THE EFFECT OF e-RETAILING MIX ON REPURCHASE INTENTION CONSUMERS TIKET.COM

Eka Suranta Tarigan[1], Maya Ariyanti[2]

School of Economics & Business, Telkom University, INDONESIA.

[1] ekastarigan@gmail.com, [2] ariyanti@telkomuniversity.ac.id

ABSTRACT

The internet world continues to grow in Indonesia, internet users are increase in 2014 internet data users 88.1 million to 143.26 million in 2017 or 62.61% of the total population of Indonesia in the same year. The tendency of Indonesians to use the internet in their daily lives also influences their habits in how to meet their needs, about half of Indonesian customers plan to buy airplane tickets (55%) online and make hotel bookings (46%) in the next six months. Seeing this opportunity,Natali Ardianto created a startup named Tiket.com, a website that offers train ticket booking services, hotel rentals, airplane tickets, car rentals and entertainment tickets. Over time, Tiket.com transformed into the No. 2 most popular Online Travel Agent in Indonesia, even though the target became the OTA market leader in Indonesia. In fact only 2% of the total view of Tiket.com visitors who have successfully made transactions, on the other hand the repeat purchased target is still below 20% while the target company must be above 60%.

Through this research, we will measure the influence of users on e-retailing mix variables (customer value and benefit, cost to the customer, communication and customer relationships, convenience for the customer, computing and category management, customer franchise, customer care and service) and e-satisfaction. In addition, this study evaluates the effect of e-satisfaction and e-trust variables on repurchase intention by Tiket.com customers.

The methods used in this research was a quantitative method through consumer survey. Applied technique of sampling was a simple random sampling. There were 407 users as respondents. Meanwhile, all those data were analyzed through Structural Equation Model (SEM) and SmartPLS3 software. Based on the results of data processing, it is known that all e-retailing mix variables have a positive effect on e-satisfaction, but only two variables that have a significant effect are Convenience for the customer and Customer franchise. Besides that, it turns out, repurchase intention can be explained by e-satisfaction & e-trust variables of 74.05%. While the remaining 25.95% is explained by other variables outside of this study.

Keywords: Tiket.com, E-Retailing Mix, E-Satisfaction, E-Trust, Repurchase Intention

INTRODUCTION

The development of the internet world in Indonesia continues to grow rapidly. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII, Indonesian Penetration & Internet User Behavior, 2017), the number of internet users in

Indonesia is 54.68% of the total population of 262 million. This has increased from 88.1 million in 2014 to 143.26 million or 62.61% of Indonesia's total population in 2017. From that amount more than 50% are young people. There are also variety of the tools that used, from mobile phones (61%), computers (58%) and tablets (39%) (Nielsen, 2014).

The tendency of Indonesians to use the internet in their daily lives also influences their habits in how to meet their needs.In a survey conducted by (Nielsen, 2014), about 55% of Indonesian consumers having plan to buy airline tickets by online and make hotel reservations about 46% in the next six months. 40% of consumers having plan to buy electronic books (ebook). In addition, nearly 37% of consumers plan to buy clothes/accessories/shoes, and the last, more than 34% of consumers having plan to buy event tickets by online. That means Indonesian consumers have started to move towards the digital economy by exploiting the use of the Internet in their daily needs.

In this opportunity , Natali Ardianto created a startup company named as Tiket.com , which is a website or mobile aplicarion that offers Indonesian public services. There are many product choices from Tiket.com (Tiket.com, 2019). The product from Tiket.com consists of 5 services that consist of Airplane Tickets, Hotels, Train Tickets, Rent Car and Entertaiment. Nusaresearch has conducted a survey that Tiket.com became the site of booking hotels and ticket rooms for the second most popular flight tiket in Indonesia after Traveloka. With brand awareness of 66.3%, it can be said that almost 7 out of 10 people have heard of the "Tiket.com" brand and as many as 41.2% of Nusaresearch respondents visit the Tiket.com site. In addition, Tiket.com is also the second highest in terms of top of mind which makes people ring with Tiket.com (Dailysocial, 2018).

Departing from the above phenomenon, the researcher was informed that the ticket.com purchase transaction was only 2% of the total view, which was only 20,000 transactions per day (Geary Undarsa, 2019) and the results of interviews with informants, namely a Tiket.com market manager said that repeat purchased customers were only reaches less than 20% while the company targets repeat purchases above 60% (Novi Ariss Susanto, 2019). When linked, the number of purchase transactions at Tiket.com and the percentage of repurchase of ticket.com consumers relate to the element of the e-retailing mix.

