The Roles of Customer Delight as Mediating in Building Repurchase Intention Based on Electronic Service Quality and System Qualityin Online Marketplace

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ABSTRACT:*The rapid growth of e-commerce has a great influence and impact on trading activitiesglobally. To gain a competitive advantage in an increasingly fierce competition, companies in the e-commerce business are trying to increase customer repurchase intention.The purpose of this paper is to determine the effect of electronic service quality (ESQ) and system quality (SYQ) on online repurchase intention (ORI) mediated by online customer delight (OCD). This study uses the PLS-SEM method with SmartPLS version 3.29and data from 240 respondents collected through a questionnaireusing purposive sampling technique.*

The result of this study shows that online customer delight (OCD) was found to have a role as a perfect mediator in the relationship between electronic service quality (ESQ) and system quality (SYQ) on online repurchase intention (ORI). The findings concluded thatboth, online sellers could improve the quality of electronic services and marketplace platform providers could improve the quality of information system to create online customer delight which is an important factor in building customer repurchase intention. In addition, the results of this study are also expected to be additional reference for researchers or academics who are interested in the topic of service quality and consumer behaviour in the e-commerce industry. The novelty of this research is the discovery of the role of customer delight as a perfect mediating variable in the context of online shopping to increase repurchase intention of online market customers.

KEY WORD:*electronic service quality (ESQ), system quality (SYQ), online customer delight (OCD), online repurchase intention (ORI), e-commerce, online behaviour, online marketplace*

I. INTRODUCTION

Electronic commerce or better known as e-commerce is one of the fastest growing industries and it has a great influence ontrading activities globally. It is undeniable that advances in information and communication technology (ICT) have brought significant changes in the e-commerce business. Online marketplace platform is an information technology company that acts as a liaison between sellers and buyers (Liu, Wei, & Chen, 2009). The emergence of e-commerce marketplace concept by connecting third-party sellers and customers, makes it easier for people to carry out buying and selling online activities and it has an impact on increasing transactions in the e-commerce industry.The transaction value of global e-commerce based on data published by Statista (2020) shows that e-commerce growth has increased from year to year, in 2019 the value of sales transactions in global e-commerce is USD 3.5 trillion and a projected value of this sales transaction will reach USD 6.5 trillion in 2023. China has the highest contribution to global e-commerce transactions, amounting to USD 1.9 trillion in 2019, followed by United States with a transaction value of USD 586 billion. The fast growth of e-commerce is mostly enjoyed by developed countriesas well asemergingcountriesthat havesufficient internet infrastructure. While for Indonesian market, the rapid growth of e-commerce marked by the presence of two e-commerce unicorns namely Tokopedia and Bukalapak.

The increasing number of businessplayer has made competition among online marketplace companies and online sellers more intense(Shi et al., 2018). Repurchase become a concern for many companies because through repurchase the company can reduce cost of acquiring new customers. Increasing customer repurchase intention is seen as a good way to gain a competitive advantage because it requires less effort and time to retain existing customers than to acquire new customers(Tsai & Huang, 2007). It is not easy to enhance repurchase intention because prior shopping experiences will be a consideration for customers whether to make repeat purchases at the same place or not. There are many factors for company to consider regarding repurchase intention, some of them are e-service quality, e-satisfaction, and e-loyalty(Li, Zeng, & Cheng, 2019). Meanwhile, according to Phuong and Trang (2018) repurchase intention can also be affected by customer satisfaction, overall perceived service quality, service quality, system quality and information quality.

Repurchase intention will also be influenced by other factors, namely security, privacy concern, ease of use, e-satisfaction, and trust(Trivedi & Yadav, 2020).

