

Research Article

The Effect of Service Quality and Promotion on Consumer Satisfaction and Repurchase Intention on Tokopedia E-Commerce in Pontianak City

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ABSTRACT

This study aims to analyze the effect of service quality and promotion on consumer satisfaction as well as the repurchase intention of Tokopedia users in Pontianak City. This study uses a quantitative associative approach with primary data collected through questionnaires distributed to 100 respondents who have made at least two transactions on Tokopedia. The variables examined include Service Quality (X1), Promotion (X2), Consumer Satisfaction (Y1), and Repurchase Intention (Y2). Data analysis was carried out using Structural Equation Modeling–Partial Least Squares (SEM–PLS) through SmartPLS. The results show that service quality and promotion are able to explain 67.3% of the variation in consumer satisfaction, indicating a strong explanatory power. Meanwhile, service quality, promotion, and consumer satisfaction explain 35.3% of the variation in repurchase intention, which falls into the moderate category. All direct effects of service quality and promotion on consumer satisfaction and repurchase intention, including the effect of consumer satisfaction on repurchase intention, are proven to be positive and significant. In addition, consumer satisfaction is proven to positively and significantly mediate the relationship between service quality and promotion and repurchase intention. These findings confirm that service quality and promotional strategies play an important role in building satisfaction and encouraging the sustainability of consumer purchasing behavior on e-commerce platforms. Suggestions for future research include adding other variables that may affect Repurchase Intention; this is intended so that the research results can provide a more comprehensive picture of the factors influencing consumer behavior in e-commerce and further contribute to prior e-commerce research.

Keywords: Service Quality; Promotion; Customer Satisfaction; Repurchase Intention

1. INTRODUCTION

Advances in information technology have brought major changes to the lives of Indonesian society. Increasingly widespread internet access through smartphones, laptops, and various digital devices has made information flows faster, communication easier, and various services accessible online. This transformation drives changes in people's lifestyles toward an increasingly digital culture. By early 2024, Indonesia's internet users reached 79.5% of the total population of 283,487,931 people, in line with the strengthening of 4G network infrastructure and preparations for the implementation of 5G (Santika, 2024).

The increased internet access expands opportunities for various sectors such as e-commerce, fintech, education, and entertainment. People are becoming more accustomed to conducting consumption activities digitally, reinforcing the position of the internet as the main driver of the national digital economy. One sector that is growing rapidly is e-commerce. Indonesia has even become one of the largest markets in Southeast Asia, with a projected digital economy value reaching USD 130 billion in 2025, where the majority comes from e-commerce (fintechnesia.com, 2022). This growth is driven by lifestyle changes, online shopping preferences, increasingly efficient digital payment systems, and experiences during the COVID-19 pandemic that accelerated the adoption of online shopping services. Consumer behavior that is increasingly accustomed to transacting online is reflected in the number of visits to various e-commerce sites in Indonesia. In Indonesia, e-commerce has become a choice for the public to buy products such as household necessities, health products, fashion, and others. There are five e-commerce sites that are the main choices of Indonesian society to purchase their needs, namely Shopee, Tokopedia, Lazada, Bilibli, and Bukalapak. The large number of e-commerce platforms in Indonesia makes it easier for people to shop online, not only through websites and social media, but also made easier by the availability of applications from the e-commerce platforms themselves.

Tokopedia is one of the pioneering companies of digital transformation in Indonesia. Tokopedia was founded on February 17, 2009 by William Tanuwijaya and Leontinus Alpha Edison. Tokopedia is among the most visited marketplaces by Indonesian society. Tokopedia also supports Micro, Small, and Medium Enterprises (MSMEs). Tokopedia has housed more

than 12 million sellers, of which 86.5% are new businesspeople, ranging from small stores to large stores that already have their own brand names known by the public, enabling them to manage online stores. To date, Tokopedia remains one of the marketplaces most widely used by the Indonesian public (Sitoresmi, 2023).