The strategy promoted by Tiket.com to become the market leader of OTA in Indonesia in order to increase the number of transactions, namely by increasing the number of interests to repurchase by Tiket.com customers by using the e-retailing mix. E-retailing mix can be defined as a total package of goods and services offered by retailers or e-retailers for sale to the public (Lazer and Kelly, 1961). According to (Charles, Fenech & Merrilees, 2005) with his research consider the 4P retail mix is not enough to satisfy customers. According to them the suitable marketing mix for online retail is the marketing mix using 7Cs which are adapted from e-marketing mix which consists of customer value and benefit (product), cost to the customer (price), commuication and customer relationships (promotion), convenience for the customer (place),computing and category management, customer franchise. Then according to (Hall, et al., 2010; Fang et al., 2014) the variable of e-satisfaction, e-trust are two variables that have a significant and most dominant positive influence on online repurchase intention and the one with the highest influence is e -satisfaction.

The strategy for using e-retailing mix is expected to improve the e-satisfaction Tiket.com customers and then to improve repurchase intention.The high interest in repurchasing is reflected in the high level of satisfaction of consumers when deciding to adopt a product. Kotler and Keller (2016: 233) also revealed that, buyer satisfaction is a function of how appropriate the expectations of product buyers are with the performance that buyers think of the product. If satisfied, consumers will show a higher probability of buying the product again. If not satisfied, consumers might stop buying products.

In addition, many research questions were asked about how does the e-retailing mix affect the e-satisfaction of Tiket.com customers? what is the interest in repurchasing the Tiket.com customers? what is the effect of e-satisfaction & e-trust on interest in repurchase intention by Tiket.com customers?. This study aims to determine the effect of e-retailing mix consisting of customer value and benefit (product), cost to the customer (price), commucation and customer relationships (promotion), convenience for the customer (place),computing and category management, customer franchise. on e-satisfaction Tiket.com consumer then effecting to repurchase intention.

MATERIAL AND METHODS

Participants

Respondents in this study amounted to 407 people who use the Tiket.com service site at least once in the last 6 months.

Instruments

The data collection tool was customer value and benefit questionnaire which involving 3 questions, cost to the customer which involving 3 questions, commuication and customer relationships which involving 2 question, computing and category management which involving 1 question, convenience for the custormer whisch involving 3 questions, customer franchise which involving 4 questions, customer care and service which involving 8 questions, e-satisfactio which involving 4 questions, e-trust which involving 4 questions, and repurchase intention which involving 3 questions.

Table 1. Operationalization of Variables

Conceptual Definition	Indicator	Measurement Scale
Customer value and benefit In selling a product, retailers must think about value and benefits to customers, meaning service packages and satisfaction desired by customers. People buy products and will use services more to solve problems. Have a choice of products offered for each target market from various sources (Charles, Fenech & Merrilees, 2005).	Many types of products offered (CVB1)	(Likert Scale) 1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree
	Products can meet consumer needs (CVB2)	
	There is a product warranty (CVB3)	
Cost to The Customer Price is the company's decision to charge for a product, consumers have the perception that online prices must be lower than instore. In the online business the price must also be updated according to the information offered in the ad and when making transactions (Charles, Fenech & Merrilees, 2005).	Imposition of product discounts (CTC1)	(Likert Scale) 1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree
	Consumer's assumption that online product prices are cheaper than offline (CTC2)	
	Consider the price of competitors in determining the price of a product or service (CTC3)	
Communication and customer relationships	Consumers easily find the desired item	(Likert Scale) 1 = strongly disagree

Communication is a two-way process that also involves feedback from customers that goes along with the promotion process by utilizing various media but in online businesses, most promotions are banner and pop-up ads that usually appear at the top of a website to promote a product. Furthermore, Customer Relationship retailers must have database mapping and schemes for loyalty, and enhance each product with CRM and playing data for specific product makers for individual customers (Charles, Fenech & Merrilees, 2005).	through online promotion (CCR1) The goods or services offered are customized to one's personalization (CCR2)	2 = disagree 3 = neutral 4 = agree 5 = strongly agree
Convenience for the customer For retail businesses, both online and online, convenience for customers who are still selling offline items or online locations, layout, travel and parking access, which is an important one to note. For online retail key aspects to customer service support for ease of purchase such as website design, navigation (Charles, Fenech & Merrilees, 2005).	Website appearance can be easily understood by consumers (CFC1). The complete information on the product being sold has been presented in full on the website (CFC2) The appearance of the website succeeded in attracting consumers' buying interest (CFC3)	(Likert Scale) 1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree
Customer Frenchise Security of a website to protect their consumer data in particular regarding user data, and protect customers from fraud. This is to maintain the image, brand and trust of customers for long-term investment in quality, corporate communication and service (Charles, Fenech & Merrilees, 2005).	Securing customer data using encrypted data (CFR1) Privacy of consumer data is something that should be safeguarded (CFR2) There is a consumer privacy policy in the business environment (CFR3)	(Likert Scale) 1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree
Customer care & service Availability of assistance to customers to overcome any problems faced by customers such as facilities for refunds and others. The existence of chat rooms to make the experience more interactive in a community that is consumers with other consumers. This interaction is usually through a review of a product, whether it's giving a comment or rating on a website. That way, prospective customers can have more views about a	Frequently Asked Questions help consumers deal with problems that often arise (CCS1) Live chat helps consumers deal with their problems (CCS2) Order tracking services help consumers monitor the goods or services ordered by them (CCS3) Reviews and ratings from consumers previously influenced subsequent consumer purchasing decisions (CCS4) Review and experience from previous consumers is more neutral than the	(Likert Scale) 1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree

