that they will continue to use the services it provides on a regular basis by improving the application's ease of use, service quality, and customer satisfaction (Baskara, Mardiatmi, & Argo, 2021). The experience felt by customers when using the Traveloka application is an important thing that must be improved by the company. This happens because when consumers have a good experience with a product or service, their expectations increase (Cook, 2010). *User Experience* is defined as the experience between human and system, also regarding many aspects that go beyond such as "human interface" or "usability". User Experience (UX) is the result of human product interaction with an emotional approach and human experience (Berni & Borgianni, 2021).

Factors that affect the User Experience can be felt directly or indirectly by users. System Quality is one of the factors that influence the User Experience in the Travel application. Apart from that, product quality, brand characteristics, and economics also affect online applications (CHA, 2021). System quality is an important thing that must be considered in an application, this is because system quality can determine the extent to which an application can determine the desired set of features that must be included in the product to improve long-term performance (Nurlida, 2015). Apart from system quality, other researchers revealed that Product Quality describes the extent to which a product is capable of meeting and satisfying consumer needs (Judge, 2021). Product Quality, namely the feeling of satisfaction shown by customers when the products they use are of high quality (Lupiyoadi, 2013). So providing good System Quality as well as Product Quality in Travel Applications is important to increase customer satisfaction because increasing customer satisfaction can lead to repeat purchase intentions as well, in e-shopping, providing high quality services to customers is the main predictor of E- Satisfaction, and then increase online purchase intention to build customer Repurchase Intention, therefore companies must

focus on service and create E-Satisfaction with customers (Veronika & Jeanne, 2019).

Based on the phenomenon and the explanation of some theories above, the authors decided to review the two components of user experience, namely system quality and product quality, as one of the important variables to be tested in this study to see their effect on repurchase intention based on e-satisfaction from customers. This is in line with research which says that E-Satisfaction positively influences Repurchase Intention. Where the more satisfied buyers are, the higher the buyer's desire to make repeat purchases (Devi, 2020).

LITERATURE REVIEWS

User Experience (UX)

The term "User experience" (UX) was popularized for the first time in 1995 in a research on human interface applications conducted by Norman. In this study, based on the definition of the International Standard Organization (ISO), user experience is a person's perception and response resulting from the use of a product, system, or service. User Experience's role is to collect data from users to improve and enhance positive experiences through system and design improvements, so that users are more independent in operating an application (Baird 2018).

System Quality

System Quality is the extent to which an industry determines the desired set of features that must be included in a product to improve long-term performance (Nurlida, 2015). System Quality refers to service dimensions that provide comfort and safety for users to use and own a product (CHA, 2021). The concept of 'System Quality' is not a stand-alone term, that is, its formation depends on several factors related to the company and its services. The characteristics of the quality system according to (Sarrab, 2015) in his research there are five characteristics of the quality system, namely:

1. Availability
2. Usability
3. Dependability
4. Functionality (Usability)
5. Performance

Product Quality

Product quality is an important thing that must be pursued by every company if you want what is produced to be able to compete in the market to satisfy the needs and desires of consumers. Currently, most consumers are increasingly critical in consuming a product. Consumers always want to get a quality product in accordance with the price paid, although there are some people who think that an expensive product is a quality product. In this study, three indicators will be used that characterize self-confidence, namely (Philip & Kevin, 2012)

There are 8 types of dimensions of product quality according to (Philip & Kevin, 2012) which are a reference for companies or business owners to determine good product quality and are liked by consumers based on:

1. Performance
2. Features
3. Reliability (Reliability)
4. Conformance (accuracy or suitability)
5. Durability (resistance)
6. Serviceability (ability to be repaired)
7. Aesthetics (the beauty of the product display)
8. Perceived quality

E-Satisfaction

Online satisfaction or what is commonly referred to as e-satisfaction is an assessment by the customer in every online transaction. E-satisfaction is considered as fulfilling customer needs for feelings of pleasure that are collected during several transaction experiences with online media resulting in an overall evaluation. (Arief Budiman, 2020).

