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Research Article

Factors that Affect the Level of Customer Satisfaction and Repurchase Intention on Tokopedia

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Abstract

This study investigates the roles of various factors such as Customer Service, Shipping, Tracking, Returns, Sales Promotion, Customer Satisfaction, and Repurchase Intention within the Tokopedia E-Commerce application. Data collection took place over a week, from July 13 to July 20, 2023, with a sample size of 144 respondents. The research employed a descriptive research design and gathered empirical data through online surveys. Structural Equation Modeling was utilized to analyze the data and test several hypotheses. Findings indicate that Customer Service and Tracking do not significantly impact Customer Satisfaction, whereas Shipping, Returns, and Sales Promotion positively influence Customer Satisfaction. Additionally, Customer Satisfaction positively affects Repurchase Intention. The managerial implication suggests that optimizing Customer Service and Tracking could enhance Repurchase Intention. Future research may explore different samples and incorporate additional variables.

1. Introduction

As of January 2022, Indonesia boasts one of the highest populations of internet users globally, with 204.7 million individuals connected online, as per the We Are Social report. This number has slightly increased by 1.03% compared to January 2021; with this, the level of internet users in Indonesia has reached 73.7 % of Indonesia's total population, meaning that the level of internet penetration in the country has increased quite significantly compared to previous years. Online shopping is a transaction between a seller and a buyer through an application on an electronic device using the internet network. In contrast, in-person shopping is an activity usually carried out by every individual. Online shopping is the desire of consumers to get the goods they want in online stores without having to shop directly at the store. Current business competition has encouraged business managers or prospective business actors to act creatively and anticipatively. The existence of the internet has changed various people's activities by shopping or buying goods from sellers in real-time via the internet or not shopping directly at the store. (Munawaroh & Simon, 2023).

E-commerce encompasses all activities related to the exchange of information, buying, and selling goods and services through the internet and digital platforms. These activities cater to various consumer needs, including entertainment, financial and service-related information, essential services such as home shopping, as well as education and training (Hidayati & Muslikh, 2023). From the consumer's perspective, online shopping holds significant importance within the realm of e-commerce, wherein products, information, and services are acquired via websites rather than traditional brick-and-mortar establishments (Hidayati & Muslikh, 2023). The purchasing process involves several stages, including pre-purchase activities, the actual purchase, and post-purchase activities. Post-purchase activities encompass aspects like product support, after-sales service, delivery, repairs, and returns (Cao et al., 2018).

StudiesWe have previously shown that economic and cultural/social factors influence consumer behavior in e-commerce. However, there needs to be a systematic comparison to develop market areas related to post-purchase logistics. (Cao et al., 2018). On-time delivery is quite important in predicting customer satisfaction along with price, something e-commerce research often highlights. Previous literature has found that delivering goods to customers' homes correctly and handling returns properly are two factors reported to influence online shopping satisfaction. Logistics specifications are the most important factor in determining customer satisfaction in e-commerce. These features include on-time delivery, repair after service, warranty availability, and product return options. (Cao et al., 2018) In this research, the author added a different object, namely in the field of E-Commerce in Indonesia, Tokopedia itself is one of the largest E-Commerce in Indonesia. Following are several E-Commerce platforms and total visitors as of January 2022.

Based on the number of monthly visitors in the first quarter of 2022, Tokopedia is currently the number one marketplace in Indonesia with 157.2 million visitors. One of the reasons many consumers choose Tokopedia is the large selection of products available (Liang & Wu, 2022). At Tokopedia itself, the product group that is most in demand is electronic products, followed by fashion and food.

This research was carried out by developing the results of previous research by modifying the research model, namely by adding one variable. The variable added this time is sales promotion towards Customer Satisfaction. Modern marketing practices rely heavily on the use of sales promotion tools. Sales promotion tools are thriving in modern marketing practices because they attract the attention of potential consumers and stimulate them toward positive purchasing decisions. (Sinha & Verma, 2020).

This research explains whether there is an influence between the variables "Customer Service, Shipping, Tracking, Return, and Sales Promotion on Customer Satisfaction and ends with Customer Satisfaction on Future Purchase Intention. We can find out what factors influence future purchasing interest in the Tokopedia application.