product before buying it. (Charles, Fenech & Merrilees, 2005).	explanation directly from the seller's website (CCS5)	
	The large number of reviews on the website affects the purchasing decision (CCS6)	
	Consistent review influences decisions (CCS7)	
	Purchasing decisions are influenced by aliases or real names in the review (CCS8)	
Computing and category management Collaboration between suppliers and retailers has become the key to increasing satisfying customer efficiency while minimizing stock and costs. On a larger scale, this cooperative process is known as Category Management (CM), in the area of retailers and process suppliers satisfying consumers by managing categories as strategic business units (Charles, Fenech & Merrilees, 2005).	In online business, there is a synchronization of the availability of goods and services offered between on the website with real stock so that they can meet customer needs with a fast and appropriate response (CCM1)	(Likert Scale) 1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree
E-Satisfaction Electronic satisfaction is conceptualized as an assessment of the experience of using the internet compared to their experience with traditional ways of dealing with customers (Szymanski and Henard, 2001).	Customers express satisfaction with service (ESF1)	(Likert Scale) 1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree
	The decision of the customer still chooses the product or service (ESF2) Choosing a product or service is the right decision (ESF3)	
	Customers feel happy to choose the product or service(ESF4)	
E-Trust Consumer trust is defined as the belief that a product or service provider can be relied upon to behave in such a way that the long-term interests of consumers can be fulfilled (Martinez and Bosque, 2013)	The product or service used has appeared fulfilling its commitment (ETS1)	(Likert Scale) 1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree
	Products or services that are used honestly in providing information(ETS2)	
	The product or service used has fulfilled its promise(ETS3)	
	Products or services that are used trans(ETS4)	
Repurchase Intention Repurchase behavior is closely related to customer satisfaction, Repurchase usually signifies that the product meets consumer approval and that consumers are willing to use it again and in larger quantities (Schiffman and Kanuk, 2010: 497).	When a product or service has been purchased and used, the results are compared based on expectations. Most researchers view consumer satisfaction and dissatisfaction as subjective evaluations of differences between expectations and outcomes(RPI1-3).	(Likert Scale) 1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree

Data Analysis

The analytical method used in this research is using PLS-SEM with two evaluation steps:

i. Evaluation of measurement (outer model) to assess the validity and reliability of the model through the validity of convergent and discriminant
ii. Evaluation of structural (inner model) that aim to predict the relationship between latent variables

RESULTS

Descritive data show that the respondents consisted of gender and age. The subjects consisted of 268 men (65.84%) and 139 women (34.12%). In term of age, 354 respondens (86,98%) were 18-37 years old, 41 (11.58%) were 38-57 years old, 12 (1.44%) were were 8-17 years old.

Overview of respondent's answers to statements contained in the questionnaire and the responses of respondents. In term of customer value and benefit, CVB1 was the strongest component with score 84.67 followed by CVB21 (82.90) and CVB3 (76.31) as weakness component. In term of cost to the customer, CTC1 was the strongest component with score 80.69 followed by CTC3 (74.20), and CTC2 (69.04) as weakness component. In term of commuication and customer relationships, CCR1 has score 80.44 and followed by CCT2 (78.03).

In term of convenience for the customer , CFC1 was the strongest component with score (84.32) followed CFC2 (80.69), and CFR3(78.82) as weakness component. In term of computing and category management,CCM1 was the strong compenent with score 80.64.In term of customer franchise,CFR1 is the strongest component with score 83.29 and followed by CFR2 (79.16),CFR3 (79,07) and CFR4 (78.43) as the weakness component..

In term of customer care and service, CCS7 was the strongest component with score 84.67 and followed by CCS8(82.70),CCS3(81.72),CCS6(78.48),CCS5(78.13),CCS4(78.08) CCS(77.35) and CCS2(75.77) as weakness component. In term of e-satisfaction, ESF1 was the strongest component with score 81.52 followed by ESF2 (79.36), ESF4 (78.13) and ESF3(74.79) as weakness component. In term of e-trust, ETS3 was the strongest component with score 81.72 followed by ETS2 (80.79), ETS4 (80.64) and ETS1(80.25) as weakness component. In term of repurchase intention, RPI3 was the strongest component with score 80.69 followed by RPI2 (79.80), and RPI1 (74.35) as weakness component.

The measurement model (Outer Model) involves the relationship of each criterion representing a latent variable with each indicator. The focus of the measurement model assessment is on the validity of the component used to represent each construct as suggested by some researchers ((Hair et all, 2010) (Ghozali, 2014)).The evaluation of measurement model (Outer Model) consists of construct validity, convergent validity, and discriminant validity.

The constract validity refers to the extent to which measuring devices can measure theoretical aspects. Loading factor and cross loading value which are higher than 0.50 are considered significant (Hair et all, 2010).