E-satisfaction is consumer satisfaction from their previous purchase experience, the two main factors of this experience include services from the online site and the online site itself (Santika & Pramudana, 2018). E-satisfaction can be concluded as a user attitude in making an assessment of a site that comes from previous purchasing experiences that will create customer satisfaction with electronic commerce companies that come from service factors from the online site and the online site factor itself.

Dimensions of E-satisfaction According to Pablos (2013:173) E-Satisfaction can be seen from 4 perspectives including:

1. Convenience
2. Customization
3. Security/Privacy
4. Web Appearance

Repurchase Intention

According to (Philip & Kevin, 2012) E-repurchase intention shows a commitment to make a purchase from an evaluation process, from a person's evaluation process of a product, how the product meets expectations and meets their needs and then creates a repurchase intention to use the product or service again.

Tjiptono (2004) defines online repurchase intention as a customer's desire to repurchase in the future. In this study online repurchase intention is defined as customers wanting to repurchase online products. The indicators are repurchasing the same type of product, repurchasing other types of products, repurchasing by adding the number of products, providing input to the company, providing recommendations and positive reviews on purchases. This study uses indicators summarized by (Kim, 2012) that can be used to measure Repurchase Intention, namely:

1. intention to continue to purchase goods from commonly used Internet shopping sites
2. intention to obtain product information from commonly used Internet shopping sites
3. intention to recommend Internet shopping sites that I usually use to people around me
4. intention to use my usual Internet shopping site as my priority online shop for future purchases.
5. Except for unforeseen reasons, still intend to continue to use the commonly used Internet shopping site

Traveloka

Traveloka is a company that provides flight ticket and hotel booking services online with a focus on domestic travel in Indonesia. Founded in 2012 by Ferry Unardi, Derianto Kusuma, and Albert Zhang. Traveloka, which is a startup company with unicorn status from Indonesia, is developing its services for booking train tickets, buses, car rentals, and tourist activities. Since 2015, Traveloka has started to expand to a number of countries in Southeast Asia such as Singapore, Malaysia, Vietnam, Thailand and the Philippines.

The independence that Traveloka provides to consumers makes consumers even more satisfied. This happens because when consumers get a good experience from a product or service, consumer expectations increase (Cook, 2010). Traveloka continues to be committed to always

improving the quality of the user experience. This is evident from excerpts from SWA Magazine's interview with Head of Marketing Traveloka, Dannis Muhammad in 2017, which stated that the strategy to attract consumer interest is through improving the user experience by offering convenience in various products, services and the latest features (SWA 2017). So, it is not surprising that the change in the service system at Traveloka occurs because it follows the dynamics of customer satisfaction through optimizing its user experience. Especially with Traveloka's ambition to become a digital platform for digital umrah services, Traveloka has synergized with the Government of Indonesia in improving the service system in the future (CNBC 2019).

Conceptual Model

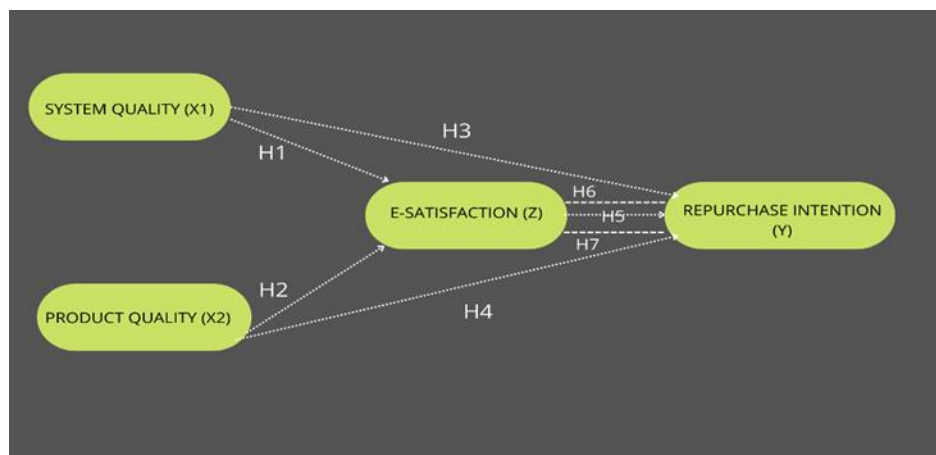


FIGURE 1: the Conceptual Model

RESEARCH METHODS

Location and Research Design

This research was conducted in the city of Makassar. The research started from September 2022 to October 2022 in the city of Makassar. This research uses nonprobability sampling techniques. Non Probability sampling is a sampling technique where not all elements or elements of the population have the same opportunity to be selected as a sample (Fatihudin, 2020).

