THE IMPACT OF THE QUALITY OF DIGITAL SITES AND SERVICES ON E-TRUST AND E-COMMERCE CONSUMERS' REPURCHASE INTENTION IN PEKANBARU

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ABSTRACT

This study aims to examine and analyze the influence of website quality and e-service quality on e-trust and repurchase intention on e-commerce platforms in Pekanbaru City. The objects in this study were e-commerce consumers domiciled in Pekanbaru, with a total of 200 respondents. Data were collected through questionnaires and analyzed using the Structural Equation Modeling (SEM) method with the help of SPSS software version 21.0 and SmartPLS version 4.1.0. The results of the study indicate that: (1) website quality does not have a significant influence on e-trust; (2) e-service quality has a positive and significant influence on e-trust; (3) website quality does not have a significant influence on repurchase intention; (4) e-service quality has a significant influence on repurchase intention; and (5) e-trust has a significant influence on repurchase intention.

Keywords: E-Service Quality; E-Trust; Repurchase Intention; Website Quality

DAMPAK KUALITAS SITUS DAN LAYANAN DIGITAL TERHADAP E-TRUST DAN NIAT BELI ULANG KONSUMEN E-COMMERCE DI PEKANBARU

ABSTRAK

Penelitian ini bertujuan untuk mengkaji dan menganalisis pengaruh kualitas situs web serta kualitas layanan elektronik (e-service quality) terhadap kepercayaan elektronik (e-trust) dan niat pembelian ulang pada platform e-commerce di Kota Pekanbaru. Objek dalam penelitian ini adalah konsumen e-commerce *yang berdomisili di Pekanbaru, dengan jumlah responden sebanyak 200 orang. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan metode* Structural Equation Modelling *(SEM) dengan bantuan perangkat lunak SPSS versi 21.0 dan SmartPLS versi 4.1.0. Hasil penelitian menunjukkan bahwa: (1) kualitas situs web tidak memiliki pengaruh yang signifikan terhadap* e-trust*; (2) kualitas layanan elektronik berpengaruh positif dan signifikan terhadap* e-trust*; (3) kualitas situs web tidak berpengaruh secara signifikan terhadap niat pembelian ulang; (4) kualitas layanan elektronik memberikan pengaruh signifikan terhadap niat pembelian ulang; dan (5) e-trust berpengaruh secara signifikan terhadap niat pembelian ulang.*

Kata Kunci: E-Service Quality; E-Trust; *Kualitas Situs Web*; *Niat Beli Ulang*

INTRODUCTION

The development of information technology today is happening very quickly, including in terms of communication such as telephones, mobile phones, and the internet. These innovations have a significant impact on various aspects of life, both individually, socially, and economically, especially in the business world (Alwendi, 2020). Digital transformation has become an integral part of daily activities and has a great influence on various sectors, including the economic sector and the business world. One form of use of digital technology in the economic field is electronic commerce or e-commerce. The term e-commerce comes from the word "electronic commerce" which refers to the distribution, purchase, sale, and marketing of products or services through electronic systems, such as the internet or other computer networks (Arrahim, 2021). E-commerce encompasses a wide range of business activities, including promotions, purchase transactions, and marketing, all of which are facilitated by electronic media. According to Darmayanti et al. (2022), e-commerce is the use of digital-based information and communication technology in the implementation of commercial transactions to create, change, and reshape the relationship between business actors and consumers. With the existence of e-commerce, the buying and selling process that was previously done conventionally—through direct interaction in markets, stores, or other physical places—can now be done online. Through internet services, sellers and buyers can make transactions without having to meet face-to-face, but can still communicate and complete the buying and selling process efficiently.

The use of e-commerce is currently an important need for organizations and companies to be able to compete at the global level (Alwendi, 2020). Various studies have highlighted the importance of efficiencies obtained through the utilization of e-commerce. E-commerce is an interesting topic to research because it is an integral part of the advancement of information technology and the internet. The study of e-commerce also allows for an understanding of market trends and opens up career opportunities in this field, such as e-commerce management, digital marketing, or website development. In an economic context, e-commerce has a significant influence, especially in international trade. E-commerce has at least six positive impacts on the company's business operations, namely: increased efficiency, reduced operational costs, improved control over inventory, improved supply chain management, strengthened company-customer relationships, and improved relationships with suppliers (Alwendi, 2020).

The number of e-commerce users in Indonesia has shown significant growth in recent years. Statistical data records that in 2017 there were around 139 million e-commerce users in Indonesia, which then increased by 10.8% to 154.1 million in 2018. Projections show that the number of e-commerce users will reach 168.3 million in 2022, and this year the figure has reached 212.2 million users. This increase is also reflected in the growing e-commerce penetration rate, which in 2023 is estimated to reach 75.3% of the total target market population. One of the highest revenue e-commerce sectors is the fashion sector, which this year is estimated to generate revenue of US$ 11.7 billion. Consumer repurchase interest is one of the important factors driving the growth and development of e-commerce. Repurchase interest can be defined as a stage where consumers choose among the various brands available and end up making a purchase on the alternative that is considered most suitable, or is the process of consumer decision-making in purchasing goods or services based on various developments (Alam & Sarpan, 2022). To increase repurchase interest, e-commerce players must focus on meeting consumer needs and expectations, providing added value, and building strong and sustainable relationships with consumers.