Table 2. Loading Factor per Indicator

	Original Sample (O)	Sample Mean (M)	Standard Deviation	Standard Error	T Statistics (|O/STERR|)
CFC2 <- Convenience for the customer	0.861227	0.861383	0.026615	0.026615	32.358.684
CCM1 <- Computing & Category Management	1.000.000	1.000.000	0.000000	-	
CCR1 <- Communication & Customer relationship	0.901299	0.897297	0.023601	0.023601	38.189.156
CCR2 <- Communication & Customer relationship	0.905562	0.905212	0.023599	0.023599	38.373.563
CCS1 <- Customer Care & Service	0.722385	0.725228	0.049147	0.049147	14.698.368
CCS2 <- Customer Care & Service	0.715320	0.719522	0.074024	0.074024	9.663.355
CCS3 <- Customer Care & Service	0.810421	0.804424	0.044764	0.044764	18.104.187
CCS4 <- Customer Care & Service	0.768904	0.765696	0.049065	0.049065	15.671.294
CCS5 <- Customer Care & Service	0.755862	0.745224	0.055595	0.055595	13.595.851
CCS6 <- Customer Care & Service	0.703403	0.695885	0.084355	0.084355	8.338.646
CCS7 <- Customer Care & Service	0.630120	0.616173	0.085391	0.085391	7.379.198
CCS8 <- Customer Care & Service	0.661008	0.655280	0.067372	0.067372	9.811.357
CFC1 <- Convenience for the customer	0.807663	0.805241	0.054472	0.054472	14.827.105
CFC3 <- Convenience for the customer	0.837054	0.836775	0.038959	0.038959	21.485.410
CFR1 <- Customer frencise	0.803110	0.796399	0.046541	0.046541	17.256.115
CFR2 <- Customer frencise	0.912874	0.910685	0.022084	0.022084	41.335.762
CFR3 <- Customer frencise	0.889003	0.886004	0.027677	0.027677	32.120.669
CFR4 <- Customer frencise	0.918103	0.916730	0.020742	0.020742	44.264.040
CTC1 <- Cost to the customer	0.745665	0.733723	0.066073	0.066073	11.285.452
CTC2 <- Cost to the customer	0.845262	0.842554	0.036398	0.036398	23.222.505
CTC3 <- Cost to the customer	0.827439	0.815976	0.049727	0.049727	16.639.515
CVB1 <- Costumer Value & Benefit	0.844732	0.839000	0.038292	0.038292	22.060.045
CVB2 <- Costumer Value & Benefit	0.842489	0.841359	0.038794	0.038794	21.717.179
CVB3 <- Costumer Value & Benefit	0.715728	0.698563	0.084662	0.084662	8.453.953
ESF1 <- E-Satisfaction	0.828321	0.821493	0.033029	0.033029	25.078.826
ESF2 <- E-Satisfaction	0.847085	0.846669	0.037989	0.037989	22.298.306
ESF3 <- E-Satisfaction	0.820274	0.815978	0.042994	0.042994	19.078.726
ESF4 <- E-Satisfaction	0.751135	0.745961	0.058608	0.058608	12.816.298
ETS1 <- E-Trust	0.868079	0.866284	0.031774	0.031774	27.320.253
ETS2 <- E-Trust	0.901454	0.899494	0.019981	0.019981	45.115.916
ETS3 <- E-Trust	0.885500	0.882143	0.032063	0.032063	27.617.804
ETS4 <- E-Trust	0.849312	0.845955	0.036541	0.036541	23.243.008
RPI1 <- Repurchase Intention	0.830523	0.827377	0.042656	0.042656	19.470.405
RPI2 <- Repurchase Intention	0.855123	0.850570	0.031495	0.031495	27.151.283
RPI3 <- Repurchase Intention	0.805901	0.802256	0.034872	0.034872	23.110.549

The result of analysis as in Table 2 shows all the indicators that measure the specific construct > 0.50 so that each construct has reached a predetermined minimum standard.

The convergent validity of the research tool refers to the extent to which the tool produces a response that represents a measured idea. The three main aspects used in measuring the validity of convergence are loading factor, composite reliability (CR) and average extracted (AVE) (Hair et all, 2010).

Table 3. Construct Reliability and Validity

	Cronbachs Alpha	Average Variance Extracted (AVE)	Composite Reliability (CR)
Communication & Customer relationship	0.774821	0.816191	0.898794
Computing & Category Management	1.000.000	1.000.000	1.000.000
Conveniance for the customer	0.786015	0.698230	0.874001
Cost to the customer	0.731295	0.651713	0.848425
Costumer Value & Benefit	0.722400	0.645209	0.844357
Customer Care & Service	0.869304	0.522701	0.897027
Customer frencise	0.903670	0.777891	0.933203
E-Satisfaction	0.827508	0.660180	0.885785
E-Trust	0.899153	0.767906	0.929715
Repurchase Intention	0.775494	0.690160	0.869767