Purposive sampling is a technique for determining sample size that involves identifying population elements that are considered most suitable for data collection (Uma & Roger, 2016). Collecting data using research instruments, using quantitative data analysis, and using smartPLS 4.0.8.0 software with the aim of testing the hypotheses that have been set This study aims to find out how consumers respond to the influence of system quality and product quality, as well as e-satisfaction and repurchase intentions, on the Traveloka mobile application.

Population or Samples

The population is all the elements or elements that we will examine (Fatihudin, 2020). In addition, the population is also a group of individuals with the qualities and characteristics that have been determined by the researcher.

The exact population of Traveloka application users in Makassar City is unknown. So in

this study, a representative sample size was determined using the formula (Hair et al., 1995).

That depends on the number of indicators multiplied by 5 to 10. The number of samples in this study are:

$$\begin{aligned} \text{Sample} &= \text{Number of indicators} \times 10 \\ &= 21 \times 10 \\ &= 210 \end{aligned}$$

Based on the sample above, the minimum number of samples that can be used in this study is 210 samples.

Data collection method

The method used in this study to fulfill the required data requirements used a survey method of data collection. The survey method is a collection method for data that is obtained directly from the original source. Methods need contact or connection with the respondent, which becomes the object of study, for obtaining the data that is needed. This technique was used in the collection method survey:

a. Observation

Observations were made to collect data in the form of the number of users of the hotel reservation system service on the Traveloka mobile application. Observations were made within seven days from 1 October to 8 October 2022.

b. Questionnaire Use

The use of the questionnaire was carried out with questions made using the Google form and through the distribution of links questionnaires online (online), namely through the WhatsApp application, Instagram, Twitter and Facebook.

c. Study of literature

Literature studies conducted include the effect of user experience on consumer satisfaction and consumer repurchase intention. Literature studies come from related research results, scientific journals and related documents that have been published.

Data Analysis method

Data analysis technique is a method used to process research results for use to reach a conclusion. By looking at the theoretical framework, the analytical techniques the data used in this study is a quantitative analysis using a model SEM (*Structural Equation Modeling*). SEM can be described as an analysis that combines the approach of factor analysis (*factor analysis*), structural model (*structural model*), and analysis track (*path analysis*) (Sugiyono, 2007). According to Priest Ghazali (2011), SEM is combined from method statistics that separated namely analysis factor (*factor analysis*) as well as model equality simultaneous (*simultaneous equation modeling*).

The method used in this SEM is using *partial least squares* (PLS). pls is the most powerful method of an analysis. This is due to a lack dependence on the scale of measurement, for example measurements that require an interval scale or ratio, sample Size, and distribution from residual.

Table 2 Criteria Evaluation pls

Criteria	Explanation
	Evaluation Model Structural

R ² for variables endogenous	Results R ² of 0.67; 0.33 and 0.19 for variables latent endogenous in model structural indicate that model "good", "moderate" and "weak"
Estimation coefficient track	Score estimate for connection track in model structural must be significant. Score significant this could be obtained with procedure <i>bootstrapping</i>

Evaluation Model Measurement reflective	
<i>loading factor</i>	Score loading factor must be on 0.70
<i>Composite reliability</i>	<i>Composite reliability</i> measure internal consistency and value must be on 0.60
<i>Average Variances Extracted</i>	Score <i>Average Variances Extracted</i> (AVE) must be on 0.50
validity Discriminant	Score root square AVE must be more than score correlation between variables latent
<i>Cross loading</i>	Is a measure of the value of discriminant validity. Expected every block indicators have loading more than 0.5 for every variable latent which is measured compared with indicator for variables latent other
Evaluation Model Measurement Formative	
Significance Score Weight	Score estimate for model measurement formative must be significant. Level significant this is rated with procedure <i>bootstrapping</i>