In addition, Tokopedia strengthened its position through a strategic collaboration with TikTok, aimed at encouraging the growth of the national digital economy, especially in the MSME sector. TikTok committed to investing more than US\$ 1.5 billion as long-term support for Tokopedia's operations without reducing GoTo's ownership. The integration of TikTok Shop Indonesia with Tokopedia is expected to become a motor for accelerating Tokopedia's business while also providing added value for GoTo through expanded market reach, utilization of GoTo Financial services, and integration of on-demand services from Gojek. This collaboration is also projected to have broader economic impacts for MSME actors and to encourage the creation of millions of jobs over the next five years. Currently, more than 90% of merchants that are part of the merged ecosystem are MSME actors (newsroom.tiktok.com, 2023). As part of efforts to provide optimal customer service, Tokopedia provides an integrated assistance platform through Tokopedia Care. This page serves as the main gateway for users to find solutions to various transaction issues, ranging from shipping and payment to returns. A user-friendly interface and topic-search features make Tokopedia Care an easily accessible self-service center at any time.

Tokopedia also facilitates consumers with a product review feature that contains star ratings and comments from previous buyers. This feature becomes an important tool to build consumer trust because prospective buyers can assess product and service quality based on real experiences of other users. Positive reviews usually describe that the product meets expectations, shipping is fast, and the seller is responsive, while negative reviews indicate problems such as incomplete items, delivery delays, or complaint handling that is considered less satisfactory. In these reviews, the role of promotion is also visible, for example when consumers mention that they were interested in shopping because of certain discounts.

Service quality is reflected in the real-time package tracking feature. Information about couriers, service types, tracking numbers, delivery times, and travel history of packages until received by buyers shows the level of transparency of the logistics system used by Tokopedia. This feature provides a sense of security because consumers can monitor the delivery process, thereby reducing potential uncertainty. Theoretically, this condition aligns with the view that good service quality will strengthen consumer trust and comfort. According to Ibrahim & Ali (2024), service quality plays an important role in purchase decisions, especially in the service industry, because direct interactions between customers and service providers strongly affect customers' overall perceptions of the company. Service quality is a crucial element to ensure satisfaction and business sustainability (Yusditaru 2024). High-quality service not only meets needs but also exceeds customer expectations, creates pleasant experiences, and builds strong relationships between companies and consumers.

In addition to service quality, promotion is also a strategic instrument in influencing purchasing behavior on e-commerce platforms. Tokopedia routinely organizes various promotional programs such as price discounts, cashback, free shipping facilities, and thematic campaigns such as Waktu Indonesia Belanja which are published through YouTube, Instagram, TikTok, X, and various other digital channels. Theoretically, promotion is understood as a persuasive effort by companies to encourage consumers to make purchases. According to Oktaviani et al. (2024), promotion is persuasion used by a company to encourage consumers to be willing to buy the products or services produced. Sari & Sari (2025) emphasize that promotion is one of the key components of a marketing strategy that enables producers to introduce products to consumers and attract interest to make purchases and use these products. Promotion is an important activity that must be carried out by companies when marketing the products or services offered (Oktaviani et al. 2024). Promotion is a form of marketing communication to disseminate information, influence, and remind target markets about the company and its products so that they are willing to accept, buy, and be loyal to the products offered. If Tokopedia's promotional programs are no longer able to create a strong value perception or are less attractive compared to competitors, then consumer interest in transacting, including making repeat purchases, may decline.

Service quality and promotion ultimately contribute to the formation of customer satisfaction levels. Asdar (2023) explains that customer satisfaction refers to clients' overall evaluation of the goods or services they receive by comparing the extent to which the goods or services meet expectations. Kotler and Keller (2016) in Sulistia et al. (2022) argue that consumer satisfaction is the feeling of pleasure or disappointment that arises after comparing the perceived performance of a product with initial expectations. Meanwhile, Nurhidayat et al. (2024) emphasize that satisfaction is a feeling of pleasure or disappointment arising from a comparison between perceived performance and expectations; if performance meets expectations then customers feel satisfied, if not, customers feel disappointed.