Based on the result, it can be concluded as follows:(1) customer value and benefit with components CBV1-CBV3 has loading factor > 0.50, CR > 0.60 and AVE > 0.50, (2) cost to the customer diukur with components CTC1-CTC3 has loading factor > 0.50, CR > 0.60 dan AVE > 0.50,(3) commuication and customer relationships with components CCR1-CCR2 has loading factor> 0.50, CR > 0.60 dan AVE > 0.50, (4) convenience for the customer with components CFC1-CFC3 has loading factor> 0.50, CR > 0.60 dan AVE > 0.50, (5) computing and category management with components CCM1 has loading factor> 0.50, CR > 0.60 dan AVE > 0.50, (6) customer franchise with component CFR1- CFR4 has loading factor> 0.50, CR > 0.60 dan AVE > 0.50, (7) customer care and service with components CCS1-CCS8 has loading factor > 0.50, CR > 0.60 dan AVE > 0.50, (8) e-satisfaction with components ESF1-ESF4 has loading factor > 0.50, CR > 0.60 dan AVE > 0.50, (9) e-trust with components ETS1-ETS4 has loading factor > 0.50, CR > 0.60 dan AVE > 0.50, (10) repurchase intention with components RPI1-RPI3 has loading factor > 0.50, CR > 0.60 dan AVE > 0.50.

The next model outer evaluation is discriminant validity using cross loadings and correlation between variables and AVE root. The result of cross loadings shows that the correlation value (loading) of each component in its construct is higher than the correlation of the component with the other construct (Table 4). Thus it can be said that the general model has met the cross loadings requirement.

Table 4 (part-I). Cross Loadings of Research Variables

	Communication & Customer relationship	Computing & Category Management	Conveniance for the customer	Cost to the customer	Costumer Value & Benefit
CCM1	0.471927	**1.000.000**	0.643659	0.523067	0.544656
CCR1	**0.901299**	0.415030	0.539374	0.457201	0.550939
CCR2	**0.905562**	0.437463	0.640894	0.482941	0.568004
CCS1	0.450415	0.478572	0.519600	0.486130	0.544246
CCS2	0.396718	0.451027	0.474864	0.440473	0.409736
CCS3	0.416042	0.458133	0.539416	0.427632	0.443491
CCS4	0.411597	0.368284	0.474501	0.408769	0.388825
CCS5	0.371897	0.285308	0.346338	0.388906	0.333179
CCS6	0.348737	0.305909	0.397065	0.373336	0.318239
CCS7	0.397091	0.291074	0.409264	0.228350	0.268724
CCS8	0.358558	0.335996	0.383554	0.292253	0.380480
CFC1	0.537921	0.473328	**0.807663**	0.321858	0.459935
CFC2	0.496904	0.606244	**0.861227**	0.480204	0.584913
CFC3	0.608370	0.520180	**0.837054**	0.441828	0.560538
CFR1	0.425332	0.554808	0.544164	0.465848	0.523532
CFR2	0.350305	0.502807	0.517634	0.465324	0.486907
CFR3	0.342847	0.528501	0.500586	0.520215	0.484694
CFR4	0.397717	0.528613	0.511602	0.557849	0.551343
CTC1	0.401672	0.361966	0.404902	**0.745665**	0.487363
CTC2	0.400480	0.467242	0.401240	**0.845262**	0.490542
CTC3	0.459562	0.432145	0.419773	**0.827439**	0.526974
CVB1	0.447330	0.442363	0.534466	0.505102	**0.844732**
CVB2	0.514331	0.468648	0.619276	0.517476	**0.842489**
CVB3	0.532634	0.396590	0.385340	0.471314	**0.715728**
ESF1	0.556402	0.510983	0.612659	0.496887	0.556996
ESF2	0.470850	0.503706	0.612649	0.502219	0.554171
ESF3	0.431258	0.483810	0.536452	0.551678	0.506441
ESF4	0.332458	0.493977	0.524205	0.474263	0.474594
ETS1	0.483246	0.551282	0.593839	0.539154	0.553669
ETS2	0.480545	0.583833	0.621279	0.531801	0.572370
ETS3	0.452584	0.541872	0.589709	0.479454	0.530035
ETS4	0.455286	0.534403	0.591017	0.497622	0.516339
RPI1	0.450119	0.454236	0.565679	0.558719	0.536155
RPI2	0.535973	0.567384	0.601835	0.549458	0.584643
RPI3	0.496904	0.606244	0.861227	0.480204	0.584913