2. Literature Review and Hypothesis
Customer Service broadly covers many aspects of service, such as sales service in merchandise selection and support, troubleshooting, and answering frequently asked questions via email or otherwise. (Fauzi et al., 2023) (Cao et al., 2018). Service quality is a measure of the overall market position and value that a service provider provides to customers. Perceived service quality has a hierarchical factor structure that is influenced by the quality of employee-customer interactions, the environment, and outcomes. (Hartono, 2013) The most effective approach to assessing service quality is to consider three dimensions, namely performance quality, delivery quality, and physical environment quality. (Liang & Wu, 2022).

Shipping is a supply chain link that significantly influences customers and provides customer satisfaction (Tzeng et al., 2020). Delivery is an important activity in every online shopping process, and estimated delivery time is also a significant factor in the online shopping experience. After that, most shoppers abandon their shopping carts after seeing shipping times and more than a third of e-commerce users will spend extra to increase shipping times. (Bahari et al., 2021).

Tracking is a location service to send a precise location using global positioning, the ability to know the progress of the delivery and location during delivery is known as tracking (Dash, 2021). This tracking system is useful for consumers to know the expected delivery estimate and communicate with the courier during the delivery process. Consumers shop online because they think it can save time compared to shopping offline, but delivery delays that are longer than the predetermined delivery time will make consumers feel dissatisfied. (Koay et al., 2022).

Return Logistics specifications are the most important factor in determining customer satisfaction in e-commerce. Featuresthese include on-time delivery, service repair, warranty availability, and product return options (Cao et al., 2018). In Indonesia, there are many e-commerce business actors. To maintain the continuity of business processes and business professionalism, the company provides a special policy for returned goods. Strategies to strengthen consumer purchasing power include improving product quality, return guarantee policies, and ensuring product availability is always available to consumers (Rintamäki et al., 2021). However, behind this, there is a consequence, namely that consumers will have more positive rights to the entire shopping process if they are offered security product returns. Therefore, product returns involve a series of events, including negotiating requests for returns of goods and funds, repackaging, and counter-shipping (Tzeng et al., 2020).

Sales Promotion is a collection of incentive tools created to stimulate larger or faster purchases of certain products or services, both by consumers and by consumers. Traders are mostly designed for the short term. Sales promotions are promotions used to increase sales through price cuts or other promotions. (Ningsih & Kurdi, 2023) (Paksi & Indarwati, 2021).

Customer Satisfaction (Customer satisfaction) really determines the success of a business. The current intense competition makes business actors prioritize consumer desires and try to meet consumer expectations. The most competent party provides satisfaction with the product or serviceand goods are consumers themselves, because only consumers consume them. When determining product satisfaction standards, a company or supplier can only assess and try to direct its goods or services toward consumer satisfaction based on past customer responses obtained from research results. (Komara & Erwand, 2023) (Jati Prabowo & Sitio, 2020).

Repurchase Intention (Intention to purchase) in the future is an implied promise to yourself to buy the product again. This is very important because the company wants to increase sales of certain products for the purpose ofmaximize their profits. (Vidyanata et al., 2018). Repurchase intention is a decision-making process taken by consumers after purchasing a product (Noviana & Oktavia, 2023). When a consumer has a very positive response to past purchasing actions, from this there will be reinforcement from a consumer, with positive thoughts about what he received and allowing the individual to make repeat purchases. (Kurniawan & Suhaimi, 2021).

This research uses a model expansion method from previous research entitled "Post-purchase shipping and customer service experiences in online shopping and their impact on customer satisfaction". (Cao et al., 2018) This research explains the relationship between the variables "Customer Service, Shipping, Tracking, and Return on Customer Satisfaction and ends with Customer Satisfaction on Future Purchase Intention. So, the framework for this research is made as follows:

Source: Processed by the Author

Previous research used the variable "Customer Service, Shipping, Tracking, and Return, Customer Satisfaction, and Repurchase Intention," which this author modified by adding a variable, namely Sales Promotion. The use of the Sales Promotion variable is to find out whether sales promotions influence future purchasing interest in the Tokopedia application.

