



DOI <https://doi.org/10.18551/rjoas.2020-11.06>

EFFECTIVENESS OF PEEIM AND INTERACTIVITY AS A STRATEGY FOR INCREASING PURCHASING INTENTION IN FACING GLOBAL MARKET COMPETITION IN INDONESIA DURING THE 4.0 MARKETING ERA: A SURVEY ON TOP THREE FOREIGN MARKETPLACE CUSTOMERS IN THE INDONESIAN ONLINE MARKET

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ABSTRACT

Marketplace competition in Indonesia is getting tighter, both Indonesian and foreign marketplaces. This research objectives is to measure the influence of customer satisfaction on repurchase intention through customer trust using PEEIM as the moderation, measure the effect of effective use of instant messengers and effective use of feedback systems on interactivity, measure the effect of interactivity on customer trust, and measure the effect of interactivity on repurchase intentions which is moderated by PEEIM in which the data is taken from customers of the top three foreign marketplaces in the Indonesian online market, so that a strategic concept of online business will be obtained in building the trust of the Indonesian people using PEEIM and Interactivity. Respondents in this research are most of the customers of the top three foreign marketplaces in the Indonesian online market who have ever made a purchase, have ever felt doubts about doing online transactions with relatively small transaction values. The sampling technique used in this research is a non-probability sampling technique, the sampling method is purposive sampling. The analytical tool used is quantitative to test the hypothesis whether there is an effect of Customer Satisfaction and Interactivity on Repurchase Intentions mediated by Customer Trust and moderated by PEEIM. Research Results. Practical implications of novelty. The research results of the top three foreign marketplaces in the Indonesian online market have been able to build the customer satisfaction, the effectiveness of instant messenger use, the effectiveness of using feedback systems, and the customer trust that affects the customer repurchase intentions. However, it has not been able to create effective interactivity and PEEIM does not moderate both customer satisfaction with customer trust, and customer trust in repurchase intentions and interactivity towards repurchase intentions. This is because the value of online transactions is relatively small so that there is no general perception of respondents in the study. it is about providing protection from potential risks in online transactions. The practical implication of this research is the business strategy that the top three foreign marketplaces in the Indonesian online market have to build in order to form customer repurchase intentions in the same marketplace for relatively small online transactions: PEEIM can be more open, the most important thing that the three big marketplaces from Indonesia have to build it is maintaining customer satisfaction, customer trust and it would be better if it is supported by a high level of communication interactivity. The novelty of this research examines relatively small online transactions in several marketplaces.

KEY WORDS

PEEIM, interactivity, customer satisfaction, customer trust, purchase intention.

The presence of a form of business transaction that can be done electronically or known as electronic commerce or e-commerce, is a form of transaction between sellers and buyers without meeting face to face. E-commerce can be said to be a company's marketing



effort by utilizing technological sophistication. Over time, the form and number of e-commerce has increased (Pahlevi, 2017) resulting in fierce competition. This digital marketing era 4.0 causes customers to switch easily not to make repeat purchases in the same marketplace. It is easy for customers to switch to other Marketplaces because it is easy to find information through the Internet media in the hands of the customer's cellphone (Karyono et al, 2020). This results in a high level of marketplace customer migration from one marketplace to another (iPrice, 2020). Moreover, the competition for promotional programs for each marketplace and customer complaints leads to high levels of migration. All of which are due to high marketplace competition and the ease of finding information online. This research analyzes the effect of the main complaints of customers when conducting online transactions, namely the guarantee of security and communication between online buyers and sellers. The main complaint felt by customers is the guarantee of online transaction security which is supported by the low perception of high-level communication in online transactions. Both of which cause a decrease in the customer confidence to make repeat purchases in one marketplace.

PEEIM is a general perception of online consumers regarding the existence of security guarantees in the e-commerce environment that can protect them from potential risks in online transactions (Fang et al, 2014). Interactivity is a high level of communication between buyers and sellers that is perceived by buyers (Ou et al, 2014).

Customer trust in online transactions is very important so that customers who have made purchases will make another online purchases. Marketplace must be able to build the customer trust, related to the main complaints felt by the online buyers. Assael, 2001 stated that the cognitive component of brand trust will lead to an affective component as a brand evaluation. The customer brand evaluation will lead to a conative customer attitude component in which this conative component determines the customer's attitude whether the customer has the intention to make a repurchase or not on the brand he has chosen.