Copyright © 2019

Table 4 (part-II). Cross Loadings of Research Variables

	Customer Care & Service	Customer frencise	E-Satisfaction	E-Trust	Repurchase Intention
CCM1	0.527846	0.600215	0.613693	0.631563	0.651664
CCR1	0.440572	0.359387	0.495191	0.446235	0.485554
CCR2	0.547786	0.418686	0.505676	0.518552	0.589290
CCS1	**0.722385**	0.641082	0.564269	0.559932	0.543751
CCS2	**0.715320**	0.482497	0.545448	0.523899	0.489293
CCS3	**0.810421**	0.513460	0.525375	0.468801	0.491225
CCS4	**0.768904**	0.462243	0.483436	0.441733	0.481377
CCS5	**0.755862**	0.395104	0.423613	0.372396	0.355939
CCS6	**0.703403**	0.350733	0.365801	0.368914	0.333985
CCS7	**0.630120**	0.347230	0.350547	0.289013	0.291555
CCS8	**0.661008**	0.354510	0.472351	0.408662	0.420034
CFC1	0.476170	0.361339	0.471962	0.489757	0.556213
CFC2	0.531101	0.594144	0.646433	0.623224	0.805901
CFC3	0.543955	0.488667	0.623433	0.584051	0.633024
CFR1	0.555108	**0.803110**	0.591129	0.591444	0.558576
CFR2	0.521730	**0.912874**	0.582286	0.576266	0.585194
CFR3	0.559613	**0.889003**	0.571181	0.566614	0.574314
CFR4	0.579970	**0.918103**	0.616490	0.609157	0.597804
CTC1	0.355224	0.386186	0.464786	0.463827	0.452658
CTC2	0.471123	0.526087	0.532790	0.466730	0.551902
CTC3	0.470436	0.462726	0.508271	0.488044	0.536764
CVB1	0.431161	0.504418	0.497892	0.510403	0.542722
CVB2	0.422740	0.488813	0.576564	0.555180	0.613161
CVB3	0.473657	0.403796	0.470986	0.419334	0.480908
ESF1	0.648070	0.570044	**0.828321**	0.697661	0.664560
ESF2	0.513263	0.537666	**0.847085**	0.631496	0.684167
ESF3	0.530045	0.542349	**0.820274**	0.559015	0.676915
ESF4	0.444055	0.526820	**0.751135**	0.682719	0.639846
ETS1	0.524514	0.583287	0.717070	**0.868079**	0.711771
ETS2	0.537760	0.601466	0.733193	**0.901454**	0.768346
ETS3	0.506663	0.548576	0.669999	**0.885500**	0.682172
ETS4	0.568853	0.599223	0.654240	**0.849312**	0.666296
RPI1	0.477022	0.500319	0.714103	0.632321	**0.830523**
RPI2	0.503602	0.548243	0.683932	0.753898	**0.855123**
RPI3	0.531101	0.594144	0.646433	0.623224	**0.805901**

The structural model analysis (Inner Model) aims to test the developed hypotheses in order to examine the effect of exogenous variables on endogenous variables, consists of evaluation of R² value and goodness of fit assessment (GoF). According to (Ghozali, 2014) there are criteria used to evaluate the structural models such as seeing the value of R² for endogenous latent variables (0.67 = good, 0.33 = moderate, 0.19 = weak) and also evaluating GoF (Goodness of Fit)

Table 5. R-Squares of Structural Model

Variabel	R Square	Conclusion
E-Satisfaction	0.663345	Moderat
E-Trust	0.628700	Moderat
Repurchase Intention	0.740544	Good

Based on the table above, we get the value R² = 0.6633 for the E-SATISFACTION variable. The R² coefficient (R-square) shows how much influence the independent variable has on the dependent variable. So it can be concluded that the effect of customer value and benefit, cost to the customer, commuication and customer relationships, convenience for the customer, computing and category management, customer franchise, customer care and servic (independent variables) on e-satisfaction (dependent variables) are in the Moderate category (R² = 0.6633). And for REPURCHASE INTENTION we get the value R² = 0.7405, so it cn be concluded tha the effect of e-satisfaction & e-trust are in the Good category. Assessment of Goodness of Fit (GoF) is one way to verify SEM-PLS. The GoF index values as suggested by Wetzels et al. (2009) are 0.1 (small), 0.25 (medium) and 0.36 (large).

Table 6. Goodness of Fit

Variabel	Average Variance Extracted (AVE)	R Square	AVE x R Square	Kesimpulan
E-Satisfaction	0.660180	0.663345	0.662309	Large
E-Trust	0.767906	0.628700	0.694826	Large
Repurchase Intention	0.690160	0.740544	0.714908	Large

After ensuring that the model was used both outer and inner model, then hypotheses testing analysis was carried out by performing the path coefficient test as in the previous section. Evaluation of structural model can be seen from t-statistic value, if t-statistic value is greater than 1.96 (alpha 5%) or 2.56 (alpha 1%), it shows significant effect.