EMPIRICAL RESULTS

Test validity

Construct validity testing can be done by paying attention to the strength of the correlation among construct and indicator. Shaper constructs, as well as which relationship is weak with construct others. Validity construct consists of two parts that are validity convergent and validity discriminant.

a. Convergent validity

Table 3 Outer loading

Variable	Indicator	Loading Factor	Information
System Quality (X1)	X1.1	0.795	VALID
	X1.2	0.851	VALID
	X1.3	0.765	VALID
	X1.4	0.723	VALID
	X1.5	0.811	VALID
Product Quality (X2)	X2.1	0.832	VALID
	X2.2	0.802	VALID
	X2.3	0.775	VALID
	X2.4	0.845	VALID
	X2.5	0.707	VALID
	X2.6	0.742	VALID
	X2.7	0.863	VALID
E-Satisfaction (Z)	Z1	0.714	VALID
	Z2	0.846	VALID

	Z3	0.810	VALID
	Z4	0.843	VALID
Repurchase Intention (Y)	Y1	0.870	VALID
	Y2	0.845	VALID
	Y3	0.830	VALID
	Y4	0.759	VALID
	Y5	0.764	VALID

Source: Data is processed SmartPLS, 2022

Based on the table above, it can be interpreted that all indicators contained in the latent variable are said to be valid because they contain a value (≥ 0.70).

Validity

Table 4
Results Score Average Variances Extracted (AVE)

Variable	Average Variance Extracted (AVE) (> 0.5)	validity
System Quality	0.624	Valid
Product Quality	0.635	Valid
E-Satisfaction	0.670	Valid
Repurchase Intention	0.641	Valid

Source: Data processed SmartPLS, 2022

Based on the table above, it can be seen that the AVE values for all variables meet conditional values above 0.5. So it can be concluded that all variables fulfill *validity convergence* because they have a score *loading factor* > 0.7 and an AVE value > 0.5 .

Test Reliability

After testing the validity of the construct, the next test is the reliability test of the construct measured by two criteria, namely *Composite Reliability* (CR) and *Cronbach's Alpha* (CA) of block indicator which measure construct CR which is used for displays of good reliability. A construct declared reliable if score *composite reliability* nor *Cronbach's Alpha* > 0.7 though 0.6 still could be received (Hair *et. al* , 2013).

Table 7
Cronbach Alpha and Composite reliability

Variable	Cronbach Alpha	Composite Reliability	Reliability
System Quality	0.849	0.849	Reliable
Product Quality	0.903	0.905	Reliable
E-Satisfaction	0.875	0.878	Reliable
Repurchase Intention	0.813	0.822	Reliable

Source: Data is processed SmartPLS, 2022

Based on table 7, the results of *Cronbach's Alpha testing* and *composite reliability* for all variables show a value > 0.6 . According to Hinton, *et. al* (2004) suggested four points for reliability including those that include very good reliability (*excellent*) is > 0.90 ,

reliability tall (*high*) 0.70-0.90, reliability moderate (*moderate*) 0.50-0.70 and low reliability <0.50. So that in this study the reliability enter category very good because is at he was between 0.70-0.90

structural Model (Inner Model)

After evaluating the model, it was found that each construct met the requirements *Convergent Validity, Discriminant Validity, and Composite Reliability*, then the next is the *structural model* evaluation which includes *path coefficient testing*, and R2. *Inner models (inner relations, structural model, and substantive theory)* describe the relationship between variable latent based on theory substantive.

The *structural model* is evaluated using *R-square* for the dependent construct, *Stone- Geiser Q-square test* for predictive relevance. The R2 value can be used to assess influence variable latent independent certain, variable latent dependent is have influence substantive (Ghozali, 2014). The higher the R2 value, the greater the variable ability latent independent could explain variable latent dependent.