Hypothesis

Customer service and customer satisfaction
Customer service is often used broadly to include many aspects of service, such as sales personnel service in merchandise selection and support, troubleshooting, answering frequently asked questions via email and other channels, distributing desired information, resolving credit and payment transactions, and logistics-related activities (such as returns handling) (Cao et al., 2018). Customer satisfaction is an indication of customer confidence in the possibility of a service which leads to positive feelings (Rita et al., 2019). Post-purchase customer support service is one of the factors that is key to satisfaction.
H1: Customer service has a positive influence on customer satisfaction satisfaction

Shipping and Customer Satisfaction
On-time delivery and delivery and handling rank as quite important for predicting customer satisfaction compared to price, which is often emphasized by e-commerce research (Cao et al., 2018). Delivery is an important activity in every process, especially online shopping. In addition, estimated delivery time is an important factor in the online shopping experience (Bahari et al., 2021).
Delivery (shipping) has a positive effect on customer satisfaction.

Tracking and Customer Satisfaction
Previous literature has found that delivering goods to customers' homes accurately and handling returned goods properly are two reported factors that influence online shopper satisfaction (Cao et al., 2018). Online tracking systems allow consumers to know expected delivery times and communicate with delivery personnel during the delivery process if there are problems. Consumers shop online because they think it saves time compared to offline shopping (Koay et al., 2022).
H3: Tracking services have a positive effect on customer satisfaction.
H4: Return service has a positive effect on customer satisfaction.

Customer satisfaction and future purchase intention
Service quality and customer satisfaction are significantly related to customer purchase intentions. It is hoped that customer satisfaction with the quality of online shop service will result in repeat purchases and recommendations of online stores to friends and family (Cao et al., 2018).
H5: Customer satisfaction is positively related to future purchase intention.

Sales promotion and future purchase intentions
Sales promotion has a significant effect on repurchase interest. Sales promotion will encourage consumers to make repeat purchases because of the benefits and satisfaction that consumers have obtained from previous purchases (Paksi & Indarwati, 2021). Repurchase intention is the intention to repurchase a product twice or more, either for the same product or This different Repurchase intention is closely related to the consumer's attitude towards the object and the consumer's attitude towards previous behavior. (Kristanto & Firdausy, 2021)
H6: Sales promotion is positively related to future purchase intention

3. Data and Method
The object of this research is the online shopping application, namely Tokopedia. The samples taken in this research are Tokopedia application users who live in the Jabodetabek area. The reason for choosing a location in Jabodetabek was so that the reach of this research was wider by distributing questionnaires using Google Forms. Respondents who filled out the questionnaire had criteria, namely men and women, with a minimum age limit of 17 years to 35 years. Based on the object of this research, this research was conducted to find out reviews from Tokopedia application users regarding future purchase intentions.

The research design that will be carried out in this research uses quantitative methods because this research takes personal reviews. Quantitative research is a type of research that collects numerical data and analyzes the phenomenon using mathematical methods.

The population targeted for this research consists of users of the online shopping application Tokopedia in the Jabodetabek area. In Indonesia, online shopping is experiencing significant growth, and Tokopedia stands as one of the leading marketplaces in the country. Tokopedia functions as an internet company facilitating individuals and businesses in Indonesia to establish and operate their online enterprises efficiently and at no cost, thereby enhancing the safety and convenience of online shopping experiences. Tokopedia upholds the belief that the marketplace model is exceptionally valuable, as its success hinges on empowering others to achieve success. Tokopedia operates in the e-commerce or marketplace sector, which has quite dominated the internet marketing market in Indonesia. The Tokopedia company is actually more active in the service sector, namely providing services or facilities to online sellers to place their shops in the Tokopedia online store.

According to this rule of thumb, the sample size should be at least 10 times the number of arrowheads that can be found anywhere in the PLS path model, leading to the latent variable. The 10 times rule provides a rough estimate for the minimum sample size required. However, PLS-SEM, like other statistical approaches, requires researchers to weigh the sample size against the model and data features. Power analysis should be used to calculate the required sample size depending on the part of the model with the most predicators (Hair et al., 2017).