If customer feel secureduring online transactions and privacy is well maintained, as well as easy to use the system technology and experiencing the delightful service,it will increase customer intention to shop again at the same place in the future. Customer satisfaction as the basis for long-term consumer behaviour and widely used in measuring and managing consumer loyalty (Parasuraman, Ball, Aksoy, Keiningham, & Zaki, 2020).Comparison between satisfied customers and delighted customers found that the level of loyalty, commitment and repurchase are higher for delighted customers (Barnes, Collier, Howe, & Douglas Hoffman, 2016). Service quality is the key to building strong relationships with customers and with service quality, customer delight can be achieved(Ahrholdt, Gudergan, & Ringle, 2017). In addition to evaluating the product or service purchased,online customers will also evaluate how service quality from the online marketplaceplatform and online seller. Online customerwhohas a delightful experience while shoppingonline is more likely to repurchase in the future. Based on several factors influencing online repurchase intention as mentionedabove, this study focused on discover the roles of online customer delight in building online repurchase intention based on electronic service quality and system quality for online customer.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
Electronic Service Quality

Electronic service quality is a customer assessment of website quality and does not only include experiences during customer interactions with the website but also aspects of post-interaction services such as fulfilment and return, electronic service quality broadly covers all phases of customer interaction with the website and extent to which the website facilitates efficient and effective shopping, including transaction processing, as well as delivery(Parasuraman, Zeithaml, & Malhotra, 2005). Electronic service quality is a development of service quality that already existed and followed technological developments where direct human to human interaction began to shift using electronic media and the concept of electronic service quality began to be developed.Electronic service quality is a pre-purchase, purchase, and post-purchase activity that includes evaluation, selection, purchase, and fulfilment of goods or services where purchase transactions are carried out through a website interface. The interface is not only on a desktop computer, but it can be through a smartphone or tablet, further the focus is on any purchases through a web-based interface mediated by technology(Piercy, 2014). In line with the fastest growth of the e-commerce business, quality of service is increasingly seen as an important aspect of e-commerce.

Electronic service quality should be defined more broadly to cover all phases of customer interaction with online stores(Blut, 2016). Customer interactions with companies in online business occur from the beginning to the end of the transaction. In each phase of this interaction there is a process of providing services from the company to customers. Wolfinbarger and Gilly (2003) developed a measurement scale to measure online quality in four dimensions, namely fulfilment/reliability, website design, customer service, and security/privacy.WhileBlut (2016) in his research uses four dimensions to measure electronic service quality, namely website design, fulfilment, customer service, and security/privacy.In their research, Coetzee and Coetzee (2019) found that service quality affects loyalty through customer delight andcustomer delight has a positive influence on repurchase intention(Kageyama & Barreda, 2018).

H₁: There is a positive effect of Electronic Service Quality on Online Customer Delight

System Quality

DeLone and McLean (2003)explained that system quality refers to the adaptability, availability, reliability, response time, and usability of the system and these are related to the technical characteristics of the system while information quality refers to the content seen in the system. In the e-commerce business, system quality is technical and relates to information system provided by the company.System quality as a reflection of the technical quality of communication which refers to the performance of an electronic platform(Akter, D'Ambra, & Ray, 2013). Meanwhile,Wang (2017)sees system quality as a quality that is seen from the technical aspects of an information system and is considered a functional measurement that includes reliability, responsiveness, and flexibility. System quality refers to the customer perception of the level of technical service in the information system. There are four dimensions to measure system quality in the e-commerce business, namely ease of use, accessibility, interactivity, and website innovativeness(Salameh, Ahmad, Zulhumadi, & Abubakar, 2018). Whileresearch conducted by Rouibah, Lowry, and Almutairi (2015) uses three dimensions to measure system quality, namely ease of use, reliability, and security.System quality is found positively related to overall perceived service quality that affects customer satisfaction and repurchase intention(Phuong & Trang, 2018).

H₂: There is a positive effect of System Quality on Online Customer Delight

Online Repurchase Intention

The business environment is rapidly changing and deal with severe competition, companies should be able to maintain long-term relationships with customers in order to survive in a competitive environment. Customer repurchase intention becomes important to be considered by the company because through customer repurchase the company could save the cost of acquiring new customers.Online repurchase intention reflects the desire of customers to make repeat purchases at same online stores, further (Trivedi & Yadav, 2020) explained that online repurchase intention is a subjective probability that customers will continue to buy a product or services from the same online seller.Repurchase intention is an individual consideration of whether to buy products and services from the same company again by considering the current situation and any possibilities(Hellier, Geursen, Carr, & Rickard, 2003). Repurchase intention will increase if there is an excellent service quality of the company as well as harmonious relationship between the buyer and the seller (Shi et al., 2018). There are at least three factors that should be considered by e-commerce companies to increasing repurchase intention, specifically e-service quality, e-satisfaction, and e-loyalty (Li et al., 2019).Online repurchase intention measurement can be seen from the customer decision to continue using and visiting online platforms both through the website or mobile application to make transactions(Sullivan & Kim, 2018).