When consumers decide to make a repurchase on an e-commerce platform, it reflects a high level of trust in the platform. Interest in repurchase and electronic trust (e-trust) are closely related in the context of electronic commerce. Based on the Theory of Planned Behavior put forward by Ajzen (1991), trust can foster a positive attitude towards the company which ultimately encourages an increase in consumer purchase intention (Kusmita et al., 2022). E-trust is defined as the attitude of buyers' trust in sellers regarding security aspects in transactions and the quality of products traded online (Research et al., 2018). Factors such as positive experiences, protection of security and privacy, transparent communication, and reputation and consumer reviews also play an important role in building e-trust. When this level of trust exceeds the concerns felt by consumers, then it is more likely that consumers will engage in repurchase behavior.

A website is a collection of information consisting of text, static or dynamic images, animations, sounds, or a combination of these elements arranged in an integrated system by interconnecting through hyperlinks between pages. In the context of online shopping, the risks faced by consumers tend to be higher compared to shopping in person, because consumers do not have the opportunity to physically see or try products before buying. Therefore, evaluating the quality of the website is an important aspect to understand the extent to which retailers provide information and interactions that suit consumer needs. The appearance and quality of online store websites must be well designed to build consumer trust, which can ultimately encourage purchase intent on the platform (Arrahim, 2021). The website makes it easier for customers to access product information, so that consumers can gain an understanding of the features and benefits of the products offered, which play a role in meeting their needs and preferences. Website quality includes various attributes, such as completeness of information, security, and quality of service, which overall contribute to the usefulness of the site (Pohan & Aulia, 2019).

The quality of a website can affect the user experience, where satisfied users tend to show higher levels of trust and have a tendency to make repeat purchases. However, the results of research related to the influence of

website quality on e-trust and repurchase intent still vary. Several studies, such as those conducted by Putri Ghaisani & Purbawati (2020) and Robert & Brown (2004), have found that website quality has a positive and significant influence on e-trust. In contrast, Priambodo & Farida (2020) reported that website quality does not have a significant influence on e-trust. In addition, the influence of website quality on repurchase intent also shows different results. Research by Saidani et al. (2019) and Mukrimaa et al. (2016) indicates a positive and significant influence, while a study by Wijaya et al. (2017) states that the influence is not significant on repurchase intentions.

E-service quality refers to the services provided through the internet network as an extension of a website's ability to facilitate the process of shopping, purchasing, and distribution effectively and efficiently (Magdalena & Jaolis, 2018). Customer satisfaction in the context of electronic services is a feeling of pleasure or displeasure that arises when consumers compare the service they expect with the service received from a product or service online (Zuliestiana, 2022). The quality of digital services has a significant influence, especially in terms of transaction handling efficiency, online customer support, and responsiveness, all of which contribute to the formation of e-trust and repurchase intention. However, the results of research related to the influence of e-service quality on e-trust show variations. Studies by Listiyana et al. (2022) and Solehah & Kuswanto (2023) reported a positive and significant influence of e-service quality on e-trust, while research by Wuisan et al. (2020) showed that e-service quality did not have a significant direct influence on e-trust. In addition, research on the relationship between e-service quality and repurchase intention also showed mixed results. Nita & Ratnasari (2022) and Priyatna & Agisty (2023) concluded that e-service quality has a positive and significant effect on repurchase intention, while Mukrimaa et al. (2016) found that the influence of e-service quality on repurchase intention is negative and insignificant.

In Tawe el al's (2022) research in recent years, consumer satisfaction has become a major concern in the business world because companies realize that customer satisfaction plays an important role in forming loyalty and maintaining market share. In addition, e-trust also has a significant influence on consumers' repurchase intentions on e-commerce platforms. When consumers have a sense of trust in the online sites used, they tend to make repeat transactions on those platforms. These findings are supported by various previous studies, such as those revealed by Dianti et al. (2023) which show that e-trust has a significant influence on repurchase interest using descriptive analysis methods. A similar thing was also reported by Kotler (2008) in his quantitative research which confirmed the significant influence of e-trust on repurchase intentions. E-trust is very crucial because logically consumers face a higher level of risk perception in online transactions than offline transactions, especially related to aspects of delivery, payment, and security of personal data. Therefore, consumers will only choose to transact with e-commerce platforms that they trust. Research by Kim et al. (2009) and Liao & Zhong (2013) in Tawe el al, (2022) also confirms that e-trust is a major factor in the formation of e-loyalty, both directly and through e-satisfaction.

Given the variation in the results of these previous studies, the author is interested in conducting a follow-up study on the influence of website quality and e-service quality on e-trust and repurchase intentions. Based on this background, this study is titled "The Influence of Website Quality and E-Service Quality on E-Trust and Repurchase Intention on E-Commerce in Pekanbaru".