This research methodology uses the hair formula sampling technique. In most cases, researchers perform a factor analysis of data using at least 50 observations, ideally up to 100 observations, and at least 100 samples. The following sample collection procedure was used: the minimum sample size was 5 times the number of observed variables, and the size of a sample of 10 times the number of indicators is recommended as more suitable (Hair et al., 2017). (Number of indicators x Parameter estimates) Number of indicators 28 x 5 = 140 respondents. The algorithm stated that 140 respondents should still be included as the minimum sample size for this investigation.

Data Collection Method
The data taken in this research used two data sources, namely primary and secondary data. Primary Data is data collected from first parties. Primary data can be obtained through interviews, field observations, or through questionnaire surveys (Octaviany et al., 2020). Google Form is the media used in this research as a data collection medium. Questionnaires are a method generally used to collect respondent data by asking questions or statements that can interpret the respondent's own opinion without any coercion from other parties. The model expansion carried out in this research was tested based on sample data of male and female respondents who used the Tokopedia application, using data processing techniques, namely partial least squares structural equation modeling (PLS-SEM).

Secondary data can be said to be data collected from second parties or can be said to be data obtained from other sources (Indrasari, 2020). Secondary data has become an alternative or quick and cheap solution to obtain a general overview that is useful for research with appropriate and correct sources (Indrasari, 2020). Secondary sources in this research used books, journals, the web, and other news.

Operationalization of Variables. The measurement scale used in this research is the Likert Scale. This measurement scale is to regulate or measure someone's opinions, attitudes, and perceptions about the phenomenon being raised. This measurement scale uses numbers 1-6, which means strongly disagree to agree strongly. This aims to enable the writer to know the choices chosen by the respondents.

Data processing
In research, the activity of collecting respondent data is the most important thing because the results of the data that have been collected are in searching for information to solve the problem being researched. Therefore, data collection is carried out as well as possible to obtain maximum results. In collecting data, several methods or methods are commonly used, such as regression and SEM. In this research, the researcher chose the SEM method, which can show ideas and illustrate that it is related to all models with SEM-supporting applications, namely PLS.

In this research, researchers used the Statistical Structural Equation Modeling (SEM) method in processing the data in this research. The SEM technique can be said to be a general technique, including certain variations used in analyzing certain cases (Hair et al., 2017). The SEM method uses a combination of factor analysis and regression analysis and aims to test the relationship between variables in the model with indicators or constructive relationships (Hafidhah et al., 2022).

Partial Least Squares (PLS)
A partial least squares (PLS) structural equation model (SEM) is used to analyze questionnaire data that will be distributed to respondents in this research. Partial least squares are now increasingly used as an analysis technique. Structural PLS has produced evidence supporting its superiority over covariance and regression-based modeling so that this research can provide better results than previous research. PLS is able to produce more accurate coefficients when there is a correlation between variables independent. PLS-SEM can provide information related to measurements and structural model components (Simbolon et al., 2021).

Outer Model Evaluation
The Outer Model is also called the outer model in PLS-SEM of construction, which displays the relationship between the construction and indicator variables, which are rectangular in shape. There are two types of measurement models: one for exogenous variables that explain other constructs in the model and one for endogenous variables where the construction is explained in the model (Hair et al., 2017).

Convergent Validity
When conducting convergent validity testing, it can be assessed based on outer loadings or loading factors and Average Variance Extracted (AVE). Usually, in research, a loading factor limit of 0.70 is used. An indicator can be declared to meet convergent validity and have a high level of validity when the outer loadings value is > 0.70. In contrast, the Average Variance Extracted (AVE) value > 0.50 to 0.6 is considered sufficient (Hair et al., 2017).

Composite Reliability
Composite Reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite value of reliability> 0.7 (Hair et al., 2017).

Cronbach Alpha
This reliability test with composite reliability can be strengthened by using the Cronbach alpha value. SomethingA variable can be declared reliable or meets Cronbach alpha if it has a Cronbach alpha value > 0.7 (Hair et al., 2017).