This research objectives is to measure the influence of customer satisfaction on repurchase intention through customer trust using PEEIM as the moderation, measure the effect of effective use of instant messengers and effective use of feedback systems on interactivity, measure the effect of interactivity on customer trust, and measure the effect of interactivity on repurchase intentions which is moderated by PEEIM in which the data is taken from customers of the top three foreign marketplaces in the Indonesian online market, so that a strategic concept of online business will be obtained in building the trust of the Indonesian people using PEEIM and Interactivity.

LITERATURE REVIEW

Both offline and online businesses and omni entrepreneurs must be able to predict future consumer behavior, especially in terms of consumer behavior, purchasing decisions, which are important aspects of marketing planning (Peter and Olson, 2010). After consumers accept and feel the benefits of a product, these consumers then have loyal behavior, a sense of satisfaction and commitment to the product, in the end it can lead to an intention to repurchase the product in the future (Mowen and Minor, 2002),

Repurchase intention is defined as an individual recognition to reuse certain services from the same business by taking into account the current situation and the possibilities that might occur (Hellier et al, 2003). Repurchasing behavior itself means that consumers only buy products repeatedly without having a special feeling for what they buy (Mowen and Minor, 2002). This is one that is used in measuring brand loyalty. Repurchase intention is a purchase intention based on the past purchase experiences (Thamrin and Francis, 2012). This is an illustration of the level of customer satisfaction when deciding to adopt a product. The decision to adopt or reject it can arise after consumers have tried the product and then they feel like or dislike the product. Love for the product arises if what consumers perceive about the products they use is of good quality and can fulfill or even have their wants and expectations fulfilled.



Repurchase intention is a development of consumer purchasing decision theory. Repurchase intentions are created after consumers carry out a series of stages in the consumer purchasing process, namely: problem recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior (Kotler and Keller, 2009).

Satisfaction is someone's feeling of pleasure or disappointment that arises after comparing the perceived performance of the product against their expectations (Kotler and Keller, 2009). Customer-oriented companies strive to create high customer satisfaction. Evenmore, the key to retaining customers is customer satisfaction itself. High satisfaction or customer excitement is because their requests are fulfilled that can cause "emotional ties" to the brand or company concerned.

Consumer satisfaction is the overall attitude shown by consumers on goods or services after they have obtained and used them (Mowen and Minor, 2002). Satisfaction depends on the buyer expectations, (Armstrong and Keller, 2015) meaning that if the performance of the product or service is not in accordance with the expectations of the buyer, then the consumer will feel disappointed. However, if performance is balanced with expectations, the consumers will feel very satisfied.

Satisfaction is a critical concept in marketing knowledge and consumer research. If the consumers are satisfied, they will continue to buy and tell others about their satisfaction experience. If they are not satisfied, they will replace products and make complaints to factories, retailers and other consumers.

Consumer satisfaction or dissatisfaction is influenced by the following factors (Mowen and Minor, 2002): 1). Confirming expectations through the use and communication behavior of companies and others; consumers can begin to develop expectations about how the brand should work. Factors affecting expectations: product characteristics, promotional factors, other factors, consumer characteristics

The factors that affect the perception of actual performance: a) Emotional dissatisfaction means that if the quality obtained is far below expectations, the consumer will feel emotional dissatisfaction. Conversely, emotional satisfaction means that if the existing performance exceeds the expectations, then what happens is the consumer will feel emotional satisfaction. Expectancy confirmation means that if consumers perceive performance as equal as to expectations, the consumers will feel confirmation of expectations. b) Perceived feasibility, the theory of justice (equity theory) suggests that people tend to analyze the ratio of their outcomes and inputs to the results and inputs of their peers in an exchange; and if they see a higher ratio, they will feel the feeling of being unfair. The theory of justice provides the assumption that each party who participates in the exchange must be treated fairly or properly. c). Causal attribution, attribution theory is as a way to identify the cause of a thing. In this case, the attributions made by consumers will have an effect on the satisfaction after purchase. If their performance is below expectations, the consumers will tend to find the cause. If the consumers symbolize failure due to the product or service itself, the dissatisfaction is likely to arise. Yet, if failure is symbolized by the factor of chance or the consumer's own fault, they will not be dissatisfied. d) Actual product performance is likened to even though the consumers expect a product to be less successful, they will still feel dissatisfied if the product is not successful. Performance is judged to affect the satisfaction regardless of expectations (Mowen and Minor, 2002). e) The state of consumer affection, this refers to the concept that the level of consumer satisfaction is influenced by positive and negative feelings that the consumers have associated with the product or service after purchasing and during the use. Regarding to measuring Customer Satisfaction, Kotler and Keller, 2009 state that there are several ways that can be used to measure customer satisfaction: Periodic Surveys, Customer Loss Rate, and Mysterious Shopper.

