



The Effect Of Service Quality And Customer Reviews On Repurchase Decisions Among Marketplace Users

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ABSTRACT

This study aims to determine the effect of service quality and customer reviews on consumers' repurchase decisions in marketplaces. A quantitative approach was employed, with data collected through questionnaires distributed to 120 respondents who had previously conducted transactions on marketplaces. The sampling technique used was purposive sampling. Data were analyzed using multiple linear analysis with SmartPLS. The F-test results indicate that service quality and customer reviews simultaneously have a significant effect on repurchase, with an F-test value of 0.000, below the 0.05 significance level. The partial t-test results show that service quality significantly affects repurchase, with a t-test value of 0.023 and a significance value of 0.000. Meanwhile, customer reviews also significantly affect repurchase, with a t-test value of 2.297 and a significance value of 6.208. The coefficient of determination (R^2) of 0.329 indicates that 33% of the repurchase variable can be explained by service quality and customer reviews, while the remaining 67% is explained by other variables not examined in this study.

INTRODUCTION

The development of information technology and economic digitalization has significantly transformed the landscape of consumer behavior. Marketing, which previously focused on face-to-face (offline) interactions, has now shifted toward digital transactions (e-commerce). In a highly competitive digital business ecosystem, business success is no longer measured solely by the ability to attract new customers, but also by the extent to which companies can retain existing customers and encourage repurchases. Repurchase intention is a key indicator of marketing cost efficiency and long-term business sustainability (Pratama & Setiawan, 2022). In the digital era, consumers have increasingly high expectations regarding the services they receive. The service quality provided by digital platforms—such as customer service response speed, ease of transactions, payment security, and delivery accuracy—has become a major factor shaping consumer perceptions. Superior service quality can create satisfaction that

encourages consumers to transact again on the same platform (Nugroho & Fitriani, 2023). Conversely, slow service and frequent technical problems may quickly drive consumers to switch to competitors. In addition to internal factors related to service providers, consumers' repurchase decisions are currently strongly influenced by an external factor, namely reviews from other consumers (customer reviews). As a form of Electronic Word of Mouth (e-WOM), customer reviews serve as an independent source of information with a high level of credibility in the eyes of prospective buyers (Al-Habsi et al., 2021). Before making another transaction, consumers tend to read reviews, examine ratings, and verify other buyers' experiences to minimize purchasing risk. Positive customer reviews have been shown to effectively build trust and strengthen the intention to repurchase (Setyawan & Wijaya, 2024).

Although service quality and customer reviews are theoretically expected to have a positive effect on repurchase decisions, several field phenomena and previous studies indicate complex dynamics. At times, even when technical service quality is already good, negative reviews or fake reviews posted by certain consumers can drastically reduce repurchase intention (Ramadhan & Kusuma, 2023). In addition, price competition and the proliferation of competitors' promotions often test the extent to which service quality and consumer reviews can maintain customer loyalty. Based on these dynamics and the urgency of the issue, this study is important for empirically examining the extent to which service quality and customer reviews affect repurchase, while also providing theoretical and practical contributions for business practitioners in formulating effective customer-retention strategies in the digital era.

LITERATURE REVIEW

Repurchase Decision

A repurchase decision describes a consumer's decision to purchase a product again or reuse a service from the same seller or platform after evaluating a previous transaction experience. In e-commerce, such decisions are formed through a series of cognitive and affective evaluations, including perceived benefits, risk, satisfaction, trust, and the quality of the relationship with the service provider. Antwi (2021) shows that relationship quality in the online retail context strengthens repurchase intention. Chatzoglou et al. (2022) also emphasize that consumers' experiences and evaluations of retailers are important antecedents of repurchase intention. Thus, repurchase can be understood as the outcome of a post-transaction evaluation that reflects the continuity of the consumer's relationship with the marketplace.

Service Quality

Service quality is consumers' assessment of the degree of conformity between the service they expect and the service performance they actually receive. In a marketplace, service quality is related not only to the application interface but also to ease of use, system reliability, security and privacy, accuracy of order fulfillment, responsiveness to complaints, and the quality of delivery and returns. Rita et al. (2019) found that e-service quality plays a role in shaping customer satisfaction, while satisfaction influences word of mouth and repurchase intention. At the order-fulfillment stage, Jain et al. (2021) demonstrated that electronic logistics service quality promotes repurchase through shopping satisfaction. These findings position service quality as a comprehensive evaluation of the processes before, during, and after a transaction.

Relationship between Service Quality and Repurchase Decisions

Consistent service quality reduces consumers' information-search costs, uncertainty, and perceived risk. When a marketplace is able to provide accurate information, secure transactions, timely delivery, and responsive complaint handling, consumers gain a more predictable experience and tend to maintain their relationship with the platform. Jain et al. (2021) demonstrated that electronic logistics service quality is associated with repurchase

intention, while Do et al. (2023) showed that logistics service quality and price fairness shape satisfaction, loyalty, and repurchase intention in cross-border e-commerce. Conceptually, the higher the perceived service quality, the stronger the consumer's tendency to repurchase. Therefore, the first hypothesis is formulated as follows: H1: Service quality has a positive and significant effect on repurchase decisions among marketplace users.