Inner Model Evaluation
Structural model evaluation aims to predict the relationship between latent variables. The inner model is evaluated by looking at the percentage of variance described, namely by looking at the R-squared value for the endogenous latent construct. The R-squared value for each endogenous latent variable is the predictive power of the structural model. The interpretation is the same as OLS regression. Changes in the R-squares value can be used to explain the influence of certain exogenous latent variables on latent variables that have a substantive influence. R-Square values of 0.75, 0.50, and 0.25 mean the model is strong, medium, and weak. The results of the PLS R-Square

presentation are the number of variants of the construction explained by the model, as well as hypothesis testing seen from the Original Sample, t-statistic, and p-value values (Hair et al., 2017).

4. Results

A consumer is someone who uses or consumes an item, whether in the form of clothing, food, or other production results, which are expected to meet their needs. The objects of this research are Tokopedia application users in the Jabodetabek area with an age range of 17-35 years who have used the online shopping application, namely Tokopedia. Tokopedia itself is an E-Commerce or online shopping application that is widely used in Indonesia. Tokopedia itself was founded on 17 August 2009 with a mission of digital economic equality. This primary data collection was carried out by distributing questionnaires for one week with the distribution process from 13 July to 20 July 2023. The distribution of this questionnaire was carried out using electronic media in the form of a Google form, which was given to Tokopedia application users in the Jabodetabek area. The distribution process was carried out by researchers using social media, such as WhatsApp, Line, and Instagram, as well as the help of relatives to distribute questionnaires both to their relatives and the surrounding environment within the Jabodetabek area. The total number of respondents collected in this study was 144 respondents, all of whom met the researchers' criteria.

Validity test

The validity test in this research was carried out by collecting 144 existing respondents and then showing the results of the Outer Model, namely Loading Factor and Average Variance Extracted (AVE). The data was analyzed using the Structural Equation Model Partial Least Square (SEM PLS), and the analysis was carried out using Smartpls 4.0 software. The following are the results of the Validity Test analysis table.

Table 1. Validity Test

Variable	Indicator	Loading Factor	AVE
Customer Service	CS1	0.835	0.633
	CS2	0.791	
	CS3	0.760	
	CS4	0.795	
Shipping	SP1	0.769	0.556
	SP2	0.785	
	SP3	0.656	
	SP4	0.765	
Tracking	TR1	0.713	0.573
	TR2	0.758	
	TR3	0.771	
	TR4	0.785	
Return	RT1	0.765	0.535
	RT2	0.786	
	RT3	0.732	
	RT4	0.635	
Sales Promotion	SAP1	0.807	0.654
	SAP2	0.793	
	SAP3	0.787	
	SAP4	0.848	
Customer Satisfaction	SAT1	0.854	0.627
	SAT2	0.794	
	SAT3	0.810	
	SAT4	0.702	
Repurchase Intention	RI1	0.834	0.725
	RI2	0.849	
	RI3	0.858	
	RI4	0.864	

Source: Data processing with SmartPLS 4.0 (2023).

The loading factor value must be above 0.70. However, for research in the initial stages of developing a measurement scale, loading values of 0.5 - 0.6 are considered sufficient (Ghozali, 2014). Based on the table above, it can be concluded that the results of the analysis on Outer Loading show that all the indicators in the questionnaire really measure what is intended to be measured in this research. All statement indicators in the research instrument provide a statement that meets the required values , or it can be concluded that the statement indicators in the research are valid. According to (Ghozali, 2014). discriminant validity measures how far a construct is truly different from other constructs. A high discriminant validity value provides evidence that a construct is unique and able to capture the phenomenon being measured (Ghozali, 2014). The way to test discriminant validity is by comparing the square root value of AVE ($\sqrt{AVE}$) with the correlation value between constructs, which must be above 0.5 (Ghozali, 2014).

If the square root value of AVE for each construct is greater than the correlation value between the construct and other constructs in the model, then it is said to have a good discriminant validity value. The results of data processing on the Average Variance Extracted (AVE) output can be concluded that the data from this research can be declared valid and fit for use, acceptable or meets the average.

Reliability Test
TestReliability in this research was carried out by collecting 144 existing respondents. The results of the Outer Model, namely Cronbach's Alpha and Composite Reliability data, were then processed using the Smartpls 4.0 application with the SEM PLS method. The results of the Outer Model could be analyzed as follows: the results of the reliability test.