Table 8 Results R-Square

Variable	Coefficient of Determination (R2)	Cross Validated Redundancy the Stone-Geisser/s (Q2)
Repurchase Intention (Y)	0.616	0.551
E-Satisfaction (Z)	0.723	0.712
Gof	0.655	

Source: Data processed SmartPLS, 2022

Based on the table above, the R2 values for both variables are in the strong model category because they are above 0.6. The R2 value can be used to assess the effect of certain independent latent variables, whether the dependent latent variable has a substantive effect (Ghozali, 2014). The higher the value of R2, the greater the ability of the independent latent variables to explain the dependent latent variables.

To validate the overall structural model, Goodness of Fit (GoF) is used. GoF index is a single measure to validate the performance of the combined measurement model and structural model. This GoF value is obtained from the square root of the average communalities index multiplied by the average R2 value of the model. The GoF values range from 0 to 1 with the interpretation of the values: 0.1 (small GoF), 0.25 (moderate GoF), and 0.36 (large GoF).

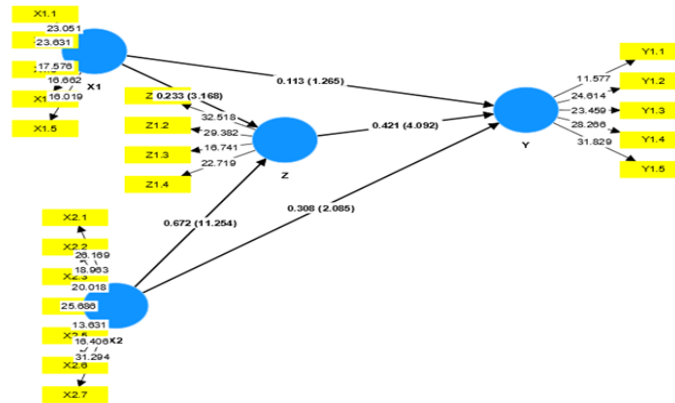
$$\begin{aligned} \text{Gof} &= \sqrt{(\text{Ave X R2})} \\ &= \sqrt{(0.6695 \times 0.6425)} \\ &= \sqrt{(0.430)} \\ &= 0.655 \end{aligned}$$

then from the results of calculating the GOF, a value of 0.655 is obtained which is included in the large GOF category.

Results Bootstrapping

In PLS, testing of each relationship is carried out using a simulation method

bootstrapping the sample. This test aims to minimize the problem of inaccuracies normal in research. The results of testing with the bootstrapping method from PLS are as follows following:



Picture 2 Diagram Path

Source: Data processed SmartPLS, 2022

Analysis Influence Direct

Table 9 Influence Direct

Variable	T Statistics (>=1.96)	P Values (< 0.05)
System Quality (X1) -> Repurchase Intention (Y)	1,265	0.206
System Quality (X1) -> E-Satisfaction (Z)	3.168	0.002
Product Quality (X2) -> Repurchase Intention (Y)	2085	0.037
Product Quality (X2) -> E-Satisfaction (Z)	11,254	0.000
E-Satisfaction (Z) -> Repurchase Intention (Y)	4,092	0.000

Source: Data is processed SmartPLS, 2022

Based on the table above, it shows that 4 of the 5 hypotheses can be accepted because the T-Statistic value is > 1.96 and the p-value is <0.05. The results of hypothesis testing explain that:

- a. Based on the results of the hypothesis test, it can be seen that the path coefficient relationship between System Quality (X1) and Repurchase Intention (Y) has a T Statistics value of 1.265 or less than 1.96, so it can be said that this value is not

- significant. So from these results, it can be said that system quality has no significant effect on repurchase intention.
- b. Based on the results of the hypothesis test, the path coefficient relationship of System Quality (X1) to E-Satisfaction (Z) has a T Statistics value of 3.168 or greater than 1.96. It can be said from these results that system quality has a significant effect on e-satisfaction.
 - c. Based on the results of the hypothesis test for the path relationship between Product Quality (X2) and Repurchase Intention (Y) has a T Statistics value of 2.085 or greater than 1.96, it can be said that Product Quality has a significant effect on Repurchase Intention.
 - d. Based on results test hypothesis for influence the relationship between the path coefficient of Product Quality (X2) and E-Satisfaction (Z) has a T Statistics value of 11,254 or greater than 1.96, so it can be said that Product Quality has a significant effect on E-Satisfaction.
 - e. Based on the results of the hypothesis test, the path coefficient relationship of E-Satisfaction (Z) to Repurchase Intention (Y) which has a T Statistics value of 4,092 or greater than 1.96, it can be said that E-Satisfaction has a significant effect on Repurchase Intention.