Consumer trust or consumer knowledge is related to the belief that a product has various attributes and benefits from these attributes (Sumarwan, 2002). Customer trust is defined as all knowledge that consumers have about the objects, attributes and benefits (Mowen and Minor, 2002). Objects can be products, people, companies and anything that makes a person have beliefs and attitudes on them. There are three components of attitudes



that influence customer purchase intentions (Assael, 2001). These three components of attitude lead to the repeat purchase intentions. Trust is the willingness to depend on a business partner. Trust depends on several interpersonal and inter-organizational factors such as competence, integrity, honesty and kindness (Kotler and Keller, 2009). In the context of online business or e-commerce, trust includes consumer confidence and expectations on the character of online sellers (Meskaran et al, 2013). Whereas the absence of customer trust will create a negative effect for customers so that they do not want to shop online, because the willingness to shop is influenced by the analysis of actions and risks during the shopping process (Meskaran, et al, 2013).

Factors Affecting Customer Trust (Pappers and Roggers, 2004): Values are fundamental to develop trust, Reliance on other parties to reduce risk, open communication, regular, high quality or must be relevant, timely, effective past communication will generate trust.

PEEIM is an institutional mechanism as an impersonal structure implemented or created by a third party to create conditions that guarantee the protection of the success of transactions (Pavlou and Gefen, 2004). Fang et al, 2014 introduced the concept of Perceived Effectiveness of E-Commerce Institutional Mechanism (PEEIM) as a general perception of online consumers in which protection is available in the e-commerce environment to protect them from potential risks in online transactions. Online protection currently includes online credit card guarantees, escrow services and privacy protection, (Pavlou and Gefen, 2004). In this case, it is said that the online escrow service allows payment only after the customer accepts the agreement and agrees to pay it or in the sense of providing a security network against the potential risks in order fulfillment efforts. Similar to this concept, guarantees of payment via online credit cards provide a source of financial institutions to compensate buyers for potential fraudulent behavior from sellers. This third party is considered as a safeguard in an institutional mechanism which is quite popular today in the e-commerce environment.

There are several concepts that are often considered the same as PEEIM, such as structural guarantees and institutional structures. There are two characteristics of PEEIM, namely PEEIM includes potential risk from specific relationships and system uncertainty whereas institutional structure only focuses on transactions with one specific vendor, and PEEIM emphasizes the effect of risk reduction through third party guarantees compared to the structural guarantees (Fang et al, 2014). Institutional Mechanism, if it is seen from what Fang et al. 2014 explained about the Perceived Effectiveness of E-Commerce Institutional Mechanism (PEEIM) as a general perception of online consumers that protection, there is available protection in the e-commerce environment to protect consumers from potential risks in online transactions. Then, some marketplaces have several mechanisms for this protection, namely: a) Escrow Service, Hu et al, 2004 describes an online escrow service as a service that can guarantee transactions through its secure transaction mechanism that issues payment only when satisfactory merchandise is received. This system also exists in several marketplaces. The buyer will make a payment to the marketplace account, then the seller will receive the payment after the item purchased has been confirmed by the consumer. b) Credit Card Guarantee Marketplace accepts payment for transactions by credit card which is required to 3D Secure service registration. This service itself is a technology developed by Visa and MasterCard to protect online transactions or known as Verified by Visa and Mastercard Secure Code to ensure that every online transaction that occurs is actually carried out and is known to the credit card owner.

In the scope of the online marketplace, interactivity can be said to be related to buyers' perceptions of high-level communication between sellers and buyers (Ou et al, 2014). This concept was introduced by Newhagen et al. 1995. Interactivity can be defined as a psychological factor which includes two dimensions, namely the psychological feelings that viewers or users have related to the efficiency and interactivity of the system (Song and Zinkhan, 2008).