Table 2. Reliability Test

	Cronbach's Alpha	Composite Reliability
Customer Service	0.808	0.873
Shipping	0.733	0.833
Tracking	0.752	0.843
Return	0.709	0.821
Sales Promotion	0.824	0.883

Source: Data processing with Smart PLS 4, (2023).

In the table above, measuring the reliability of a construct can be done in two ways, namely by Cronbach's Alpha and Composite Reliability. However, Cronbach's Alpha has a lower value (underestimate), so it uses Composite Reliability to test reliability. The composite reliability of indicator blocks that measure a construct can be evaluated with two types of measures, namely internal consistency and Cronbach's Alpha, which were developed.

Composite reliability measures internal consistency, and the value must be above 0.70, and Cronbach's Alpha value must be above 0.070 (Ghozali, 2014). The results in Table 4.2 show the overall value of Cronbach's Alpha and Composite Reliability. To assess construct reliability, a Composite Reliability value of >0.5 (greater than 0.5) is acceptable, and a value of >0.5 (greater than 0.5) is declared acceptable. From this research, it can be declared valid and suitable for use, acceptable or satisfactory average.

InnerModel
The method using PLS starts by looking at the R-Square for each dependent latent variable. The changing R-Square value can be used to assess the influence of the intervening variable on the dependent variable and whether it has a substantive influence. R-Square is useful for determining the extent of the ability of intervening variables to influence the dependent variable. Meanwhile, the t-test is used to measure the direction of influence and the level of significance. This t-test uses bootstrapping in the SmartPLS application. Greater than 0.05, then Ho is accepted, and Ha is rejected; if it is smaller than 0.05, then Ho is rejected, and Ha is accepted. (Ghozali, 2014).

Table 3. R-Square Test

	R-square	R-Square Adjusted
Customer Satisfaction	0.690	0.679
Repurchase Intention	0.640	0.637

Source: Data processed (2023)

Based on the table above, the R-squared value can show how much the exogenous variable can explain whether the endogenous variable has a substantive influence. The data presented in Table 4.3 shows the valuesCustomer Satisfaction was 0.690 or 69.0%, and Repurchase Intention was 0.640 or 64.0%. This shows that the exogenous variable is Customer Satisfaction of 0.690 or 69.0%, while the endogenous Repurchase Intention is 0.640 or 64.0%. The remainder is explained by other variables not examined in this study.

Hypothesis test
The significance of the estimated parameters provides very useful information regarding the influence of the variables in the study. The basis for testing the hypothesis is the value contained in the output path coefficients in the table as follows:

Table 4 Path Coefficients

Path	Original Samples	t-statistics	p-Values	Conclusion
Customer Service → *Customer Satisfaction*	0.186	13,567	0.099	Insignificant
Shipping →Customer Satisfaction	0.268	1,648	0.027	Significant
Tracking →Customer Satisfaction	0.084	2,180	0.333	Insignificant
Return →Customer Satisfaction	0.207	2,540	0.029	Significant
Sales Promotion → *Customer Satisfaction*	0.230	2,209	0.011	Significant
Customer Satisfaction →Repurchase Intention	0.800	0.968	0,000	Significant

Source: Data processed (2023)

5. Discussion
CustomersService does not have a positive effect on Customer Satisfaction
Based on respondents using the Tokopedia application spread across the Jabodetabek area with groups of different ages, the results of hypothesis testing in the table show that the p-value of the Customer Service variable is 0.099 > 0.050 (greater than 0.050) with a positive regression coefficient value of 0.084. From these results, it can be concluded that the hypothesis in this research is contradictory to the reference journal in this research conducted by (Cao et al., 2018). Rejection of H1 means that service quality does not affect consumer satisfaction.

This can be explained, however, that customer service conditions cannot influence satisfaction because the service provided by the Tokopedia application itself is quite good, and several factors influence customer satisfaction. Starting from delivery, returning goods, and sales promotions that have been carried out by the Tokopedia application so far have been quite good. This is a factor in the quality of service not getting a significant view from consumers spread across the Jabodetabek area, or it could be said that the quality of service has no positive effect on customer satisfaction.