Satisfaction levels can also affect the formation of repurchase intention. Mustika et al. (2023) explain that repurchase intention is consumers' desire to repurchase the same product or service, based on prior usage experiences that are assessed as satisfactory. Hasan (2018) in Manurung & Hadian (2022) add that repurchase intention is a purchasing tendency sourced from past consumption experiences, where satisfied consumers will show higher repurchase intention. Harahap et al. (2025) define repurchase intention as consumers' tendency or intention to buy the same product or service again after making the first purchase. Meanwhile, Peter and Olson (2014) in Jaelani et al. (2024) view repurchase intention as purchasing activity conducted more than once, which is basically driven by consumers' perceived satisfaction with prior purchasing experiences.

Data from the Indonesia Stock Exchange show that in 2022 Tokopedia's revenue was recorded at 29,009,177 million rupiah. The following year, revenue fell to 24,843,952 million rupiah or decreased by about 14.36 percent. In 2024, revenue declined again to 15,894,462 million rupiah with a decrease of about 36.02 percent (Bursa Efek Indonesia, 2025). This consecutive decline may be influenced by weakening consumer purchasing power and increasingly intense competition from other platforms such as Shopee, Lazada, and TikTok Shop. However, from a marketing perspective, the decline in revenue can also be read as a signal that consumers' experience of Tokopedia's service quality and promotional programs has not fully been able to maintain satisfaction and encourage repeat purchases sustainably.

If consumers feel that the service quality they receive is inconsistent, deliveries often have problems, or complaint handling is unsatisfactory, then they tend to feel dissatisfied and consider switching to other platforms. Likewise, if promotions offered are considered less attractive or less competitive, consumers may delay purchases or take advantage of competitors' promotions. Within the theoretical framework linking service quality and promotion with satisfaction and repurchase intention, Tokopedia's revenue decline can be interpreted as an indication that the causal relationships among these variables are not functioning optimally.

This situation creates a need to conduct a more measurable empirical study. A quantitative approach is relevant because the variables of service quality, promotion, satisfaction, and repurchase intention can be operationalized into measurable indicators and assessed through attitude scales. By collecting data using questionnaires and statistical analysis, the relationships among variables can be tested systematically to produce accountable findings. A study focusing on Tokopedia consumers in Pontianak City is important considering that this city is one of the centers of economic activity in West Kalimantan with continuously growing utilization of digital services.

Based on the background described above, the author is interested in conducting research entitled "The Effect of Service Quality and Promotion on Consumer Satisfaction and Repurchase Intention on Tokopedia E-Commerce in Pontianak City".

2. RESEARCH METHOD

This study uses an associative approach; Siregar (2017) states that associative or relationship research is research that aims to determine the relationship between two or more variables. This study aims to determine the relationship between the variables studied, namely service quality, promotion, consumer satisfaction, and repurchase intention. The study utilizes two types of data, namely primary data and secondary data. Primary data were obtained through distributing questionnaires to Tokopedia users in Pontianak City. According to Siregar (2017), a questionnaire is an information-gathering technique that allows analysts to study attitudes, beliefs, behaviors, and characteristics of several key people within an organization who may be influenced by a proposed system or an existing system. Secondary data in this study include the number of visits to Indonesian e-commerce sites in March–April 2025, the number of e-commerce users in Indonesia in 2020–2029, Tokopedia Care features, product review features and package tracking features, as well as PT GoTo Gojek Tokopedia Tbk. revenue in 2022–2024.

The research population consists of all Tokopedia users in Pontianak City who conduct online purchase transactions. According to Sugiyono (2020), a population is a generalization area that includes objects or subjects that have certain characteristics to be studied and conclusions drawn. In this study, because the population size is not known with certainty, the sample size was determined using the Purba (1996) formula in Sujarweni (2019), namely with a 95% confidence level ($Z = 1.96$) and a 10% margin of error, the minimum sample required is 96 respondents. To improve the feasibility of analysis, the sample size was set to 100 respondents. Sampling used purposive sampling; according to Sugiyono (2020), purposive sampling is a sampling technique based on certain considerations. The respondent criteria are at least 18 years old and have made purchases on Tokopedia at least twice. This study involves three types of variables. The independent variables consist of Service Quality (X_1) and Promotion (X_2). The dependent variable is Repurchase Intention (Y_2). The intervening variable is Consumer Satisfaction (Y_1). The measurement instrument uses a five-category Likert scale to capture respondents' perceptions and attitudes toward the phenomenon studied. According to Sugiyono (2020), the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or a group of people about a particular phenomenon.

Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) through SmartPLS software. The selection of SEM-PLS is based on its ability to model complex relationships among latent variables, as well as its ability to process relatively small sample sizes and without normal distribution assumptions. Hair Jr. et al. (2021) explain that SEM allows researchers to estimate simultaneous relationships between independent and dependent variables more comprehensively. The analysis procedure includes two main stages, namely the measurement model and the structural model. The measurement model is tested through convergent validity, discriminant validity, composite reliability, and Cronbach's alpha to ensure the feasibility of indicators in representing constructs. Furthermore, the structural model is analyzed through path coefficient values, R^2 , Q^2 , and SRMR to evaluate the strength of relationships among variables and the overall model fit. The test results are then used to assess direct and indirect effects among variables according to the research hypotheses.

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments Instrument Testing

3.1.1 Convergent Validity

Convergent validity testing is used to assess the strength of the relationship between each indicator and construct through factor loading values. Higher values indicate that the indicator better represents the latent variable. In general, an indicator is considered valid if it has a factor loading value above 0.7. The results of the convergent validity test in this study are presented in [Table 1](#).

Table 1. Convergent Validity Test Results

Variable	Indicator	Loading Factor	Description
Service Quality (X1)	X1.1	0.864	Valid
	X1.2	0.808	
	X1.3	0.855	
	X1.4	0.862	
	X1.5	0.841	
	X1.6	0.808	
	X1.7	0.786	
	X1.8	0.871	
	X1.9	0.860	
	X1.10	0.820	
	X1.11	0.815	
	X1.12	0.835	
	X1.13	0.768	
	X1.14	0.845	
	X1.15	0.881	
Promotion (X2)	X2.1	0,848	Valid
	X2.2	0,867	
	X2.3	0,899	
	X2.4	0,852	
	X2.5	0,852	
	X2.6	0,721	
	X2.7	0,890	
	X2.8	0,825	
	X2.9	0,765	
	X2.10	0,762	
	X2.11	0,847	
	X2.12	0,780	
	X2.13	0,736	
	X2.14	0,809	
	X2.15	0,826	
	X2.16	0,816	
Customer Satisfaction (Y1)	Y1.1	0.760	Valid
	Y1.2	0.855	
	Y1.3	0.827	
	Y1.4	0.862	
	Y1.5	0.806	
	Y1.6	0.847	
	Y1.7	0.724	
	Y1.8	0.735	
	Y1.9	0.783	
Repurchase Intention (Y2)	Y2.1	0.839	Valid
	Y2.2	0.876	
	Y2.3	0.770	
	Y2.4	0.775	
	Y2.5	0.833	
	Y2.6	0.796	
	Y2.7	0.770	
	Y2.8	0.835	
	Y2.9	0.767	
	Y2.10	0.768	
	Y2.11	0.828	
	Y2.12	0.801	

Source: Processed Data, 2025

Based on the convergent validity test results presented in [Table 1](#), it can be seen that all indicators in each variable, namely Service Quality, Promotion, Consumer Satisfaction, and Repurchase Intention, have factor loading values above 0.7. These values indicate that each indicator is able to represent its latent construct or variable well. Therefore, all indicators are declared valid as measurements of their respective variables.

3.1.2 Discriminant Validity

Discriminant validity testing using the Fornell–Larcker criterion aims to ensure that each construct can be clearly distinguished from other constructs. A construct is considered to meet discriminant validity if the square root of AVE is higher than its correlation with other constructs. This condition indicates that the indicators represent their own variables, not other variables. The discriminant validity test results in this study are presented in [Table 3.2](#).

Table 2. Discriminant Validity Test Results

Variable	Customer Satisfaction	Service Quality	Repurchase Intention	Promotion
Customer Satisfaction	0.801			
Service Quality	0.785	0.835		
Repurchase Intention	0.586	0.452	0.806	
Promotion	0.812	0.820	0.509	0.908

Source: Processed Data, 2025

Based on the discriminant validity test results shown in [Table 2](#), it can be seen that each construct has a Fornell-Larcker criterion value that is higher than its correlation value with other constructs. This indicates that the indicators are stronger in measuring their own constructs than other constructs. Therefore, it can be concluded that each construct has good discriminant validity, because it is able to clearly distinguish itself from other constructs in the model, since each construct has a Fornell-Larcker value above 0.70.