Many studies have expanded these two dimensions into three dimensions, namely active control, synchronization, and two-way communication. Active control here is



measuring the level of active control that the seller has in communicating. Synchronization shows how the level of communication has been synchronized. Meanwhile, two-way communication is related to the existence of shared communication (Ou et al, 2014). Interactivity is a CMC (Computer Mediated Communication) technology. Marketplace shows regular sellers and buyers using CMC equipment to communicate with each other and build their relationship based on trust (Ou et al, 2014). The relationship between the marketplace and its users is as an online marketplace that uses the tools to have connection with its users. The following are the tools provided to build communication with customers: 1) Customer Service, to serve customers regarding questions, complaints, criticisms and suggestions, the marketplace provides the following facilities: Live Chat, Telephone, E-mail, Social Media; if it is through media networks social accounts, there are official Twitter, Instagram and Facebook accounts belonging to the marketplace. 2) Return service can be via: Phone, WhatsApp, E-mail.

FRAMEWORK OF RESEARCH

This research framework refers to Fang et al.'s, 2014 and further developed by Bao et al. 2016, the magnitude of the influence of several marketplaces is analyzed in this research.

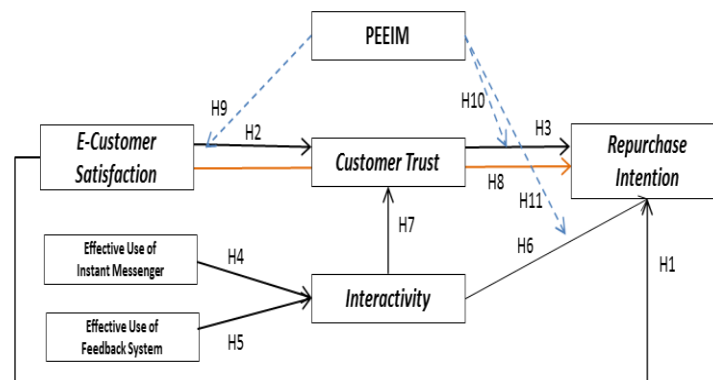


Figure 1 – Framework for research

METHODS OF RESEARCH

The population and sample in this research are customers of the top three foreign marketplaces in the Indonesian online market who have made purchases. The sampling technique used is a non-probability sampling technique, with a purposive sampling method (Sugiyono 2017) with a sample size of 207 respondents. The quantitative analysis will be used to test the hypothesis, namely whether there is an effect of Customer Satisfaction and Interactivity on Repurchase Intention mediated by Customer Trust and moderated by PEEIM.

RESULTS AND DISCUSSION

The results of the research are processed using SPSS (Ghozali, 2018), the H1 test of customer satisfaction has a positive and significant effect on the customer trust, H2 interactivity has a positive and significant effect on customer trust.

The multiple linear equation is as follows $CT = 4,470 + 0.872ECS + 0.400 Int$, the amount of the adjusted R square is 0.624 or 62.4%. These results are in line with the research conducted by Rizan et al (2015) and Bao et al (2016). The results show that the top three foreign marketplaces in the Indonesian online market have created customer satisfaction as a marketplace in terms of providing services according to needs, providing pleasure, and fulfilling customer expectations and satisfying customers so that they are willing to recommend them to others so that it can increase the customer trust.



Table 1 – Coefficients of E-Customer Satisfaction and Interactivity Effect on Customer Trust

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,470	1,416		3,156	0,002
1 E-Customer Satisfaction (ECS)	0,872	0,119	0,439	7,332	0,000
Interactivity (Int)	0,400	0,057	0,419	6,996	0,000

a. Dependent Variable: Customer Trust (CT_Z)

The results of the research on the H3 test of the effectiveness of the use of instant messengers have a positive and significant effect on customer interactivity.

Table 2 – Coefficients of Instant Messenger Effect on Interactivity

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	13.630	0.920		14.821	0.000
1 Instant Messenger (IM)	2.324	0.122	0.801	19.128	0.000

a. Dependent Variable: Interactivity (Int)

The multiple linear equation is as follows $Int = 13.630 + 2.324IM$, the amount of adjusted R square is 0.639 or 63.9%; this result is in line with the research conducted by Bao et al (2016), the results of the research show that the top three foreign marketplaces are in the online market Indonesia has brought effectiveness in the use of instant messengers for effective communication and verification of information with customers.

The research results of the H4 test, the effectiveness of the use of feedback systems have a positive and significant effect on customer interactivity.

Table 3 – Coefficients of Feedback System Effect on Interactivity

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.898	0.602		1.492	0.137
1 Feedback System (FS)	1.277	0.025	0.962	50.242	0.000

a. Dependent Variable: Interactivity (Int)

The research results of hypothesis H5, customer satisfaction has a positive and significant effect on customer repurchase intention, H6 interactivity has a positive and significant effect on repurchase intention and H7 customer trust has a positive and significant effect on customer repurchase intention.

