

## **Brand Image and E-Service Quality's Effect on Gen Z's Repurchase Intention: The Mediating Role of E-Trust**

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### **ABSTRACT**

E-commerce has experienced rapid development in Indonesia over last few years due to technological developments in the digital era and followed by trends in people's lifestyles which are always changing and following technological developments. This research aims to examine consumer preferences or references towards repurchase intention in e-commerce, particularly in relation to brand image, e-service quality, and e-trust as mediators, in light of the phenomena that have been presented, research results that are still inconsistent, and this relationship to increasing repurchase intention. The sample of this study is Gen Z and data were analyzed use PLS. Result of this study found that brand image and E-service quality are not have significant effect on Gen Z's repurchase intention. E-trust has direct effect on Gen Z's repurchase intention. E-trust also have mediating role on effect of brand image and E-service quality toward Gen Z's repurchase intention. This study reveal E-trust has an important role on Gen Z's behavior to repeat their transaction through an e-commerce.

**Keywords : Brand image, e-service quality, e-trust and repurchase intention**

**Pengaruh Citra Merek dan Kualitas Layanan Elektronik terhadap Niat Beli Ulang  
Generasi Z: Peran Mediasi E-Trust**

### **Abstrak**

E-commerce mengalami perkembangan pesat di Indonesia selama beberapa tahun terakhir karena perkembangan teknologi di era digital dan diikuti oleh tren gaya hidup masyarakat yang selalu berubah dan mengikuti perkembangan teknologi. Penelitian ini bertujuan untuk mengkaji preferensi atau acuan konsumen terhadap minat beli ulang pada e-commerce, khususnya kaitannya dengan citra merek, kualitas layanan elektronik, dan kepercayaan elektronik sebagai mediator, mengingat fenomena yang disajikan, hasil penelitian yaitu masih belum konsisten, dan hubungannya dengan peningkatan minat beli ulang. Sampel penelitian ini adalah Gen Z dan data dianalisis menggunakan PLS. Hasil penelitian ini menemukan bahwa citra merek dan kualitas layanan elektronik tidak berpengaruh signifikan terhadap niat beli ulang Gen Z. E-trust berpengaruh langsung terhadap niat membeli kembali Gen Z. E-trust juga mempunyai peran memediasi pengaruh citra merek dan kualitas layanan elektronik terhadap niat beli ulang Gen Z. Penelitian ini mengungkapkan bahwa E-trust mempunyai peran penting terhadap perilaku Gen Z untuk mengulangi transaksinya melalui e-commerce.

**Kata Kunci :** Citra merek, kualitas layanan elektronik, kepercayaan elektronik dan niat membeli ulang

## INTRODUCTION

E-commerce has experienced rapid development in Indonesia over last few years due to technological developments in the digital era and followed by trends in people's lifestyles which are always changing and following technological developments. Convenience is another factor contributing to e-commerce's explosive growth: it makes buying easier for customers and gives SMEs the tools they need to conduct business internationally. Together, these elements support e-commerce's growth and development, making it a major force behind globalization and economic progress (Lobacheva & Yadova, 2020; Nasution et al., 2021). This is demonstrated by the fact that, according to the most recent e-Conomy SEA 2023 research from Google, Temasek, and Bain & Company, e-commerce will contribute the most to Indonesia's digital economy in 2023. It is recorded that the Gross Merchandise Value (GMV) of Indonesia's digital economy in the e-commerce sector is estimated to reach US\$ 62 billion in 2023. This accomplishment makes for 75.6% of Indonesia's digital economy's gross domestic product (GDP), which was US\$82 billion this year.