3.1.3 Average Variance Extracted (AVE)

Average Variance Extracted (AVE) indicates the proportion of indicator variance successfully explained by the construct. A construct is considered valid if the AVE value exceeds 0.50. The AVE values in this study are presented in [Table 3.3](#).

Table 3. Average Variance Extracted (AVE)

Construct	AVE
Service Quality (X1)	0.642
Promotion (X2)	0.698
Customer Satisfaction (Y1)	0.649
Repurchase Intention (Y2)	0.672

Source: Processed Data, 2025

Based on the AVE test results in [Table 3](#), all variables in this study have AVE values above 0.5. These values indicate that each construct has met the discriminant validity criteria. Thus, it can be concluded that the indicators used in this study are valid to measure the variables studied.

3.1.4 Reliability Test

Composite reliability testing is used to assess the internal consistency of a construct in measuring the intended variable. A construct is considered reliable if Composite Reliability > 0.70. As a supporting factor, reliability is also assessed through Cronbach's Alpha with a minimum threshold of 0.60. The reliability test results in this study are presented in [Table 4](#).

Table 4. Composite Reliability & Cronbach's Alpha Test Results

Variable	Cronbach's Alpha	Composite Reliability
Service Quality (X1)	0.930	0.941
Promotion (X2)	0.969	0.972
Customer Satisfaction (Y1)	0.951	0.957
Repurchase Intention (Y2)	0.967	0.970

Source: Processed Data, 2025

Based on the reliability test results shown in [Table 4](#), it can be seen that all constructs in the tested model have met the reliability standards, as indicated by Composite Reliability values > 0.70 and Cronbach's Alpha values > 0.60. Therefore, it can be concluded that all measurement items for each variable have a good level of reliability and are feasible to be used in

this study.

3.1.5 Coefficient of Determination (R-Square)

In SEM-PLS, the R-square (R^2) value is used to assess the ability of independent variables to explain variations in the dependent variables. The higher the R^2 value, the stronger the predictive power of the model. Chin (1998 in Ghazali & Latan, 2015) categorizes R^2 as strong (0.67), moderate (0.33), and weak (0.19). The R^2 values in this study are presented in [Table 5](#).

Table 5. R-Square Test Results

Endogenous Variable	R-Square	R-Square Adjusted
Customer Satisfaction (Y1)	0.673	0.666
Repurchase Intention (Y2)	0.353	0.334

Source: Processed Data, 2025

Based on the R-Square test results presented in [Table 3.5](#), the results can be explained as follows:

1. The Adjusted R-Square value for Consumer Satisfaction (Y1) of 0.666 indicates that Consumer Satisfaction is simultaneously influenced by Service Quality (X1) and Promotion (X2) by 66.6%, while the remaining 33.4% is influenced by other factors outside this research model. In addition, the R-Square value of 0.673 shows that the influence of the exogenous constructs Service Quality and Promotion on Consumer Satisfaction falls into the Strong category.
2. The Adjusted R-Square value for Repurchase Intention (Y2) of 0.334 indicates that Repurchase Intention is simultaneously influenced by Service Quality (X1), Promotion (X2), and Consumer Satisfaction (Y1) by 33.4%, while the remaining 66.6% is influenced by other factors outside this research model. In addition, the R-Square value of 0.353 shows that the influence of the exogenous constructs Service Quality, Promotion, and Consumer Satisfaction on Repurchase Intention falls into the Moderate category.

3.2 Hypothesis Testing

3.2.1 Direct Effect test

Direct effect testing is used to assess the direct influence of exogenous constructs on endogenous constructs. The assessment is conducted through path coefficients in the bootstrapping results. The findings related to direct effects in this study are presented in [Table 6](#).