H₃: There is a positive effect of Online Customer Delight on Online Repurchase Intention
H₄: There is a positive effect of Electronic Service Quality on Online Repurchase Intention
H₅: There is a positive effect of System Quality on Online Repurchase Intention

Online Customer Delight

The concept of customer delight provides a new perspective for companies to think systematically and holistically about how customers can evaluate various interactions with the company. One of the things that companies must do to create customer delight is to give attention to three important aspects, such as building positive emotions, interpersonal interactions, and success in solving problems faced by customers. Customer delight is related to various combinations of six things, namely emotion, interpersonal, problem solving, senses, timing, and control(Parasuraman et al., 2020). Meanwhile, Barnes and Krallman (2019) state that one of the earliest discussions in delight literature centred on how this construct should be defined. Two points of view emerge from this construct, the first is customer delight as a form of extreme satisfaction and the second point of view delight is defined as a positive emotional as the results from expectations being exceeded to a surprising degree.

Customer satisfaction and customer delight are different responses to a service experience therefore companies should consider delight as a distinct construct that leads to behavioural intentions (Finn, 2012). Customer delight could be a strategic resource for companies in increasingly fierce competition and through customer delight, it directs customers to be loyal to the company (Dey, Ghosh, Datta, & Barai, 2017). Creating customer delight is the key for a company to be able to make customers to maintain business relationships with them, it means that customer desire to continue using the products and services is getting higher therefore customer delight has a strong influence on repurchase intention(Meyer, Barnes, & Friend, 2017).Customer delight has a stronger influence on purchase intention than customer satisfaction(Bartl, Gouthier, & Lenker, 2013). Barnes (2016) developed a measurement scale for customer delight using surprise and joy. Meanwhile, Finn (2005, 2012) conveys that customer delight is an emotional response resulting from a surprising and positive level of performance that can be measured by three items, namely delighted, happy, and elated.

H₆: There is a positive effect of Electronic Service Quality on Online Repurchase Intention mediated by Online Customer Delight
H₇: There is a positive effect of System Quality on Online Repurchase Intention mediated by Online Customer Delight

Conceptual Framework

The research conceptual framework that describes the influence of independent variables on the dependent variable, namely the influence of electronic service quality and system quality on online repurchase intention through online customer delight as mediation can be seen in figure 1.
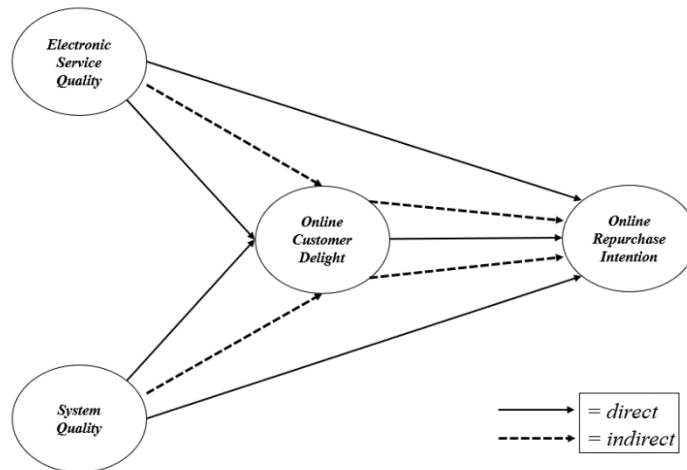
Figure 1: Research framework

Research Objective

Based on the background explanation, the purpose of this study is to examine and analyse the effect of electronic service quality and system quality on online repurchase intention mediated by online customer delight in the online marketplace.