LITERATURE REVIEW
The Relationship between Website Quality and E-Trust
The quality of the website is closely related to the level of e-trust users have in an online platform. A well-designed and easy-to-use website tends to increase user trust. Some of the main factors that affect the relationship between website quality and e-trust include design and usability, security, content quality, responsiveness, and the reputation of the site. To build a high level of trust, a website must meet high quality standards in terms of design, security, accurate, responsive content, and maintaining its integrity. The combination of these factors will form a positive image for the website and ultimately increase user trust. These findings are in line with the results of previous research, among others by Putri Ghaisani & Purbawati (2020) and Robert & Brown (2004), which showed that website quality has a significant effect on e-trust.
Hypothesis 1 (H1): Website quality has a positive effect on e-trust.

The relationship between E-Service Quality and E-Trust
E-service quality also has an important role in shaping the level of electronic trust (e-trust) of users. Quality services, characterized by responsiveness, affordability, reliability, and ease of use, can increase users' trust in the platform or electronic service. The relationship between e-service quality and e-trust is very important in determining how users rate and trust a digital service. Satisfactory service quality can strengthen user trust, while dissatisfaction with service can lower that level of trust. This statement is supported by research from Listiyana et al. (2022) and Solehah & Kuswanto (2023) which states that e-service quality has a significant effect on e-trust.
Hypothesis 2 (H2): E-service quality has a positive effect on e-trust.

The Relationship Between Website Quality and Repurchase intention
The quality of the website is believed to have a significant influence on the intention of consumers to make a repeat purchase. A website that is easy to use and has a user-friendly interface can improve the overall user experience. This positive experience can encourage consumers to revisit and make purchases on the same platform. The quality of the site's appearance and functionality also shape consumers' perception of the brand and the reputation of the business. The more positive the perception, the more likely consumers are to have the intention to make a repurchase. These findings are strengthened by the results of research conducted by Saidani et al. (2019) and Mukrimaa et al. (2016), which stated that website quality has a positive and significant effect on repurchase intention.
Hypothesis 3 (H3): Website quality has a positive effect on repurchase intention.

The Relationship Between E-Service Quality and Repurchase Intention
E-service quality is also an important factor that affects consumers' intention to make a repeat purchase. Aspects such as attractive appearance, speed of access, and ease of navigation on a website or application can improve the user's convenience when transacting. The higher the convenience and convenience, the more likely consumers are to return to shopping. Good service quality also has an impact on customer satisfaction, which ultimately strengthens the intention to make a repeat purchase. Therefore, it is important for digital business people to consistently improve the quality of their services. This is supported by research from Priyatna & Agisty (2023) and Nita & Ratnasari (2022), which found that e-service quality has a positive and significant influence on repurchase intentions.
Hypothesis 4 (H4): E-service quality has a positive effect on repurchase intentions.

The Relationship between E-Trust and Repurchase Intention
E-trust is one of the main determinants in shaping repurchase intentions in the online business environment. When consumers have trust in e-commerce platforms or online sellers, they will be more likely to make repeat purchases. Factors such as transaction security, seller reputation, product quality, return policy, and customer service effectiveness all play a role in shaping the level of e-trust. The higher the level of consumer trust, the greater the likelihood of repeat transactions. This statement is reinforced by the findings of Dianti et al. (2023) and Kotler (2008), who stated that e-trust has a significant influence on repurchase intentions.
Hypothesis 5 (H5): E-trust has a positive effect on repurchase intention.

Conceptual Framework
Based on previous theories and research, the relationship between website quality and e-service quality to e-trust and repurchase intention can be seen in Figure 1.
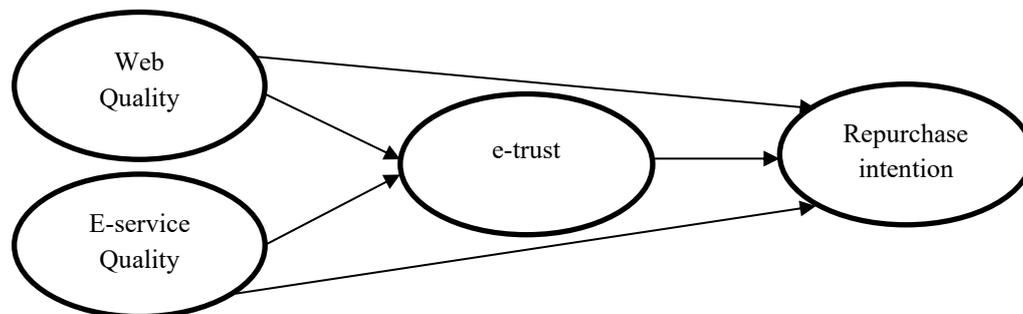

Figure 1. Conceptual Framework

RESEARCH METHODOLOGY
Population and Sample
Population is a group of people consisting of subjects or objects that have certain qualities or characteristics that have been determined to be studied and then drawn the conclusion Sugiyono, (2012) The population in this study are all people in Pekanbaru who use e-commerce whose number is not known for sure. The sampling method used is a non-probability technique: purposive sampling. In this technique, samples are selected based on specific objectives or characteristics of the population. In this study, the researcher selected a sample that is considered to represent the population well, namely the people of Pekanbaru who use e-commerce. The total variables studied in this study are 4 variables consisting of 2 independent variables and 2 bound variables, so the number of samples used in this study is 30 x 4 = 120 respondents. To get better results, the researcher will use 200 respondents in this study.