Table 6. Direct Effect Test Results

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Service Quality → Customer Satisfaction	0.586	5.123	0.000	Significant
H2	Promotion → Customer Satisfaction	0.371	3.209	0.001	Significant
H3	Service Quality → Repurchase Intention	0.460	3.750	0.000	Significant
H4	Promotion → Repurchase Intention	0.500	4.032	0.000	Significant
H5	Customer Satisfaction → Repurchase Intention	0.360	2.956	0.003	Significant

Source: Processed Data, 2025

Based on the direct hypothesis testing results shown in [Table 6](#), the Direct Effect results can be explained as follows:

1. Service Quality (X1) directly affects Consumer Satisfaction (Y1). This effect is indicated by a T-statistic value of 5.123, which is greater than 1.96, and a P value of 0.000, which is less than 0.05. Therefore, it can be concluded that Service Quality has a positive and significant effect on Consumer Satisfaction.
2. Promotion (X2) directly affects Consumer Satisfaction (Y1). This effect is shown by a T-statistic value of 3.209, which exceeds the threshold of 1.96, and a P value of 0.001, which is less than 0.05. Therefore, it can be stated that Promotion has a positive and significant effect on Consumer Satisfaction.
3. Service Quality (X1) directly affects Repurchase Intention (Y2). This is evidenced by a T-statistic value of 3.750, which is greater than 1.96, and a P value of 0.000, which is less than 0.05. Therefore, Service Quality is proven to have a positive and significant effect on Repurchase Intention.

- Promotion (X2) directly affects Repurchase Intention (Y2). This is evidenced by a T-statistic value of 4.032, which is greater than 1.96, and a P value of 0.000, which is less than 0.05. Therefore, Promotion has a positive and significant effect on Repurchase Intention.
- Consumer Satisfaction (Y1) directly affects Repurchase Intention (Y2). This is indicated by a T-statistic value of 2.956 which is greater than 1.96 and a P-Value of 0.003 which is less than 0.05. Thus, it can be concluded that the relationship between Consumer Satisfaction and Repurchase Intention is positive and significant.

3.2.2 Indirect Effect Test

Indirect effect testing is used to assess the indirect effect of exogenous constructs on endogenous constructs through an intervening variable. This test is conducted based on the specific indirect effect values in the bootstrapping results. The findings related to indirect effects in this study are presented in **Table 7**.

Table 7. Indirect Effect Test Results

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H6	Service Quality →	0.211	2.553	0.011	Significant
	Customer Satisfaction				
	→ Repurchase Intention				
H7	Promotion →	0.134	2.123	0.034	Significant
	Customer Satisfaction				
	→ Repurchase Intention				

Source: Processed Data, 2025

Based on the indirect hypothesis testing results shown in **Table 7**, the Indirect Effect results can be explained as follows:

- Service Quality (X1) has a positive and significant indirect effect on Repurchase Intention (Y2) through Consumer Satisfaction (Y1). This is indicated by a T-statistic value of 2.553, which is greater than 1.96, and a P value of 0.011, which is less than 0.05. Therefore, it can be concluded that Service Quality has a significant effect on Repurchase Intention through Consumer Satisfaction as an intervening variable.
- Promotion (X2) has a positive and significant indirect effect on Repurchase Intention (Y2) through Consumer Satisfaction (Y1). This effect is evidenced by a T-statistic value of 2.123, which is greater than 1.96, and a P value of 0.034, which is less than 0.05. Therefore, it can be concluded that Promotion has a significant effect on Repurchase Intention through Consumer Satisfaction as an intervening variable.