III.   RESEARCH METHODOLOGY

The study is quantitative research which emphasizes the use of formal questions with predetermined answer choices in the questionnaire and causal research that allows researchers to assess causal relationships between two or more variables by means of hypothesis testing (Hair et al., 2017). A time dimension in this study used cross sectional, meaning that data collected only once, either daily, weekly, or monthly periods in order to answer questions (Sekaran and Bougie, 2016).This study uses primary data which collected directly from respondents to answer the problem of this research andunit of analysis used is an individual, specifically consumers from online marketplaces who have shopped at least twice at online marketplaces.While interval scale with a Likert scale using intervals of 1to 5 as the measurement scale. For data collection techniques, this study using non-probability sampling, where in this sampling design element in the population do not have the same opportunity to be selected as samples and the population size is unknown(Ghozali, 2016).Sampling technique uses purposive sampling and total of 240 respondents who is customers from the online marketplace are used as samples in this study.To analyse the influence between variables, both directly and indirectly, Partial Least Squares Structural Equation Modelling or PLS-SEM consists of two models, namely the measurement model and the structural model is used for hypothesis testing. The statements in the questionnaire will be tested using validity and reliability tests to determine whether the instruments used in this study are valid and reliable.

IV.   RESULTS AND DISCUSSIONS
Table 1: Characteristics of Respondents

Characteristics	Dominant Respondents	Frequency	Percentage
Product Category	Beauty and Fashion	79	32,9%
Gender	Female	169	70,4%
Age	20 to 30 Years Old	117	48,8%
Level of Education	Graduated from University	191	79,6%
Profession	Private Employee	114	47,5%

Source: Field Survey(2021)

From table 1 indicates that the most dominant product category purchased by respondent are beauty and fashion represent 32,9%. Meanwhile, in gender characteristicfemale represent 70,4% and based on age distribution within the ages 20 to 30years old represent 48,8%. Level of education from respondent represent 79,6% was graduated from university and profession from respondent represent 47,5% is private employee.

Validity testing in this study was accomplish with convergent validity and seen from the value of loading factor while reliability testing seen from the value of Cronbach's Alpha and Composite Reliability.

Table 2: Validity and Reliability of Constructs

Constructs	Notations	Loading Factor	Cronbach's Alpha	Composite Reliability

Electronic Service Quality	ESQ1	0,717	0,901	0,919
	ESQ2	0,747		
	ESQ3	0,711		
	ESQ4	0,734		
	ESQ5	0,732		
	ESQ6	0,775		
	ESQ7	0,801		
	ESQ8	0,738		
	ESQ9	0,768		
System Quality	SYQ1	0,816	0,902	0,921
	SYQ2	0,820		
	SYQ3	0,801		
	SYQ4	0,777		
	SYQ5	0,775		
	SYQ6	0,741		
	SYQ7	0,715		
	SYQ8	0,712		
Online Customer Delight	OCD1	0,916	0,909	0,943
	OCD2	0,938		
	OCD3	0,905		
Online Repurchase Intention	ORI1	0,911	0,915	0,940
	ORI2	0,923		
	ORI3	0,894		
	ORI4	0,841		

Source: Data processed by SmartPLS

From the results of validity testing shown in table 2, loading factor value of each indicator to measure variable electronic service quality (ESQ), system quality (SYQ), online customer delight (OCD) and online repurchase intention (ORI) is more than 0.50 (Hair et al, 2019) it was concluded that all indicators used as measurement instruments in this study had met the convergent validity criteria and were declared valid. Meanwhile, for the results of reliability testing shown in table 2, Cronbach's Alpha and Composite Reliability values of each variablehave met the threshold, which is greater than 0.70 and it wasindicated that the instrument used in this study is reliable.

Table 3: Coefficient of Determination

Constructs	R square	Adjusted R square
Online Customer Delight	0,558	0,555
Online Repurchase Intention	0,457	0,450

Source: Data processed by SmartPLS

Coefficient of determinationshown in table 3, the R^2 value of online customer delight is 0.558, it indicates that the model of the online customer delight can be explained 55.8% by variations of electronic service quality and system quality. The R^2 value of online repurchase intention is 0.457, it indicates that the model of the online repurchase intention can be explained 45.7% by variations of electronic service quality, system quality and online customer delight. The coefficient of determination shown in table 3 shows that the model in this study is moderate (Hair et al., 2016).