Shipping has a positive effect on Customer Satisfaction.
Based on respondents using the Tokopedia application spread across the Jabodetabek area with different age groups, the results of hypothesis testing in the table show that the p-value of the Shipping variable is 0.027 > 0.050 (smaller than 0.050) with a positive regression coefficient value of 0.268. From these results, the hypothesis in this research states that shipping has an effect on Customer Satisfaction, which is supported by previous research (Cao et al., 2018) (Kurniawan & Suhaimi, 2021). This research is in line with research (Cao et al., 2018). Found a positive relationship between Shippingon customer satisfaction. The relationship between shipping and customer satisfaction can be strengthened by the presence of on-time delivery and handling, which is ranked quite important in predicting customer satisfaction compared to price, which is often emphasized by e-commerce research (Cao et al., 2018). Delivery is an important activity in every process, especially online shopping. Apart from that, estimated delivery time is also quite an important factor in the online shopping experience.

Tracking does not have a positive effect on Customer Satisfaction.
Based on respondents using the Tokopedia application spread across the Jabodetabek area with different age groups, the results of hypothesis testing in the table show that the p-value of the Tracking variable is 0.333 > 0.050 (greater than 0.050) with a positive regression coefficient value of 0.084. From these results, it can be concluded that the hypothesis in this research is contradictory to the reference journal in this research conducted by (Cao et al., 2018). Rejection of H3 means that tracking does not affect Customer Satisfaction. According to (Nasution and Fitri, 2023), timely delivery is very important, considering that accurate delivery of goods will be a factor in customer satisfaction. However, this is different with the Tokopedia application respondents who are spread across the Jabodetabek area in this research. Due to the close factors between delivery and tracking, Tokopedia application consumers who are spread across the Jabodetabek area as targets in this research think that delivery on the Tokopedia application itself is quite good and enough to increase customer satisfaction, so the indicators tracking does not have much of an impact, plus Tokopedia has provided facilities or guarantees to return goods to the seller if the goods do not match what was ordered.

Return has a positive effect on Customer Satisfaction.
Based on respondents using the Tokopedia application spread across the Jabodetabek area with groups of different ages, the results of hypothesis testing in the table show that the p-value of the Return variable is 0.029 > 0.050 (smaller than 0.050) with a positive regression coefficient value of 0.207. From these results, it can be concluded that the hypothesis in this research states that product return has a positive effect on Customer Satisfaction, which is supported by previous research (Cao et al., 2018). This research found a positive relationship between Return and Customer Satisfaction. The relationship that occurs between Return and Customer Satisfaction can be strengthened by the existence of purchase returns, where goods can be returned to suppliers if they bring defective goods or if they bring goods that do not match the buyer's specifications. This is what drives the Return factor to have a positive effect on customer satisfaction.

Sales Promotion has a positive effect on Customer Satisfaction.
Based on respondents using the Tokopedia application spread across the Jabodetabek area with different age groups, the results of hypothesis testing in Table 4.4 show that the p-value of the Sales Promotion variable is 0.011 < 0.050 (smaller than 0.050) with a positive regression coefficient value of 0.230. From these results, it can be concluded that the hypothesis in this research states that Sales Promotion has a positive effect on Customer Satisfaction, which is supported by previous research (Cao et al., 2018) and (Paksi & Indarwati, 2021). This research is in line with (Paksi & Indarwati, 2021). Finding a positive relationship between Sales Promotion and Customer Satisfaction can be strengthened because Sales Promotion will encourage consumers so that customers will feel satisfaction when the goods or services they buy are marketed in such a way as to make repeat purchases because of the benefits and satisfaction that consumers have obtained from previous purchases (Paksi & Indarwati, 2021).

Customer Satisfaction has a positive effect on Repurchase Intention.
Based on respondents using the Tokopedia application spread across the Jabodetabek area with different age groups, the results of hypothesis testing in Table 4.4 show that the p-value of the Customer Satisfaction variable is 0.000 < 0.050 (smaller than 0.050) with a positive regression coefficient value of 0.800. From these results, it can be concluded that the hypothesis in this research states that Customer Satisfaction has a positive effect on Repurchase Intention, which is supported by previous research (Cao et al., 2018), (Pratama & Yulianthini, 2022).