DISCUSSION

a. H1: *Effect of System Quality on Repurchase Intention*

The results of the study show that system quality has an insignificant effect on the repurchase intention of Traveloka application users, as indicated by a T statistic value of 1.265 or less than 1.96 and a P value of 0.206, which is greater than 0.05. System quality is a basic requirement for an e-commerce application, in this case Traveloka. This is in line with the definition of system quality, namely representing the quality of information system processing, which includes software and data components, and is a measure of how far the system is technically sound. Therefore, system quality is an important thing that is considered by the user to continue using the Traveloka application, but it does not have a significant effect on the intention to make a repurchase if a combination is not carried out in the form of mediation through satisfaction. This is supported by the f-squared value of 0.015, where this value is included in the "medium" category to see the significance of system quality on repurchase intention.

b. H2: *Effect of Product Quality on Repurchase Intention*

The results showed that system quality had a significant effect on Traveloka application users repurchase intention, as indicated by a T statistic value of 2.085 (> 1.96) and a P value of 0.000 (0.05). The results of this study are in line with research conducted by (Diponugroho,2015) which concluded that product quality variables affect repurchase intentions. The same results were carried out by (Aryadhe & Rastini, 2016) which stated that product quality had a significant effect on repurchase intention. it can be concluded that the higher the product quality of an application, the higher also the user's intention to make a repurchase, in this case the Traveloka application user.

c. H3: *Effect of System Quality on E-Satisfaction*

The results showed that System Quality had a significant effect on the E-Satisfaction of Traveloka application customers in Makassar city, this was indicated by the T statistic value of 3.168 or (> 1.96) and the P Value of 0.002 (< 0.05). The results of this study are also supported by previous research which says that System Quality is an important attribute that can affect user satisfaction and the intention to use a product or service (Nurlida,2015).

Other researchers also say that the influence of System Quality factors such as ease of use

of applications and ease of payment systems have an effect on satisfaction and repurchase intentions has been proven in studies on goods delivery applications (Cha & Rha, 2021). This is in line with the results of this study which show that the indicator that has the greatest influence on the system quality variable is usability, with an outer loading value of 0.851. So it can be concluded that system quality has an effect on E-satisfaction or customer satisfaction for users of the Traveloka mobile application.

d. H4: Effect of Product Quality on E-Satisfaction

The results showed that Product Quality had a significant effect on the E-Satisfaction of Traveloka application users, this was indicated by T statistic value of 11,254 or (> 1.96) and a P Value of 0.00 (< 0.05). Previous researchers explained that Product Quality is the feeling of satisfaction shown by customers when the products they use are of high quality (Lupiyoadi, 2013). The indicator that has the greatest influence on the product quality variable is Perceived Quality (customers' expectations of a product) with a value of 0.863. Other researchers also revealed that Product Quality describes the extent to which a product's ability to meet and satisfy consumer needs (Judge, 2021). So it can be concluded that the better the product quality of an application, the higher the level of user satisfaction of the application.

e. H5: Effect of E-Satisfaction on Repurchase Intention

The results showed that E-Satisfaction had a significant effect on the Repurchase Intention of Traveloka application users, this was indicated by a T statistic value of 4.092 or (> 1.96) and a P Value of 0.000 (< 0.05). The results of this study were in line with what was said by (Ha, Janda, and Muthaly, 2010) in a study that when consumers are increasingly satisfied with services or products from online stores, it increases the likelihood that consumers will return to buying at the store, apart from being satisfied with the store as well because they want to avoid the risk of being dissatisfied if they try another shop. The results of other studies also say the same thing that the e-satisfaction variable has a positive and significant effect on online repurchase intention in hotel reservations at Traveloka. In the e-satisfaction variable, experience in reservations is the indicator that most influences satisfaction (Susanto, 2018). So it can be concluded that the higher the level of user satisfaction with the Traveloka application, the higher the desire to make repurchases through the Traveloka application.