Table 4: Hypothesis Test Results

Hypothesis	Path Coefficient	p-value	Decision
H_1:*Electronic Service Quality→OnlineCustomerDelight*	0.399	0.000	Supported
H_2: *SystemQuality→OnlineCustomerDelight*	0.394	0.000	Supported
H_3: *OnlineCustomerDelight→OnlineRepurchaseIntention*	0.382	0.000	Supported
H_4: *Electronic Service Quality→Online Repurchase Intention*	0.069	0.190	Not Supported
H_5:*System Quality→Online Repurchase Intention*	0.288	0.000	Supported
H_6:*Electronic Service Quality→Online Customer Delight→ Online Repurchase Intention*	0.152	0.000	Supported
H_7: *System Quality→Online Customer Delight→Online Repurchase Intention*	0.150	0.000	Supported

Source: Data processed by SmartPLS

From hypothesis testing results shown in table 4, it can be seen from the p-value lower than the alfa value(<0.05)it concludes that H_1, H_2, H_3, H_5, H_6 and H_7 are supported, while for H_4 is not supported seen from

the p-value higher than the alfa value(>0.05). The results of this study indicate that electronic service quality and system quality have a positive and significant influence on online customer delight. The results also reveal that online customer delight and system quality have a positive and significant effect on online repurchase intention, while electronic service quality does not have a directly significant effect on online repurchase intention. However, electronic service quality as well as system quality was found that indirectly had a positive and significant effect on online repurchase intention through online customer delight as a perfect mediating. These findings are in line with previous studies as regards service quality, system quality, customer delight and repurchase behavior(Bartl et al., 2013; Desiyanti, Sudja, & Budi Martini, 2018; Kageyama & Barreda, 2018; Meyer et al., 2017).Based on the results of research, the most dominant variable influencing online repurchase intention is the system quality with online customer delight as a mediating. It shows in the context of online business, especially online marketplace model, in order to increase online repurchase intention, the marketplace platform provider could create online customer delight through improving the quality of the information system, including inthe aspects of ease of use and privacy & security.

V. CONCLUSION

This study focusedon the effect of electronic service quality and system quality mediated by online customer delight to build online repurchase intention in online marketplace. The results from the study show that service quality and system quality have a positive influence on online customer delight, it means through providing excellent service quality and system quality there will be a good impact for creating online customer delight in an online business context.Meanwhile system quality and online customer delight have a positive influence on online repurchase intention, while there is no direct effect of electronic service quality on online repurchase intention. However, the study found a positive influence between electronic service quality and system quality on online repurchase intention through online customer delight as a mediating.The findings of the researchconcluded that online customer delight has an important mediating role in building online repurchase intention in the online marketplace business.Therefore, online sellers and online marketplace platforms, could give attention to the factors that can create online customer delight.Understanding of electronic service quality and system quality as important factors in creating online customer delight which will ultimately have an impact on customer intentions to repurchase will provide benefits for the company.

Limitation and Recommendation of the study

The limitations of this study include: First, this study limited only for customer of six online marketplace company in Indonesia. Second, the online marketplace business model having many parties or actors involved in the business ecosystem, and in this study the researchers only focused on customers, online sellers, and online marketplace platform companies, therefore suggestion for future research can extend to logistic partner, payment gateway and other parties. Third, there are still many independent variables that affect online repurchase intention that out of research model, therefore the further research could look for other factors that affect online repurchase intention such as trust, loyalty, entertainment, surprise, and other variables for a clearer picture of factors can shape and influence online customer delight and online repurchase intention.

The recommendation of this study as the importance of customer delight in increasing repurchase and also the involvement of many parties in the process of providing services on online marketplace business, therefore a good cooperation is needed between the parties involved such as online sellers who guarantee fulfilment and customer service handling carefully, in addition for online marketplace platform companies must ensure that the company has provided a good information system in terms of usability, availability, reliability, adaptability, and response time so that it is expected that the services provided by both parties can create a good service experience for customers and this ultimately increases repurchase in the business.

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