E-commerce shopping is highly attractive to Generation Z for a number of important reasons. First of all, because they were raised and evolved in the digital age and are therefore highly accustomed to using digital technology, including e-commerce, generation Z has excellent technological aptitude (Nisa et al., 2020). Furthermore, the integration of social media into Generation Z's education demonstrates their high platform involvement, as they frequently use it as a platform for self-expression and self-promotion. Generation Z has a tendency to

spend practically all of their income on purchases or consumption. a product that can be purchased online and offers an experience. The members of Generation Z were born between 1997 and 2012. In Indonesia, a large portion of Generation Z shops online with their earnings. According to research conducted by Kredivo and Katadata Insight Center (KIC), customers use between 3% and 5% of their monthly money for e-commerce purchases. Monthly earnings for individuals between the ages of 18 and 25 average IDR 4.6 million. 5.4% of their monthly income is represented by the average value of their e-commerce transactions. Because of these and other aspects, e-commerce organizers should take into account the specific tastes and wants of Generation Z when creating marketing campaigns and online purchasing experiences. According to Ningrum and Rizan (2021), marketers should intensify their efforts on firm online media platforms in order to provide engaging content to Generation Z and shape their e-commerce repurchase intention behavior. Success in e-commerce depends on this since gaining new clients requires more time and work than keeping hold of current ones. An edge over competitors may be viewed as repurchase intent (Firmansyah & Ali, 2019).

Repurchase intention is influenced by various factors, including brand image. Consumer view of a company or product that is deeply embedded is known as its brand image. Positive customer perception of a brand influences their propensity to make repeat purchases (Bhakuni et al., 2021; Cuong, 2022) report that brand image plays a significant impact in this behavior.

E-service quality is a service that customers may access online to efficiently

and effectively assist purchase and distribution processes. Aside from that, it's an endeavor to satisfy customer needs, which are followed by their wants and the precision of the delivery method in order to meet their expectations, satisfy them, and encourage them to make another purchase. According to earlier research, e-service quality positively influences repurchase intention (Hongdiyanto et al., 2020). Nonetheless, research findings (Ginting et al., 2023; Syachrony et al., 2023) show that e-service quality has little bearing on the intention to repurchase.

The relationship-oriented nature of marketing, particularly in online commerce, has made e-trust a prominent issue in marketing studies (Alnaim et al., 2022). According to Al-Khayyal et al. (2020) and (Kadi & Amalia, 2021) customer trust is founded on the experiences of consumers who have used a product. A sense of confidence and security is generated by the product's capacity to act honorably and adhere to laws. As trust plays a significant role in the growth of e-commerce, it can be utilized as a mediator between brand image and e-service quality on repurchase intention. Customers who can execute their desired online transactions with the assistance of e-commerce will use it.

This research aims to examine consumer preferences or references towards repurchase intention in e-commerce, particularly in relation to brand image, e-service quality, and e-trust as mediators, in light of the phenomena that have been presented, research results that are still inconsistent, and this relationship to increasing repurchase intention. The objective is that the company's plan to boost sales performance would incorporate the extent of the influence each of the research's factors will have. The problem formulation in this study is as

follows, based on the analysis and description provided above:

1. Does brand image have an influence on Gen Z's repurchase intention on e-commerce?
2. Does e-service quality have an influence on Gen Z's repurchase intention on e-commerce?
3. Does e-trust have an influence on Gen Z's repurchase intention on e-commerce?
4. Does brand image have an influence on Gen Z's e-trust in e-commerce?
5. Does e-service quality have an influence on Gen Z's e-trust in e-commerce?
6. What is the role of e-trust in mediating the influence of brand image on Gen Z's repurchase intention on e-commerce?
7. What is the role of e-trust in mediating the influence of e-service quality on Gen Z's repurchase intention in e-commerce?

### **The Influence of Brand Image on Repurchase Intention**

Brand image can be said to be an impression in someone's mind of a brand (Benhardy et al., 2020). Customer perception of a brand is subjective and based on their unique brand personality (Benhardy et al., 2020; Bhakuni et al., 2021). Brand image is assessed by the customer. The image of a brand can be used as a basis for a consumer to increase their interest in repurchasing a product (Bhakuni et al., 2021). Customers may form a favorable or negative perception of a brand. Customers are more likely to recall and accept products that have a positive image (Benhardy et al., 2020). One of the most important factors in determining a consumer's purchasing behavior is their intention to repurchase (Dharmawan et al., 2023). Brand image is stated to be able to overcome this crucial situation, where interest in repurchasing will be higher if the brand has a strong and positive brand image (Bhakuni et al., 2021; Dharmawan et

al., 2023; Wijayajaya & Astuti, 2018). Creating a positive image by an e-commerce company regarding the digital transactions it offers will increase customers' desire to make transactions through e-commerce.