Data Types and Sources
The types of data in this study are divided into two types, namely: Qualitative data, is data in the form of words, not in the form of numbers Suryana, (2007) Qualitative data in this study is data about the history of the company and respondents, and Quantitative data, is data in the form of numbers or numbers Suryana, (2007). The quantitative data in this study is the measure of populsion and so on. The data sources used in this study are: Primary Data, Primary Data is data collected and processed directly by researchers from respondents. The data used in this study is data containing the results of the respondents' questionnaire on website quality, and E-service quality on E-trust and repurchase intention in E-commerce in Pekanbaru.Secondary Data, Secondary Data is data owned by the company where the research takes place. Secondary data can be obtained by researchers indirectly through intermediary media. Generally, secondary data is in the form of evidence, records, or historical reports that have been compiled in published and unpublished documentation (archive) data. This secondary data was taken by the researcher from the Databoks website. The operational definition of a variable is a dimension or attribute and value of the object being studied that has been determined by the researcher and then studied and drawn conclusions. The goal is to achieve an appropriate measuring instrument with a variable that has been defined by concept, the researcher must include the process or operation of the measuring instrument that will be used to quantify the symptoms or variables that he is researching.

Data Analysis Techniques
The technique used in data collection in this study is in the form of a questionnaire, which is a data collection technique by making a list of written statements to be filled in by respondents which are then given randomly to each person met at the research location to be a sample of this research.

RESULTS AND DISCUSSION
Research Results

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	*Percentage*
Age	<20	48	24
	21-30	131	65,5
	31-40	11	5,5
	41-50	5	2,5
	51-60	4	2
	>60	1	0,5
Gender	Man	88	44
	Woman	112	56
Work	Civil Servants	4	2
	Housewives	8	4
	Self employed	14	7
	Laborer	18	9
	Private Employees	34	17
	Student/Student	115	57,5
	Other	7	3,5
Education	Primary school	0	0
	Junior High School	2	1
	High School	73	36,5
	Diploma	46	23
	Bachelor	76	38
	Postgraduate	3	1,5
How many times a month do you shop in E-commerce?	1-3	117	58,5
	4-6	50	23
	> 6	33	16,5
Do you believe in e-commerce?	Yes	193	96,5
	No	7	3,5

Source : Researcher's Processed Data

Based on Table 1, the gender distribution shows that female respondents dominate over male respondents, with percentages of 56% and 44%, respectively. These findings indicate that women have a higher tendency to engage in shopping through e-commerce platforms than men. In terms of age, the majority of respondents were in the age range of 21-30 years, which was 65.5%. This illustrates that young adult age groups are the main users of e-

commerce services, which is likely due to higher levels of digital literacy and accessibility to technology in that age group. Based on education level, respondents with a bachelor's education background dominated with a percentage of 38%. This fact shows that individuals with higher education levels tend to be more active in utilizing e-commerce as a means of transactions. In terms of work, the Student/Student group is the most dominant with a percentage of 57.5%. These findings reinforce the assumption that young people, especially students and university students, are active users of e-commerce platforms, both for primary and secondary needs. The frequency of shopping in a month shows that most respondents shop through e-commerce 1–3 times per month, with a percentage of 58.5%. This indicates that online shopping activities are routine but not very intense, reflecting moderate consumption patterns. Finally, regarding the level of trust in e-commerce, as many as 96.5% of respondents stated that they have confidence in the e-commerce platform they use. This high level of trust shows that the majority of respondents feel safe and comfortable in making online transactions.

Descriptive Analysis

Table 2. Descriptive Analysis

Variable	Average	Information
Website quality	3,92	Good
E-service quality	3,92	Good
E-Trust	3,94	High
Repurchase intent	3,91	High