Table 7 (part-I). Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)	Kesimpulan
Communication & Customer relationship -> E-Satisfaction	0.002258	0.010114	0.096826	0.096826	0.023323	Positif-Tidak Signifikan
Computing & Category Management -> E-Satisfaction	0.082014	0.076070	0.102941	0.102941	0.796711	Positif-Tidak Signifikan

Copyright © 2019

Table 7 (part-II). Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)	Kesimpulan
Conveniance for the customer -> E-Satisfaction	0.274129	0.271819	0.111338	0.111338	2.462127	Positif-Signifikan
Cost to the customer -> E-Satisfaction	0.170281	0.176788	0.097554	0.097554	1.745504	Positif-Tidak Signifikan
Costumer Value & Benefit -> E-Satisfaction	0.111610	0.111963	0.091110	0.091110	1.225007	Positif-Tidak Signifikan
Customer Care & Service -> E-Satisfaction	0.174021	0.178462	0.099798	0.099798	1.743728	Positif-Tidak Signifikan
Customer frencise -> E-Satisfaction	0.187355	0.183319	0.092767	0.092767	2.019637	Positif-Signifikan
E-Satisfaction -> E-Trust	0.792906	0.790101	0.044757	0.044757	17.715927	Positif-Signifikan
E-Satisfaction -> Repurchase Intention	0.482792	0.485498	0.073588	0.073588	6.560706	Positif-Signifikan
E-Trust -> Repurchase Intention	0.425893	0.422723	0.074322	0.074322	5.730351	Positif-Signifikan

DISCUSSION AND CONCLUSION

Effect of e-retailing mix on e-satisfaction of Tiket.com customers: E-retailing mix on each Tiket.com consumer index variable is Good. This is evidenced by the value inherent in the index variable which ranges from 68.14% - 84.07%.The results of hypothesis testing indicate that E-retailing mix simultaneously consists of Customer value and benefit (Product), Cost to the customer (Price), Communication and customer relationships (Promotion), Convenience for the customer (Place), Computing and category management, Customer franchise, Customer care and service have a positive effect on the variable e-satisfaction. Judging from the static value, the most dominant and significant influence on the variable e-satisfaction is the variable Convenience for the customer (Place) and Customer franchise.

The influence of e-retailing mix partially on e-satisfaction on Tiket.com customers is the following reason:

1. Customer value and benefit (Product) does not significantly influence e-satisfaction of Tiket.com customers. Because the products / services offered by each OTA in Indonesia already have the same standard not too different so that these variable factors are no longer the main concern and consideration for customers to create a satisfied effect on the customer.
2. Cost to the customer (Price) has no significant effect on e-satisfaction of Tiket.com customers. The prices offered by each OTA are competitive prices and almost no difference.
3. Communication and customer relationships (Promotion) do not have a significant effect on Tiket.com customers' e-satisfaction because promotion in the form of advertisements conducted between online travel agencies with one another is almost the same.

4. Convenience for the customer has a positive and significant effect on e-satisfaction of Tiket.com customers. According to customers, Tiket.com has offered website-based services and mobile applications where design layouts are good for websites and applications that are very attractive for Tiket.com customers, as well as navigation on the website and applications that make it very easy for customers to find desired services until the transaction process is complete. Then Tiket.com customers also feel that in terms of the website connectivity and the Tiket.com application it is very good.
5. Computing and category management have a positive but not significant effect on Tiket.com customers' e-satisfaction. Tiket.com customers feel that the CCM standard in all OTAs in Indonesia is already good where the website and its applications have been synchronized in realtime with the actual data available with the steakholders so that transaction errors are very rare or almost never occur.
6. Customer frenchise has a positive and significant effect on the e-satisfaction of Tiket.com customers. Tiket.com customers assume that Tiket.com has maintained the privacy of its customer data properly so that the confidentiality of customer data has been maintained with policies made by Tiket.com, so that customers feel safe to use Tiket.com services.
7. Customer care and service has a positive but not significant effect on the variable e-satisfaction on Tiket.com customers. According to Tiket.com customers, in each OTA they tend to have similarities, therefore consumers feel that the service standards of each OTA are the same, such as the presence of live chat services, FAQs and customer reviews through ewom.

The effect of simultaneous e-retailing mix on Tiket.com customers' e-satisfaction is 0.6633, which means that the e-retailing mix variable in this study can explain 66.33% of the factors causing e-satisfaction purchases at Tiket.com while the remaining 33.67% are explained by other factors outside the variables in this study.

Effect of e-satisfaction and e-trust on the interest in repurchase intention by Tiket.com customers: Index value for Tiket.com customers' repurchase intention reached 78.28% (Good category). This can be interpreted that most of the respondents who used Tiket.com assumed that Tiket.com had gone well according to their needs, besides that the respondents also felt that Tiket.com was better than other online travel agents so there was not much need to improve .The effect of e-satisfaction and e-trust simultaneously on Tiket.com customers' repurchase intention is 0.7405, meaning that the e-satisfaction and e-trust variables in this study can explain 74.05% of the factors that cause repurchase intention by Tiket.com customers while the remaining 25.95% is explained by other factors outside the variables in this study. Examples of other variables such as service quality variables, customer loyalty (Kotler & Keller, 2016). In this study the e-satisfaction variable (original sample of 0.4828 with a T statistic of 6.5607) is more dominant in influencing repurchase intention compared to the e-trust variable (original sample is 0.4259 with a T statistic based on 5.7304).