H1. Brand image has a positive effect on repurchase intention.

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

Businesses in the contemporary digital era are concentrating on both online and offline activity. E-commerce businesses need to consider the service aspect of their online operations (Bhat & Darzi, 2020). A number of studies have created digital services using the E-Service Quality concept to gauge how well clients in online communities are served (Santoso & Aprianingsih, 2017). E-service quality refers to an organization's endeavor to offer online services in order to satisfy the demands of its clients (Suherman et al., 2021). The company's internet network allows customers to evaluate the services in order to fulfill their preferences. Purnamasari and Suryandari (2023) assert that the outcome of this evaluation may have an impact on clients' desire to utilize the business's online shopping services again. Meisaroh et al. (2022) have identified service quality as a crucial aspect that influences customers' inclination to reuse e-commerce services. Improvements in digital services will increase comfort and convenience for users in using e-commerce. This feeling will increase customers' interest in buying again through the platform used (Bhat & Darzi, 2020).

H2. E-Service Quality has a positive effect on repurchase intention.

### **The Influence of E-Trust on Repurchase Intention**

The growth of the internet has brought attention to trust difficulties and facilitated the development of e-commerce company activities (Bhat & Darzi, 2020). This trust problem is related to fulfilling the obligations of each party in carrying out digital transactions (Chiu et al., 2009). Customers undoubtedly hope that the online purchases they make won't hurt them down the road. E-trust is a type of consumer confidence in businesses that use internet networks to conduct business online (Meisaroh et al., 2022). Trust plays an important role in social structures in the connection between one party and another (Mendoza, 2021). Customer's trust will increase if e-commerce provides convenience and is useful in fulfilling customer needs (Chiu et al., 2009). E-commerce performance will increase user trust so that users will have an interest in using e-commerce services again.

H3. E-Trust has a positive effect on repurchase intention.

### **The Influence of Brand Image on Repurchase Intention through E-trust**

Customer's perceptions of a brand are ingrained in their thoughts, giving the brand a unique viewpoint in the eyes of the customer (Benhardy et al., 2020). Customer trust and interest in making additional purchases from a company are influenced by its perception in their minds (Propheto et al., 2020). Brand image is a concept that proves the credibility of a brand, so that it can generate customer trust in the brand (Ningrum & Rizan, 2021). E-trust is a concept of trust that was developed for transactions in e-commerce (Alnaim et al., 2022; Firmansyah & Ali, 2019; Wijayajaya & Astuti, 2018). Trust becomes more important when transactions are carried out online (Firmansyah & Ali, 2019; Wijayajaya & Astuti, 2018) because customers do not deal directly with the seller. Customers will

purchase products from businesses that have a positive track record of doing business with them with greater assurance (Firmansyah & Ali, 2019). Customer confidence in using e-commerce will be able to rise due to the favorable image created by prior digital transactions (Alnaim et al., 2022; Mendoza, 2021). Customers who have a positive experience with digital transactions have a tendency to make repeat purchases (Alnaim et al., 2022), because they believe that e-commerce will not harm them. E-trust has a central role in digital transactions, trust will create a positive relationship which will increase customer's interest in repurchasing in the future (Mendoza, 2021).

H4a. Brand image has a positive effect on e-trust.

H4b. E-trust mediates the relationship between brand image and repurchase intention.

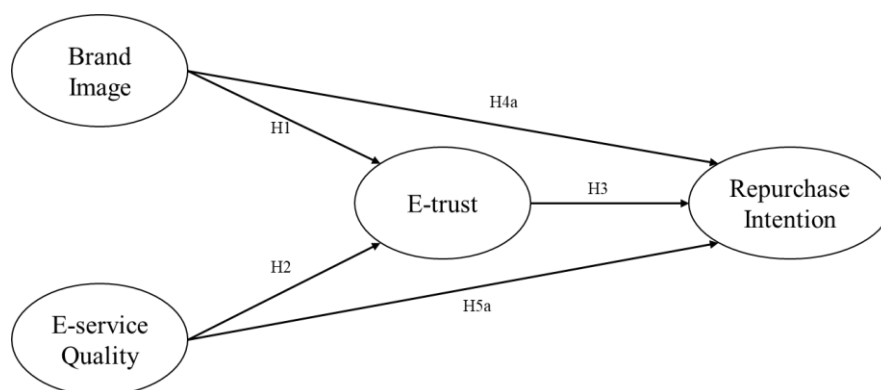
**The Influence of E-Service Quality on Repurchase Intention through E-trust**

Customers will be encouraged to reuse e-commerce services by high-quality e-services (Hongdiyanto et al., 2020).