Source : Researcher's Processed Data

Based on the results of the descriptive analysis shown in Table 2, it can be concluded that respondents' perception of the E-Trust variable on e-commerce platforms is in the high category, with a mean value of 3.94. This shows that the majority of respondents have a fairly high level of trust in transactions made online through e-commerce. Meanwhile, respondents' responses to the Repurchase Intention variable were also relatively high, with an average score of 3.91. These findings indicate that respondents show a strong tendency to re-transact on the same e-commerce platform, reflecting positive consumer loyalty.
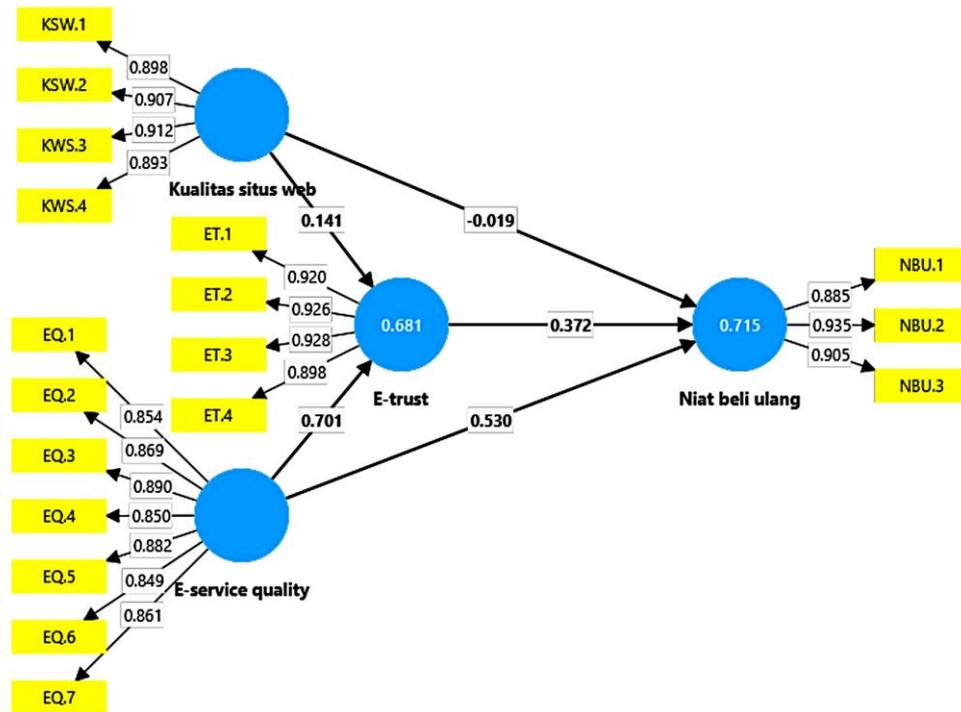
Validity Test
The validity test aims to evaluate the extent to which the measurement instrument, in this case a questionnaire, is capable of measuring what should be measured. One of the indicators used in validity testing is the Corrected Item-Total Correlation value. An item is said to be valid if it has a correlation value greater than 0.30. Based on the test results, all statement items on the Website Quality and E-Service Quality variables showed a Corrected Item-Total Correlation value above 0.30. Thus, it can be concluded that all the questions in this research instrument are valid and worthy of use in further analysis.

Reliability Test
Reliability tests are performed to assess the consistency or stability of the measuring instrument when used on various occasions. In this study, the reliability test was carried out using the Cronbach's Alpha method, with the provision that a construct is considered reliable if the Cronbach's Alpha value exceeds 0.70. The test results showed that the entire research construct had a Cronbach's Alpha value above 0.70, based on the results of data processing with the help of SPSS software. Therefore, it can be concluded that the instruments used in this study have a high level of reliability and consistency in measuring each variable studied.

Analysis Using Structural Equation Modeling – Partial Least Square (SEM-PLS)
To analyze the relationship between variables in this study, the Structural Equation Modeling (SEM) method with the Partial Least Square (PLS) approach was used, which was run using SmartPLS software version 4.1.0.2. The PLS-SEM approach is a variant-based modeling technique used to estimate complex structural models with relatively small sample sizes and data that are not normally distributed. This method was chosen because of its ability to handle models with more than one dependent variable and its ability to reduce the problem of multicollinearity and invalid data. Using SEM-PLS, researchers can test the causal relationship between two bound variables and independent variables simultaneously with more stable and accurate results.

Source:Data processed PLS
Figure 2. Results of the SEM-PLS Analysis

PLS test has two main test models, namely measurement model and structural model. The measurement model is used for validity and reliability testing, while the structural model is used for causality testing (hypothesis testing with a prediction model). Figure 2 shows the result of SEM-PLS Analysis.

Convergent Validity Measurement Model Analysis

Table 3. Outer Loading

Variable	Indicator	Outer Loading
Website quality	KSW.1	0.898
	KSW.2	0.907
	KSW.3	0.912
	KSW.4	0.893
E-service quality	EQ.1	0.854
	EQ.2	0.869
	EQ.3	0.890
	EQ.4	0.850
	EQ.5	0.882
	EQ.6	0.849
	EQ.7	0.861
E-trust	ET.1	0.920
	ET.2	0.926
	ET.3	0.928
	ET.4	0.898
Repurchase intention	NBU.1	0.885
	NBU.2	0.935
	NBU.3	0.905

Source : PLS Processed Data

Based on the results of data processing using PLS shown in Table 3, it is known that most of the indicators in each research variable have an outer loading value above 0.60. Referring to the criteria put forward by Chin (in Ghozali, 2015), an outer loading value between 0.50 to 0.60 is still acceptable as evidence of meeting the conditions of convergent validity. These results show that all indicators on this model have an outer loading value that is above the minimum threshold, which is 0.50. Thus, it can be concluded that all the indicators used in this study meet the criteria of convergent validity, and are suitable for use in the process of further structural analysis.