For discussion, the effect of e-retailing mix on e-satisfaction on Tiket.com customers has only reached 66.33%, so there is still the potential for 33.67% of other factors to be identified that can affect this. Examples of other variables such as social, cultural, personal and psychological factors and needs (Kotler & Armstrong, 2012). And from this research, it is also seen how e-satisfaction and e-trust affect Tiket.com customers' repurchase intention which is equal to 74.05%, there are 25.95% other factors that have not been studied such as. Examples of other variables such as service quality variables, customer loyalty (Kotler & Keller, 2016).

REFERENCES

[1] Angelovska, J., Sotiroska, S. B., & Angelovska, N. (2012). *The impact of environmental concern and awareness on consumer behaviour. Journal of International Consumer Marketing, 14*, 9-40.

[2] APJII. (2016). *Penetrasi & Perilaku Pengguna Internet Indonesia.* Jakarta: APJII.

[3] Bulut,J.A., (2015). *Determinants of Repurchase Intention in Online Shopping: A Turkish Cusumer's Perspective.*

[4] Chaipoopirutana,S.; Kyauk,S.T., (2014). *Factor Influencing Repurchase Intention: A Case Study of xyz.com Online Shopping Website in Myanmar.*

[5] Cheng,X., Zeng,Q. Li,Z. (2019). *Mechnism Study of Repurchase Intention in Cross-Border E-Commerce.*

[6] Dennis, C., Fenech,T., Merrilees,B.(2005). *Sale the seven Cs Teaching/training aid for the (e-)retail mix.*

[7] Ghozali, I. (2014). *Structural Equation Modeling Metode Alternatif Dengan Partial Least Squares (PLS).* Semarang: Badan Penerbit Universitas Diponegoro Semarang.

[8] Hair et all, J. F. (2010). *Multivariate Data Analysis.* Prentice-Hall.

[9] Hariaja,J.S., (2017). *The Effect Of E-Marketing Mix On Satisfaction And Its Impact On Partner Loyalty Of DELIMA Point Channel.*

[10] Indrawati, P. (2015). *Metode Penelitian Manajemen dan Bisnis, Konvergensi Teknologi Komunikasi dan Informasi.*

[11] Jati,B. (*2019). Analysis of E-Marketing Mix to Consumer Purchase Decisions Traveloka. Asian Journal of Management Sciences & Education, 8*(1) 72-82

[12] Kalyanam, K. and McIntyre, S. (2002). The E-Marketing Mix: A Contribution of the E-Tailing Wars. *Journal of the Academy of Marketing Science: October 2002*, 1-39.

[13] Kotler, P., & Armstrong, G. (2012). *Principles of Marketing (14th Ed).* New Jersey: Prentice Hall.

[14] Kotler, P., & Keller, K. L. (2016). *Marketing Management.* New Jersey: Pearson Education.

[15] Laudon, K. d. (2012). *E-commerce 2012 Business Technology Society 8th Edition.* England: Pearson Education.

[16] Mahmood, R., & Khan, S. M. (2014). Impact of Service Marketing Mixes on Customer Perception: A Study on Eastern Bank Limited, Bangladesh. *European Journal of Business and Management 2014*, 164-172.

[17] Mandasari, V., & Yuliana, E. (2014). Analysis Of Online Purchase Decision Process At Gramedia Online Bookstore Using Customer Interface 8c. (Study Case In Www.Gramediaonline.Com 2014). *Telkom University*.

[18] Nielsen. (2014). *Konsumen Indonesia Mulai Menyukai Belanja Online.* Nielsen. Retrieved from Nielsen.

[19] Nuseir et al, M. T. (2010). Evidence of Online Shopping: A Consumer Perspective. *International Review of Business Research Papers 6(5). November 2010*, 90-106.

[20] Phuong,N.N.D.,& Trang,T.T.D. (2018). *Repurchase Intention: The Effect of Service Quality, System Quality, Information Quality, and Customer Satisfaction as Mediating Role: A PLS Approach of M-Commerce Ride Hailing Service in Vietnam.*

[21] Sam, K. M., & Chatwin, C. R. (2014). Measuring E-Marketing Mix Elements for Online Business. *Research Gate*, 1-15.

[22] Satit dkk, R. P. (2012). The Relationship Between Marketing Mix And Customer Decision-Making Over Travel Agents: An Empirical Study. *International Journal of Academic Research in Business and Social Sciences 2(6)*, 522-530.

[23] Shergill, G. S., & Chen, Z. (2005). Web-based shopping: consumers' attitudes towards online shopping in New Zealand. *Journal of Electronic Commerce Research, 6(2)*, 79 - 94.

[24] Solomon, M. R. (2013). *Consumer Behaviour: Buying, Having, and Being (10th).* https://books.mec.biz/tmp/books/NXHQRTHBQ2L87NIU6YVN.pdf

[25] Zhafira dkk, N. H. (2013). The Analysis of Product, Price, Place, Promotion and Service Quality onCustomers' Buying Decision of Convenience Store: A Survey of Young Adult in Bekasi, West Java, Indonesia. *International Journal of Advances in Management and Economics 6(2)*, 72-78.