Repurchase intention in e-commerce will be impacted by an increase in customer loyalty. Trust in the digital services provided by e-commerce will rise when demands are met by providing E-service quality (Hongdiyanto et al., 2020; Meisaroh et al., 2022). According to Chiu et al. (2009), trust can be defined as a person's good sentiments resulting from the competence and integrity of another party. E-trust is defined as a trusting mindset toward other participants in online interactions (Bhat & Darzi, 2020). In order to encourage customers to utilize the platform's digital services again, improvements in digital services would entail raising customer trust in e-commerce (Purnamasari & Suryandari, 2023). Poor-service platforms will be avoided by customers. Digital trust will not be given to companies with poor digital services (Chiu et al., 2009).

H5a. E-service quality has a positive effect on E-Trust.

H5b. E-Trust mediates the relationship between e-service quality and repurchase intention.



Source: Development of previous research studies

**Figure 1. Research Model**

**RESEARCH METHODS**

The population in this research is Generation Z e-commerce users in the city of Denpasar, the exact number of which is not known. The study's sample was selected by a purposive sampling technique, with the requirements of having completed at least two e-commerce purchases and being between the ages of 17 and 26. The study used 105 samples, which were derived by multiplying the number of indicators (21) by 5. Primary data was obtained from distributing research questionnaires to 105 respondents using Google Form. The statement in the questionnaire contains five answer choices which are given a score of 5 for strongly agree, 4 for agree, 3 for neutral, 2 for disagree and 1 for strongly disagree. This study variable includes the following: E-Service Quality (X2), which is measured by seven indicators, including efficiency, privacy, contact, fulfillment, compensation, and responsiveness (Tjiptono & Chandra, 2019); E-trust (X3), which is measured by three indicators,

namely trustworthy, customer-caring, and building consumer trust (Alnaim et al., 2022). Brand Image (X1) is measured using three indicators, namely strength of brand association, favorability of brand association, and uniqueness of brand association (Kotler & Keller, 2016). and Repurchase Intention (Y), which is determined using four indicators (transactional interest, referral interest, preferential interest, and explorative interest) (Fajriani & Trenggana, 2020).

**RESULTS AND DISCUSSION**

**Evaluation of Measurement models**

Evaluation of the measurement model was carried out using several evaluations, namely convergent validity, discriminant validity, and test reliability by paying attention to Cronbach's alpha and composite reliability values.

**Convergent Validity**

The results of the model evaluation based on convergent validity are shown in the outer loading Table 1.

**Table 1. Outer loading**

<b>Variable</b>	<b>Indicator</b>	<b>Outer Loading</b>
Brand Image (X1)	X1.1	0,948
	X1.2	0,943
	X1.3	0,961
E-Service Quality (X2)	X2.1	0,856
	X2.2	0,896
	X2.3	0,857
	X2.4	0,842
	X2.5	0,859
	X2.6	0,893
	X2.7	0,845
E-Trust (X3)	X3.1	0,904
	X3.2	0,924
	X3.3	0,936
Repurchase Intention (Y1)	Y1.1	0,907
	Y1.2	0,928
	Y1.3	0,936
	Y1.4	0,943

Source: processed data

Based on Table 1, it can be seen that all indicators of the variables have indicators exceeding 0.7. These results show that the indicators of the brand image, E-service quality, E-trust, and repurchase intention

variables in this study were declared valid. Apart from being shown through the outer loading value, convergent validity can also be seen in the AVE score.

**Table 2. AVE**

Variabel	AVE
Brand Image	0,904
E-Service quality	0,747
E-Trust	0,849
Repurchase Intention	0,862

Source: processed data

The AVE table's findings indicate that since the AVE value obtained is greater than 0.5, the variables brand image, E-service quality, E-trust, and repurchase intention fulfill convergent validity.