Customer Reviews

Customer reviews are evaluative information created by consumers based on their experience of using a product or service and published through a marketplace review feature. Customer reviews are a form of electronic word of mouth (e-WOM) that provides cues regarding quality, product suitability, seller credibility, and transaction risk. The influence of reviews is determined not only by their valence, but also by argument quality, completeness, recency, number of reviews, consistency with ratings, and reviewer credibility. Ngo et al. (2024) explain that the quality and credibility of e-WOM information affect how consumers accept and use such information. Because product experience cannot be directly observed before an online purchase, customer reviews function as a mechanism for reducing information asymmetry.

Relationship between Customer Reviews and Repurchase Decisions

In repurchase situations, consumers do not rely solely on their personal experience; they also use recent reviews to assess the consistency of product quality and seller performance. Informative positive reviews can confirm previous experiences, strengthen trust, and reduce perceived risk. Conversely, consistently negative reviews or indications of fake reviews can weaken consumers' confidence in making another transaction. Ngo et al. (2024) show that e-WOM information operates through the evaluation of information credibility and usefulness, while Sahranavard et al. (2024) identify e-WOM as an important mechanism for explaining repurchase intention in online food-ordering services. Based on this argument, the second hypothesis is formulated as follows: H2: Customer reviews have a positive and significant effect on repurchase decisions among marketplace users.

Service Quality and Customer Reviews in Relation to Repurchase Decisions

Service quality and customer reviews represent two complementary sources of evaluation. Service quality shapes consumers' direct experiences with the system and transaction process, whereas customer reviews provide social evidence of other users' collective experiences. A good service experience may lose its retention effect when recent reviews indicate declining quality, while positive reviews do not necessarily lead to repurchase if consumers experience service failures. Therefore, repurchase decisions are more appropriately explained by testing both variables simultaneously. Previous studies have often positioned service quality, satisfaction, trust, e-WOM, and repurchase intention within mediation models or specific product contexts. Further testing is still needed to directly integrate service quality and customer reviews as predictors of repurchase decisions among marketplace users. Based on this synthesis, the third hypothesis is formulated as follows: H3: Service quality and customer reviews simultaneously have a positive and significant effect on repurchase decisions among marketplace users.

METHODS

This study employed a quantitative approach with an associative research design, which aims to identify relationships or effects among three variables based on the previously formulated hypotheses. The quantitative method was used because it enables objective data measurement using numerical data and statistical analysis. Data were collected through a survey by distributing questionnaires containing statements measured on a 1–5 Likert scale. The data

analysis process used multiple linear regression analysis to examine the direct effects of the independent variables on the dependent variable. Statistical data processing in this study was conducted using SmartPLS. The study sample consisted of 120 respondents.

The data were then analyzed using several procedures: 1) classical assumption tests to determine whether the regression equation could be used and met linearity requirements, including normality, linearity, multicollinearity, and heteroskedasticity tests; 2) multiple linear regression analysis to examine the effect of the independent variables (X) on the dependent variable (Y) under study; and 3) hypothesis testing using the t-test to determine the partial effect of each independent variable on the dependent variable, the F-test to determine the simultaneous effect of the independent variables on the dependent variable, and the coefficient of determination to indicate the extent to which the independent variables contribute to explaining the dependent variable.

RESULTS

Validity Test

The validity testing results for the research indicators are presented in the following table:

Table 1. Validity Test

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Variable X1	0.922	0.930	0.936	0.648
Variable X2	0.908	0.912	0.929	0.685
Variable Y	0.926	0.933	0.938	0.601

Based on the table above, all three tested variables meet the convergent validity requirement, with values > 0.50. The service quality variable (X1) has a value of 0.648, the customer review variable (X2) has a value of 0.685, and the repurchase variable (Y) has a value of 0.601.

Reliability Test

Table 2. Reliability Test

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Variable X1	0.922	0.930	0.936	0.648
Variable X2	0.908	0.912	0.929	0.685
Variable Y	0.926	0.933	0.938	0.601

Based on the table above, the reliability test for each variable yields a value > 0.70. For example, the composite reliability value for variable X2 is 0.929, indicating that this variable has an acceptable level of reliability and meets the required criterion. It can therefore be concluded that the indicators measuring variables X1, X2, and Y are reliable.

Multicollinearity Test

Table 3. Multicollinearity Test

Collinearity statistics - VIF	
	VIF
X1	1.129
X2	1.129

Based on the table above, the multicollinearity test shows that the VIF values satisfy the criterion of < 10 . The Service Quality variable (X1) has a value of 1.129, and the Customer Review variable (X2) also has a value of 1.129. These values are far below 10; therefore, it can be concluded that the multicollinearity criterion is satisfied and that the corresponding tolerance values are automatically at 0.10.