Discriminant Validity

Table 4. Cross Loading

Variable	Indicator	*E-service quality*	*E-trust*	Website quality	Repurchase Intention
Website quality	KSW.1	0.854	0.678	**0.776**	0.653
	KSW.2	0.869	0.672	**0.809**	0.653
	KSW.3	0.890	0.685	**0.773**	0.727
	KSW.4	0.850	0.728	**0.725**	0.733
E-service Quality	EQ.1	**0.882**	0.728	0.701	0.730
	EQ.2	**0.849**	0.723	0.689	0.717
	EQ.3	**0.861**	0.753	0.716	0.737
	EQ.4	**0.772**	0.920	0.693	0.740
	EQ.5	**0.755**	0.926	0.720	0.704
	EQ.6	**0.765**	0.928	0.702	0.753
	EQ.7	**0.725**	0.898	0.603	0.713
E-trust	ET.1	**0.750**	0.653	0.898	0.668
	ET.2	**0.761**	0.679	0.907	0.635
	ET.3	**0.737**	0.641	0.912	0.590
	ET.4	**0.835**	0.698	0.893	0.665
Repurchase Intention	NBU.1	**0.726**	0.715	0.591	0.885
	NBU.2	**0.765**	0.736	0.651	0.935
	NBU.3	**0.741**	0.710	0.691	0.905

Source : PLS Processed Data

Based on the results shown in Table 4, it is known that the loading value of each indicator against its construct (X1, X2, Y1, and Y2) is higher than the cross-loading value of other constructs. This shows that each indicator has a stronger correlation with the construct in which it is located compared to the other. Thus, it can be concluded that all constructs or latent variables in this model have met the criteria of discriminant validity, which means that the indicators in each construct block are able to distinguish themselves clearly from the indicators in other constructs. The results of this cross loading also show that there is no discriminant validity problem, so that all indicators can be declared to have good ability to represent the measured constructs.

Construct Reliability
The next stage is measurement consistency testing (Reliability) with Average Variance Extract (AVE) and Composite Realiability (CR). High reliability shows that the indicators have high consistency in regulating their latent constructs (Wijayanton, 2008). Reliability can be determined through Composite Reliability (CR) and Average Variance Extract (AVE) values. Composite reliability is said to be reliable if it has a value of > 0.7. The AVE value is said to be good when it has a value of > 0.5. (Ghazali, 2009). The data of the AVE and CR test results are shown in Table 5.

Based on Table 5, it can be seen that all variables meet composite reliability because they have a composite reliability value of > 0.70 which meets the reliability criteria and meets the average variance extracted value of > 0.50 so it can be said to be good. Therefore, it can be concluded that all observed variables are valid in measuring the leten variable, and the reliability of the measurement model is also good. This shows that the indicator is reliable in compiling exogenous constructs.

Table 5. Construct Reliability

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
E-service Quality	0.944	0.954	0.748
E-trust	0.938	0.955	0.843
Site Quality Web	0.924	0.946	0.815
Repurchase Intention	0.894	0.934	0.825

Source : PLS Processed Data

Multicollinearity Test
The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. A good regression model does not correlate between independent variables. To detect the presence or absence of multicollinearity in the regression model, it is to look at the tolerance value and the Variance Inflation Factor (VIF). The tolerance value limit is 0.01 and the VIF limit is 10.

Table 6. Multicollinearity Test Results

Independent Variables (Independent)	Bound Variables (Dependent)	VIF	Information
X1 : Website quality	Y1 : E-trust	3.727	No Multicollinearity Occurs
X2 : E-service Quality		3.727	No Multicollinearity Occurs
X1 : Website quality	Y2 : Repurchase Intention	3.789	No Multicollinearity Occurs
X2 : E-service Quality		5.264	No Multicollinearity Occurs
Y1 : E-trust	Y2 : Repurchase Intention	3.131	No Multicollinearity Occurs

Source: Processed Data, PLS

The results of the test in Table 6 show that all free variables have a tolerance value greater than 0.1 and a VIF value of less than 10 (Tolerance Value > 0.1 and VIF < 10). Therefore, it can be concluded that this study is good because all independent variables do not occur Multicollinearity.

Coefficient of Determination (R-Square)
The R-Square value indicates the degree of exogenous determination to its endogenous. If the R-Square value is larger, the level of determination will be better. The SmartPLS results are as follows.

Table 7. R-Square

	R Square	R Square Adjusted
E-trust	0.681	0.677
Repurchase Intention	0.715	0.711

Source: PLS processed data

Based on Table 7, it shows that the R-Square Adj value for the E-trust variable (Y1) is 0.677. This means that the percentage of website quality, and E-service quality to E-trust is 67.7% while the remaining 32.3% is influenced by other factors that are not included in this model. Furthermore, the R-Square Adj value for the Repurchase Intention variable (Y2) is 0.711 which means that the percentage of website quality and E-service quality to the Repurchase Intention is 71.1% while the remaining 28.9% is influenced by other factors that are not included in this model.