**Discriminant Validity**

Discriminant validity testing is based on the Fornell-Larcker Criterion. The criteria for this test are to pay attention to the square root of the average variance extracted by a construct must be greater than the correlation between constructs.

**Table 3. Fornell-Lacker Criterion**

Variabel	Square Root of AVE	Brand Image	E-Service Quality	E-Trust	Repurchase Intention
<b>Brand Image (X1)</b>	0,951	0.951			
<b>E-Service Quality (X2)</b>	0,864	0.413	0.864		
<b>E-Trust (X3)</b>	0,921	0.357	0.419	0.921	
<b>Repurchase Intention (Y1)</b>	0,929	0.289	0.398	0.916	0.929

Source: processed data

Based on Table 3, it can be seen that the model has met discriminant validity. These results show that the root value of AVE is greater than the correlation between constructs.

**Reliability**

Construct Reliability testing seen from Cronbach's alpha and composite reliability values. This value is then compared with 0.7, if the value is above 0.7 then it can be stated that the variable is reliable.

**Table 4. Construct Reliability**

Variabel	Cronbach's Alpha	Composite Reliability
<b>Brand Image (X1)</b>	0.947	0.966
<b>E-Service Quality (X2)</b>	0.944	0.954
<b>E-Trust (X3)</b>	0.911	0.944
<b>Repurchase Intention (Y1)</b>	0.947	0.962

Source: processed data

The results in Table 4 show that the Cronbach's alpha and composite reliability values for the brand image, E-service quality, E-trust, and repurchase intention variables are above 0.7, so they are declared reliable.

**Evaluation of Structural Models**

The feasibility of the structural model is demonstrated through the R<sup>2</sup> value. The R<sup>2</sup> test results are shown in table 5 below.

**Table 5. R<sup>2</sup> results**

	R Square
<b>E-Trust (X3)</b>	0.216
<b>Repurchase Intention (Y1)</b>	0.842

Source: processed data

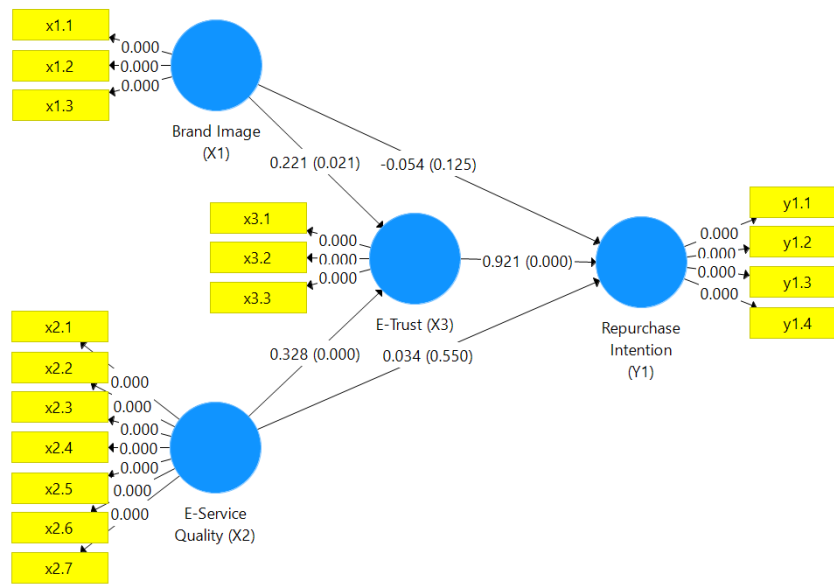
The R<sup>2</sup> value for the E-trust variable is 0.216, indicating that brand image and E-service quality are able to determine the rise and fall of E-trust by 21.6% while the remaining 78.4% is determined by other variables. The R<sup>2</sup> value for the repurchase intention variable is 0.842, indicating that brand image, e-service quality, and e-trust are able to explain 84.2% of repurchase

intention, while 15.8% is determined by other variables.

**Path analysis**

The relationship or path analysis between brand image and E-service quality on repurchase intention with E-Trust as a mediating variable can be shown in Figure 1.





Source: processed data

Figure 1. Path Analysis

Details of the test results are also shown in Table 6.