Heteroskedasticity Test

Table 4. Heteroskedasticity Test

Breusch-Pagan Test			
	Test-Statistic	df	P value
Breusch-Pagan Test	1.054	2	0.590

Based on the table above, the Breusch–Pagan test produced a p-value of 0.590. This value meets the criterion of a significance level > 0.05 , which statistically indicates that heteroskedasticity is not present in this regression model. It can therefore be concluded that the multiple regression model in this study satisfies the heteroskedasticity assumption, in which the residual variance remains constant. This indicates that the model is appropriate, the analysis results are reliable, and the model can be used for further hypothesis testing.

t-Test (Partial)

Table 5. t-Test (Partial)

Summary coefficients							
	Unstandardized coefficients	Standardized coefficients	SE	T value	P value	2.5 %	97.5 %
X1	0.134	0.183	0.058	2.297	0.023	0.018	0.250
X2	0.448	0.495	0.072	6.208	0.000	0.305	0.592
Intercept	1.786	0.000	0.325	5.494	0.000	1.142	2.429

Based on the table above, the p-value of each variable is < 0.05 , while the t-value is evaluated at a 5% significance level with a t-statistic criterion of > 1.96 . Based on the results in the table, the t-statistic for service quality (X1) on repurchase (Y) is 2.297, and the t-statistic for customer reviews (X2) on repurchase (Y) is 6.208. Both values meet the > 1.96 criterion, and the overall p-values are < 0.05 (X1 = 0.023 and X2 = 0.000), indicating effects at a 95% confidence level. Thus, the partial t-test results show that both independent variables—service quality (X1) and customer reviews (X2)—have a significant effect on the dependent variable, repurchase (Y).

F-Test (Simultaneous)

Table 6. F-Test

Summary ANOVA					
	Sum square	df	Mean square	F	P value
Total	24.637	119	0.000	0.000	0.000
Error	16.250	117	0.139	0.000	0.000
Regression	8.387	2	4.194	30.194	0.000

Based on the table above, the p-value is 0.000, which meets the criterion of < 0.05 . Therefore, H0 is rejected, while H1 and H2 are accepted. Accordingly, the service quality variable (X1) and the customer review variable (X2) simultaneously affect the repurchase variable (Y).

CONCLUSION

Based on the results of the study on the effect of service quality (X1) and customer reviews (X2) on repurchase decisions (Y) among marketplace users, it can be concluded that both independent variables have a significant effect on the dependent variable, both partially and

simultaneously. These findings are supported by the t-test and F-test results, which statistically show that both service quality and customer reviews contribute to influencing consumers' intention to repurchase. Therefore, service quality and customer reviews are two important factors that e-commerce platforms should consider in their efforts to build customer loyalty and encourage transaction continuity.

LIMITATION

This study has several limitations. First, it used a cross-sectional survey design, so the data only describe respondents' perceptions during a single period and cannot yet explain long-term changes in repurchase behavior. Second, the sample size of 120 respondents and the use of non-probability sampling limit the generalizability of the findings to all marketplace users. Third, the data were obtained through questionnaires based on respondents' perceptions, which may be subject to subjective bias and common method bias. Fourth, the study examined only service quality and customer reviews as factors affecting repurchase decisions, while other factors such as customer satisfaction, trust, price perception, promotions, customer experience, loyalty, and perceived risk were not included in the research model. Fifth, the study did not distinguish among marketplace platform characteristics, product categories, usage intensity, or respondents' demographic profiles, all of which may influence repurchase decisions.

Based on these limitations, future studies are advised to use larger samples covering broader geographic areas and a more diverse range of marketplace platforms. Future research may also employ longitudinal designs or combine quantitative and qualitative approaches to obtain a deeper understanding of changes in consumer behavior. In addition, the research model could be expanded by including satisfaction and trust as mediating variables, as well as price, promotions, customer experience, or platform characteristics as independent or moderating variables. The use of actual transaction-behavior data is also recommended so that repurchase measurement does not rely solely on respondents' perceptions or self-reported statements.

TRANSPARENCY STATEMENT

1. **Author Contributions:**

DD: Conceptualization, Methodology, Data Collection, Data Analysis, Writing – Original Draft.], **MMS:** [Visualization, Review and Editing, Supervision.

IE : Visualization, Review and Editing, Supervision.

2. **Funding:**

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3. **Conflict of Interest:**

No conflict of interest: The authors declare that they have no conflict of interest related to the research and publication of this article.

4. **Research Ethics:**

5. The study did not involve any intervention, biological specimens, vulnerable groups, or sensitive personal data. Participation was voluntary, and the confidentiality of the respondents was maintained.

6. **Use of Artificial Intelligence (AI):**

7. The authors used ChatGPT to assist with improving grammar and translating the text. All AI-generated output was thoroughly reviewed and edited by the authors. The authors take full responsibility for the content of the article.

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