Effect Size (F-Square)
Effect Size (F2) is done to determine the goodness of the model. Whether the predictor latent variable has a weak, sufficient or strong influence on the structural level.

Table 8. F-Square Test

	E-trust	**Repurchase Intention**
Table 8. F-Square Test	0.017	0,000
E-service quality	0,413	0.187
E-trust		0.155

Source : PLS processed data

Based on Table 8, it can be seen that the Website Quality Variable has a weak influence on the E-trust variable and has a weak influence on the Repurchase Intention variable. The E-service quality variable has a strong influence on E-trust and also has a weak influence on the Repurchase Intention variable. The E-trust variable has an influence on the Repurchase Intention variable.

Hypothesis Testing
After the data meets the measurement requirements, it is continued to perform the Bootstrapping method on SmartPLS 4.1.0.2. This test is carried out by comparing the resulting T-value with the calculation of T-statistic with the T-table. A null hypothesis will be accepted if the T-statistic < from the T-table and vice versa the null hypothesis will be rejected if the T-statistic value > the T-table. The results of the hypothesis test using SmartPLS in this study can be seen in Table 9.

Table 9. Path Coefficients

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (Stdev)*	*T Statistics (/O/Stdev)*	*P Values*	**Information**
Website quality (X1) >> E-trust (Y1)	0.141	0.146	0.106	1.330	0.184	**Insignificant**
Website quality (X1) >> Repurchase intention (Y2)	-0.019	-0.008	0.140	0.135	0.893	**Insignificant**
E-service Quality (X2) >> E-trust (Y1)	0.701	0.698	0.100	6.966	0.000	**Significant**
E-service quality (X2) >> Repurchase intention (Y2)	0.530	0.510	0.129	4.116	0.000	**Significant**
E-trust (Y1) >> Repurchase intention (Y2)	0.372	0.380	0.124	3.007	0.003	**Significant**

Hypothesis 1: The Effect of Website Quality (X1) on E-Trust (Y1) on E-Commerce in Pekanbaru
The results of the analysis showed that the Website Quality variable to E-Trust had a t-statistic value of 1.330, which was smaller than the t-table value of 1.977. Meanwhile, the p-value of 0.184 was greater than the significance level (α) of 0.05. Thus, H₀ is accepted and H₁ is rejected. This means that there is no significant influence between Website Quality and E-Trust on e-commerce platforms in Pekanbaru. Therefore, the first hypothesis is stated to be not supported by data.

Hypothesis 2: The Influence of E-Service Quality (X2) on E-Trust (Y1) on E-Commerce in Pekanbaru
Testing of the E-Service Quality variable showed a t-statistic value of 6.966, which is larger than the t-table of 1.977. In addition, a p-value of 0.000 is below the significance level of 0.05. This indicates that H_0 is rejected and H_1 is accepted. In other words, there is a significant influence of E-Service Quality on E-Trust in the context of e-commerce in Pekanbaru. Thus, the second hypothesis is accepted.

Hypothesis 3: The Effect of Website Quality (X1) on Repurchase Intention (Y2) on E-Commerce in Pekanbaru
The test results showed that the t-statistic for the Website Quality to R Repurchase Intention variable was 0.135, smaller than the t-table of 1.977. Meanwhile, the p-value was recorded at 0.893, greater than $\alpha = 0.05$. Therefore, H_0 is accepted and H_1 is rejected. This shows that there is no significant influence between Website Quality and Repurchase Intention. Thus, the third hypothesis is not empirically proven.

Hypothesis 4: The Effect of E-Service Quality (X2) on Repurchase Intention (Y2) on E-Commerce in Pekanbaru
Based on the test results, a t-statistic value of 4.116 was obtained, which is greater than the t-table of 1.977. The p-value is also very significant, which is 0.000 (< 0.05). Therefore, H_0 is rejected and H_1 is accepted. This proves that there is a significant influence of E-Service Quality on Repurchase Intention in e-commerce in Pekanbaru. Thus, the fourth hypothesis is acceptable.

Hypothesis 5: The Influence of E-Trust (Y1) on Repurchase Intention (Y2) on E-Commerce in Pekanbaru
The test results showed that the t-statistic was 3.007, which was higher than the t-table of 1.977, with a p-value of 0.003 (< 0.05). Based on these results, H_0 was rejected and H_1 was accepted. This means that there is a significant influence between E-Trust on Repurchase Intention in the context of e-commerce in Pekanbaru. Therefore, the fifth hypothesis is declared accepted.

RESEARCH DISCUSSION
The Influence of Website Quality on E-Trust
Website quality refers to the level of compliance with technical standards, user expectations, security, and content feasibility of a digital platform. When a website is of low quality, then consumer trust in the e-commerce platform tends to decrease. Conversely, a high-quality website will encourage increased user trust in the platform. The relationship between website quality and electronic trust (e-trust) is very close, where the intuitive interface design and ease of use will create a positive experience and encourage users to trust the system as a whole. The results of the descriptive analysis showed that the statement with the highest score from the respondents was "The website I use provides ease of ordering goods." However, based on the results of structural analysis (inner model), it was found that the influence of website quality on e-trust was not statistically significant. This means that the quality of the website has not been able to make a significant contribution to the level of user trust in e-commerce in Pekanbaru. These results are not in line with the findings of Putri Ghaisani and Purbawati (2020), who stated that website quality has a significant effect on e-trust.