f. H6: Effect of System Quality on Repurchase Intention Through E-Satisfaction

The results showed that System Quality had a significant effect on Repurchase Intention through E-Satisfaction for Traveloka application users, this was indicated by a T statistic value of 2,682 or (> 1.96) and a P Value of 0.007 (< 0.05). then in terms of it can be said that E-Satisfaction is capable of mediating system quality variables and repurchase intention. The results of the above research are supported by previous research which states that satisfaction is a factor and is a variable that has a positive effect on purchase intention in this case examining the quality of hotel websites. Quality is an important thing that can affect customer satisfaction online which causes purchase intention (Ali, 2016). So it can be concluded that the higher the system quality of an application, the higher the satisfaction with the application and this affects the intention to repurchase through the application. in this case is the traveloka application.

g. H7: Effect of Product Quality on Repurchase Intention Through E-Satisfaction

The results showed that Product Quality had a significant effect on Repurchase Intention through E-Satisfaction for Traveloka application users, this was indicated by a T statistic value of 3,653 or (> 1.96) and a P Value of 0,000 (< 0.05). then in this case it can be said that E-Satisfaction is able to mediate Product quality variables and repurchase intention. The results of this study are also in line with the results of previous studies which show that

among the factors of user experience of the online food market, product quality has a significant effect on satisfaction. 2021). So it can be concluded that the higher the product quality of an application, the higher the satisfaction with the application and this affects the intention to make repurchases through the application, in this case the Traveloka application.

CONCLUSION

This study aims to see the effect of system quality and product quality on repurchase intention through E-satisfaction as an intervening variable. The research method that has been carried out is to collect data through an online survey with 210 respondents. The data is processed and analyzed using SEM-PLS analysis on the SmartPLS software. Based on the results and analysis of the research, it can be concluded that:

1. System Quality has no significant effect on Repurchase Intention for Traveloka application users in Makassar city. This is indicated by the T statics and P Value values that do not reach the standard value of the determination. meaning that the System Quality variable is unable to play a role in achieving user intentions to make repurchases on the Traveloka application. Based on this, Traveloka needs to conduct a review regarding system quality in the Traveloka application so that users can increase their desire to make repurchases through the application.
2. Product quality has a significant influence on repurchase intention among Traveloka application users in Makassar city. This shows that the higher the product quality of the Traveloka application, the higher the user's desire to make a repurchase (repurchase intention) through the Traveloka application.
3. System Quality has a positive and significant influence on E-Satisfaction for Traveloka application users in Makassar city. This shows that system quality, such as the ease of using applications (usability), and application performance, such as how much available storage space is used for applications to be able to keep working (running) on smartphones, are important things in the satisfaction of users of the Traveloka application. So it is important for Traveloka to improve system performance; high system quality affects the high satisfaction (E-satisfaction) felt by Traveloka application users in Makassar city.
4. Product Quality has a positive and significant influence on E-Satisfaction for Traveloka application users in Makassar city. This shows that the most influential indicator of Product Quality, such as Perceived Quality (Quality that meets customer expectations), is the highest of all indicators. It can be concluded that the higher the product quality of the Traveloka application, the higher the level of satisfaction felt by users.
5. E-satisfaction has a significant influence on the repurchase intention of Traveloka application users in Makassar city. This shows that the higher the satisfaction (E-satisfaction) that Traveloka customers feel while using the application, the higher the level of desire to make a repurchase (Repurchase Intention) through the Traveloka application.
6. System Quality has a positive influence on repurchase intention through E-Satisfaction for users of the Traveloka application in Makassar city. This shows that e-satisfaction can be a mediating variable between system quality and repurchase intention. it can be concluded that the higher the system quality of an application, the higher the level of user satisfaction so that the desire to make repeated purchases also increases.
7. Product Quality has a positive influence on repurchase intention through E-Satisfaction for Traveloka application users in Makassar city. This shows that e-satisfaction can be a mediating variable for product quality and repurchase intention. It can be concluded that the higher the product quality of an application, the higher the level of user satisfaction, so that the desire to make repeated purchases also increases.

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