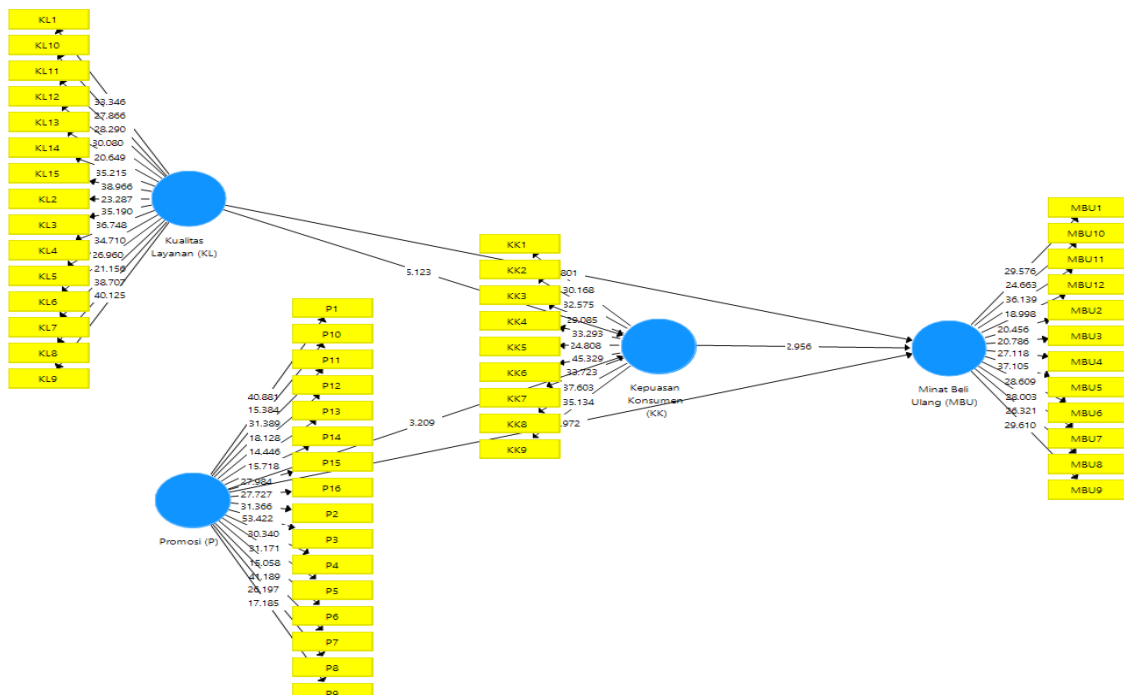


Figure 3.1. Inner Model Test Results

Source: SmartPLS output, 2025

4. CONCLUSION

Based on the results of the research conducted on the effect of Service Quality and Promotion on Consumer Satisfaction and Repurchase Intention on Tokopedia e-commerce in Pontianak City, several conclusions are obtained as follows: Service Quality and Promotion have a strong effect on Consumer Satisfaction. This is evidenced by an R-Square value of 0.673, which indicates that these two variables are able to explain changes in Consumer Satisfaction by 67.3%. Service Quality, Promotion, and Consumer Satisfaction affect Repurchase Intention. The R-Square value of 0.353 indicates that these three variables explain Repurchase Intention by 35.3%. Although it is in the moderate category, the effect remains significant. Based on the direct effect test results, it is known that Service Quality and Promotion have a direct effect on Consumer Satisfaction. In addition, Service Quality, Promotion, and Consumer Satisfaction also have a direct effect on Repurchase Intention. This shows that the three variables have a significant relationship in influencing Tokopedia consumers' repurchase behavior. Based on the indirect effect test results, it can be seen that Service Quality and Promotion have a significant effect on Repurchase Intention through the intervening role of Consumer Satisfaction. These results show that consumer satisfaction plays an important role in strengthening the influence of Service Quality and Promotion on the emergence of consumers' intention to make repeat purchases. Tokopedia and MSME actors on the platform must maintain consistent service quality, improve responsiveness, strengthen the clarity of product information, and optimize promotional programs that can create added value for users. These efforts have the potential to increase consumer retention and strengthen the platform's competitiveness amid the dynamics of e-commerce competition. Tokopedia is advised to continue improving service quality, such as response speed, application feature quality, transaction security, and clarity of product information, in order to increase consumer satisfaction. Tokopedia needs to optimize more attractive and relevant promotional strategies, such as periodic discounts, payment vouchers, and loyalty programs for customers who frequently make repeat purchases. Sellers need to maintain consistency in service quality, ranging from delivery accuracy, product quality, to communication with customers. Sellers are advised to maximize the use of promotions provided by Tokopedia to increase product visibility and encourage repeat purchases. Suggestions for future research include adding other variables that may affect Repurchase Intention; this is intended so that the research results can provide a more comprehensive picture of the factors influencing consumer behavior in e-commerce and further contribute to prior e-commerce research.

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