The Influence of E-Service Quality on E-Trust
E-service quality is defined as the quality of electronic services that can meet or exceed customer expectations in the context of online commerce (Hidayah & Utami, 2017). The quality of this service includes aspects of service speed, system reliability, ease of navigation, and the platform's ability to provide an efficient and effective transaction experience. Good e-services can increase e-trust, as customers tend to trust platforms that provide responsive, secure, and reliable services. The relationship between service quality and e-trust reflects users' perception of professionalism as well as the platform provider's commitment to meeting consumer needs. The results of the structural analysis show that the e-service quality variable has a significant influence on e-trust in e-commerce in Pekanbaru. These findings are supported by research by Listiyana et al. (2022) who also state that the quality of electronic services has a positive and significant influence on user trust.

The Effect of Website Quality on Repurchase Intention
The quality of the website is also seen as a determining factor in the formation of repurchase intent. According to Safitri (2022), consumers' positive experiences of a website will form a positive perception of the brand, which ultimately increases the tendency to make repeat purchases. However, the results of structural analysis in this study show that website quality does not have a significant effect on repurchase intentions in e-commerce in Pekanbaru. This indicates that while consumers may be satisfied with the website, it is not enough to encourage them to make a repeat purchase. These results contradict the findings of Mukrimaa et al. (2016) and Saidani et al. (2019), who found that there is a positive and significant influence of website quality on repurchase intent.

The Effect of E-Service Quality on Repurchase Intention
In the context of digital services, e-service quality is an effort to bridge the limitations of traditional services, by providing ease of transactions through electronic media (Widiyatuti, 2020). The high quality of electronic services will encourage the formation of consumer satisfaction and loyalty. Based on the results of structural analysis, it was found that e-service quality has a significant effect on the intention to buy back in e-commerce in Pekanbaru. This shows that consumers who get satisfactory electronic services are more likely to make a repurchase. This research is in line with the findings of Priyatna & Agisty (2023) and Nita & Ratnasari (2022), which concluded that e-service quality has a positive and significant influence on consumers' repurchase intentions.

The Influence of E-Trust on Repurchase Intention
According to Priambodo & Farida (2020), e-trust is defined as a customer's readiness to take risks in conducting online transactions based on the belief that the platform will fulfill its promises and responsibilities. This trust is an important foundation in encouraging consumer loyalty. The results of structural tests show that e-trust has a significant influence on repurchase intentions in e-commerce in Pekanbaru. This means that consumers who have a high level of trust in the platform are more likely to make a repeat purchase. These findings are consistent with the research of Dianti et al. (2023) and Kotler (2008), which also showed that electronic trust plays an important role in determining consumer repurchase decisions.

CONCLUSION
This study aims to analyze the influence of website quality and electronic service quality (e-service quality) on electronic trust (e-trust) and repurchase intention in e-commerce users in Pekanbaru. Based on the results of data analysis, the conclusions that can be drawn are as follows: Website quality does not have a positive and significant effect on e-trust in e-commerce in Pekanbaru. This shows that even if users have accessed a site of a certain quality, it is not enough to build trust in the platform. Therefore, the hypothesis (H_a) is rejected. E-service quality has a positive and significant effect on e-trust. These findings indicate that electronic services that are perceived as quality by consumers are able to build trust in e-commerce platforms. Thus, the hypothesis (H_a) is accepted. The quality of the website has no positive and significant effect on Repurchase Intention. This shows that site quality is not yet a major factor in encouraging consumers to make a repeat purchase. Therefore, the hypothesis (H_a) is rejected. E-service quality has a positive and significant effect on repurchase intentions. This means that the better the service provided through electronic media, the higher the likelihood of consumers making a repeat purchase. Thus, the hypothesis (H_a) is accepted. E-trust has a positive and significant effect on repurchase intentions. Consumer trust in e-commerce platforms is an important factor that drives the decision to re-transact. Therefore, the hypothesis (H_a) is accepted.

Based on the results of research and evaluation, the suggestions that can be given are as follows: For E-Commerce Players, to increase e-trust and consumer repurchase intention, e-commerce players need to pay attention to important factors such as website quality and e-service quality. These two factors have a strategic role in shaping consumer perception of the platform and impact repeat purchase decisions. Therefore, optimizing site appearance, access speed, data security, and digital service quality need to be top priorities to maintain customer loyalty and increase sales. Meanwhile, for academics and future researchers, future research is recommended to examine other variables beyond those that have been studied in this study, in order to gain a broader understanding of the factors that affect e-trust and repurchase intentions. In addition, the development of sample numbers and characteristics is also needed so that the research results become more representative and can be generalized to a wider population.

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