The results of this research are in line with the research (Rendy Irwanto & Tjipto Subroto, 2022). Satisfaction is a form of emotion that a customer has when the service they receive is in accordance with their satisfactory expectations so that consumers will feel that the service provided will encourage repeat purchases in the future.

6. Conclusion
This research aims to examine the influence of Customer Service, Shipping, Tracking, Returns, and Sales Promotion on Customer Satisfaction and Repurchase Intention on the use of E-applications. Commerce Tokopedia, with the following research results: Customer Service for Customer Satisfaction is unacceptable while Shipping for Customer Satisfaction is supported by data and acceptable. Tracking for Customer Satisfaction data does not support it and cannot be accepted. In contrast, Returns for Customer Satisfaction data support it and are acceptable, and data support Sales Promotion towards Customer Satisfaction and can be accepted. Also, Customer Satisfaction towards Repurchase Intention is supported by data and can be accepted.

Recommendation
Based on the research above, the author can see what things can be implemented in terms of influencing customer Service, Shipping, Tracking, Returns, Sales Promotion, and Customer Satisfaction on Repurchase Intention for Tokopedia application users, namely:

1. Tokopedia to providecertainty and can be discussed with collaborating expeditions. It can also provide solutions regarding the timely delivery process for online shopping application users. Tokopedia can also provide promotions for shipping costs, so that it will encourage users to feel the satisfaction of deliveries made through the Tokopedia application. This research is in contrast to the reference journal in the current research conducted by (Cao et al., 2018). Tracking does not affect Customer Satisfaction, however, according to (Nasution & Fitri, 2023). Timely delivery is very important, considering that accurate delivery of goods will be a factor in customer satisfaction.

2. Tokopedia needs special attention from the Tokopedia application to achieve customer satisfaction expectations, which Tokopedia can do by reiterating the return of goods and always providing solutions to its users. Tokopedia has a clear decision regarding the cost of restocking goods or can provide free returns of goods if there is an error with the company.

3. Tokopedia needs to improve the sales promotion carried out by the Tokopedia application to its consumers. With Tokopedia, you must often hold promotions on national online shopping days, such as Independence Day, 17 August, or other big holidays. This research states that Sales Promotion has a positive effect on Customer Satisfaction, which is supported by previous research (Cao et al., 2018) and (Paksi & Indarwati, 2021) and is also in line with (Paksi & Indarwati, 2021).

4. Tokopedia needs to have factors that the Tokopedia Company must improve, suggested to the company to improve the delivery system by providing certainty with expeditions that collaborate with the Tokopedia application and providing solutions regarding the timely delivery process for online shopping application users. Apart from that, Tokopedia can provide promotions for shipping costs, Tokopedia also provides clarity regarding returns, such as reiterating the return of goods and always providing solutions to its users. Tokopedia has a clear decision regarding the cost of restocking goods or can provide free returns of goods if there is an error with the company and a sales promotion system where Tokopedia must frequently hold promos on national online shopping days.

Limitations and avenue for future research

Limitations to this research and suggestions are put forward for further research, with the aim of complementing and improving the quality of research that has been carried out. The author's suggestions are as follows:

Based on the research results, the Tokopedia application needs to improve Customer Service and Tracking. This can be seen from this research, which shows that customer service and tracking carried out by Tokopedia have yet to be proven to be significant for the Customer Satisfaction variable. In this case, e-commerce service provider Tokopedia can provide the option of building an interactive help center within the application with step-by-step guides, video tutorials, and FAQs that users can easily access and provide a sophisticated order tracking system with real-time status updates and accurate arrival time estimates for customers.

This research has limitations in that the sample was taken in 2023. Future research can carry out tests with the latest samples and target a wider range of potential respondents, such as throughout Indonesia, not just the Jabodetabek area, to see the results of widespread research updates.

For further research, conducting similar research on different objects or conducting the same research and objects but in different places, the author feels will produce different results or add variables such as the ease of accessing applications that he feels have a significant impact or location on online has shopping application service providers outside Jabodetabek and Indonesia. This could be interesting research to test again to see if it is appropriate or not with this research or new conclusions found regarding research like this.

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