Table 6. Output Path Analysis

Path	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>Dirrect Effect</b>				
Brand Image (X1) -> E-Trust (X3)	0.221	0.102	2.167	0.031
Brand Image (X1) -> Repurchase Intention (Y1)	-0.054	0.034	1.584	0.114
E-Service Quality (X2) -> E-Trust (X3)	0.328	0.104	3.148	0.002
E-Service Quality (X2) -> Repurchase Intention (Y1)	0.034	0.059	0.583	0.560
E-Trust (X3) -> Repurchase Intention (Y1)	0.921	0.046	20.000	0.000
<b>Indirect Effect</b>				
Brand Image (X1) -> E-Trust (X3) -> Repurchase Intention (Y1)	0.204	0.093	2.193	0.029
E-Service Quality (X2) -> E-Trust (X3) -> Repurchase Intention (Y1)	0.302	0.099	3.061	0.002

Source: processed data

Three hypotheses have been verified based on the findings of direct influence testing. These are that E-trust influences repurchase intention (H4b and H5b) and that brand image and E-service quality influence E-trust (H4a and H5a). The results of the respective path values of 0.221 and 0.328, with p-values of 0.031 and 0.002, respectively, below 0.05, indicate that brand image and E-service quality have a positive and significant effect on E-trust. According to the path value of 0.921 with a p-value of 0.000, e-trust is said to have a positive and significant effect on repurchase intention. Examining the p-values of 0.114 and 0.560, respectively, which were both above 0.05, revealed that neither brand image nor E-service quality had a direct impact on willingness to repurchase.

Brand image and E-service quality have an indirect impact on repurchase intention through E-Trust, according to the results of the indirect influence test using E-trust as a mediator. The indirect effect of brand image on repurchase intention through E-trust has a p-value of 0.029, which is less than 0.05. The indirect impact of e-service quality through e-trust on repurchase intention has a p-value of 0.002, which is less than 0.05. These findings show that E-trust has complete mediation qualities in our research paradigm.

### **The influence of brand image on repurchase intention**

The research results show that H1 is not proven, which means that brand image has no effect on Gen Z's repurchase intention. The decision of a client to make a repeat purchase is not always solely influenced by brand image. Initial impressions of a brand are largely shaped by direct experience with the product or service as well as the customer's actual needs at any given moment. However,

brand image can still have a significant impact on repeat purchase decisions. Thus, although brand image can influence customer preferences, it does not automatically guarantee that customers will return to buy products or services from that brand.

Most e-commerce sites have relatively similar brand images, so repeat purchases are not automatically linked to just one e-commerce platform. In situations where multiple e-commerce sites offer similar products or have a similar brand image, customers tend to compare between platforms before they make a repeat purchase. Therefore, they may prefer platforms that offer special advantages, a better user experience, or more responsive customer service. Thus, repurchase decisions are often influenced by additional factors beyond brand image, such as satisfactory user experience or service reliability.

### **The influence of E-Service Quality on repurchase intention**

This research shows that H2 of this research is accepted. E-service quality does not have a significant impact on Gen Z's repurchase intention. Although digital service quality is critical to increasing customer trust and their satisfaction, it does not always directly influence their willingness to make repeat purchases. Other factors, such as overall user experience, product price, and actual customer needs, may have a greater influence on repurchase intention. Thus, although E-Service Quality is an important part of the customer experience, it cannot be considered the only determining factor in repurchase decisions.

The majority of e-commerce provides very identical customer service features, therefore feature superiority is frequently not a deciding factor in recurring purchases. When e-commerce

platforms are in fierce rivalry with one another, consumers will often base their decision to re-transact on other criteria, such as past buying experiences. As a result, consumers' decisions to repurchase do not usually heavily weigh comparable service characteristics across different platforms.

### **The influence of E-Trust on repurchase intention**

The research findings state that H3 is proven, which states that E-trust has a positive impact on Gen Z's repurchase intention. With the growth of e-commerce, consumers rely on online transactions to purchase goods and services. Concerns about personal data security and online fraud are increasing along with business activities in the digital world. Therefore, trust is key in building long-term relationships between customers and e-commerce platforms. Trust related to fulfilling the obligations of each party in digital transactions. Customers hope that transactions will not harm them in the future. Personal information must be properly guarded and not misused by e-commerce platforms.

Transparency in dealing with issues is also important to maintain customer trust. E-trust has the potential to increase repurchase intentions. This is due to increased customer trust in e-commerce platforms, which can influence their decision to return to transactions. Trust gained through previous positive experiences can encourage consumers to choose again a platform they consider reliable and safe. As a result, e-trust has an important role in forming long-term relationships between customers and e-commerce companies.

### **The Influence of Brand Image on Repurchase Intention through E-trust**

This research found that H4a was proven, which means that brand image has

a positive impact on E-trust. Brand image is a concept that proves the credibility of a brand, encouraging customer trust. It is a mental image of a brand's quality, reliability, value and reputation. Positive perceptions of a brand tend to make consumers trust and appreciate the brand. Building a good brand image involves providing consistently satisfying experiences to consumers. Product quality, consistent brand communication, and positive interactions with consumers are key. Satisfied consumers tend to have more trust in a brand and even recommend it. Brand image plays an important role in building consumer trust in a brand.

A reputable and favorable brand image may be a great tool for setting the company apart from the competition and building enduring bonds with customers. Customer trust in a digital platform can be fostered by favorable experiences with prior digital transactions, which can help to create a positive image. Customers are more likely to return to the platform for subsequent transactions if they are happy with their experience. This demonstrates how pleasant encounters with digital platforms can organically foster a growth in customer trust. This study establishes the validity of H4b by demonstrating that E-Trust can mediate the impact of brand image on Gen Z's repurchase intention.

### **The Influence of E-Service Quality on Repurchase Intention through E-trust**

The research results stated that H5a was proven, which means that E-service quality can have a positive impact on Gen Z's repurchase intention. Increasing the quality of digital services, or E-service quality, has a positive impact on the level of trust placed by consumers in a digital platform. When consumers feel that the digital services provided by the platform are of high quality, they tend to have greater confidence in the reliability

and usefulness of the platform. Therefore, E-service quality is not only a determining factor in building customer trust, but also an important aspect in maintaining a strong relationship between digital platforms and consumers.

E-trust in this study was proven to mediate the influence of E-service quality on Gen Z's repurchase intention, which means H5b can be accepted. Improvements in digital services result in increased customer trust in the digital platform, encouraging customers to reuse the services provided. As trust increases, customers feel more confident about choosing the same platform for their digital needs in the future. This shows that the trust built as a result of service improvements can have a positive effect in retaining customers and increasing their retention in the long term.

## CONCLUSION

Brand image and E-Service Quality may not be the main factors that determine Gen Z's repurchase intention, however, E-Trust or the level of trust in digital transactions is a stronger determinant Gen Z's repurchase intention. E-Trust reflects the level of customer trust in the security, privacy and integrity of the e-commerce platform in carrying out online transactions. In this context, although brand image and service quality can influence customer perceptions, the trust built in the platform to fulfill obligations and maintain data security is the main factor influencing repeat purchase decisions. Therefore, in considering repurchase intention, E-Trust is a more dominant aspect and may be the main reference for Gen Z's in choosing to use services from the e-commerce platform again.

Trust built through direct experience, product quality, customer service, and other factors can also play a

role in determining repeat purchase decisions. Trust plays a central role in digital transactions. This reflects consumer trust in e-commerce platforms in maintaining the security of personal data, managing transactions honestly, and fulfilling obligations well. In a risky online environment, trust is a very important foundation for customers to feel safe in digital transactions. Thus, efforts to build and maintain a high level of trust are the main focus for e-commerce platforms that want to attract and retain customers in the long term.

## Suggestion

E-commerce needs to make sure that customer's trust in the platform is upheld in order to foster repurchase intention. This can be accomplished by a number of strategies, such as, but not restricted to, secure transactions, excellent customer caring, and fostering customer confidence via a positive purchasing experience. E-commerce must thus make sure that customers can rely on their security procedures and that they are guaranteed. E-commerce must make sure that its customer support systems are efficient and sensitive to the demands of its customers. Finally, e-commerce must make sure that its systems are user-friendly, responsive, and offer customers a pleasurable purchasing experience. By keeping consumers confident in their platform, e-commerce may generate high repurchase intention by taking these aspects into consideration.

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