Table 4 – Coefficients of E-Customer Satisfaction, and Customer Trust Effect on Repurchase Intention

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,552	0,579		2,679	0,008
E-Customer Satisfaction (ECS)	0,501	0,053	0,622	9,371	0,000
Interactivity (Int)	0,030	0,025	0,077	1,169	0,244
Customer Trust (CT)	0,062	0,028	0,153	2,222	0,027

a. Dependent Variable: Repurchase Intention (RI)

The multiple linear equation is as follows $RI = 1.552 + 0.501 ECS + 0.030 Int + 0.062CT$, the amount of the adjusted R square is 0.635 or 63.5%, the results of the H5 test are in line with the research of Rizan et al (2015), the results show that the top three marketplaces foreigners who are in the Indonesian online market have created customer satisfaction in terms of providing services as needed, providing pleasure, and fulfilling customer expectations and satisfying customers so that customers are willing to recommend it to others. Therefore, it can increase the repurchase intention. Yet, this result is not in line with Bao's research. et al (2016) which show that the top three foreign marketplaces in the Indonesian online market have not created the interactivity perceived by customers in



providing instant messengers for effective communication and verification of information with customers, accurate rating and feedback mechanisms, placing customers to own active control inside purchase, facilitating two-way communication and the opportunity to speak with the party, responding to inquiries and requests for information quickly.

The results of this H6 test are not in line with Bao et al (2016) research. The results show that the top three foreign marketplaces in the Indonesian online market have not created the interactivity perceived by customers in providing instant messengers for effective communication and verification of information with customers, accurate mechanisms rating and feedback, placing customers in active control of purchases, facilitating two-way communication and the opportunity to speak with his party, responding to inquiries and requests for information quickly.

The results of the H7 test results are in line with research conducted by Rizan et al (2015) and Bao et al (2016). The results show that the top three foreign marketplaces in the Indonesian online market have created customer trust as a marketplace that sells quality goods, fulfilling customer desires, being honest, keeping promises, always thinking about customers, being trustworthy, having high integrity, and being reliable in the end, it will increase customer repurchase intention.

The test results for H8 customer satisfaction have a positive and significant effect on repurchase intention which is mediated by customer trust.

$$CT = \alpha + P2ECS + e1 \tag{1}$$

$$RI = \alpha + P1ECS + P3CT + e2 \tag{2}$$

Table 5a – Coefficients of E-Customer Satisfaction Effect on Customer Trust

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	7,657	1,490		5,140	0,000
E-Customer Satisfaction (ECS)	1,456	0,094	0,733	15,451	0,000

a. Dependent Variable: Customer Trust (CT)

The results of the SPSS output above show that the value of the unstandardized beta of customer satisfaction (ECS) is 1.456 and is significant at the value of 0.000. The resulting standard error value is 0.094. It means that the customer satisfaction has a direct and significant effect on customer trust (CT).

Table 5b – Coefficients of E-Customer Satisfaction and Customer Trust Effect on Repurchase Intention

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	1,679	0,570		2,948	0,004
E-Customer Satisfaction (ECS)	0,523	0,050	0,650	10,482	0,000
Customer Trust (CT)	0,077	0,025	0,189	3,044	0,003

a. Dependent Variable: Repurchase Intention (RI)

The results of SPSS output for regression equation 2 show the unstandardized beta value for customer trust (CT) is 0.077 with a significance value of 0.003 or less than 0.05 so that it meets the requirements for significance. The resulting standard error is 0.025 for customer trust.

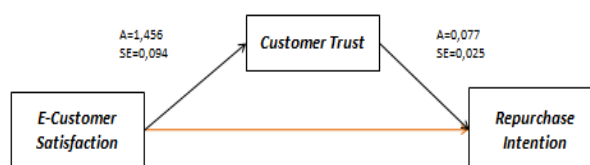


Figure 2 – Path Analysis Model



The model above shows the regression results of the first and second equations which form a path analysis model with the customer trust variable as a mediator. The value of the mediating variable can be generated by means of the single test as follows:

$$Z = \frac{ab}{\sqrt{(b^2SEa^2)+(a^2SEb^2)}} = 6,405$$

The calculation from the single test above shows that z value is 6.405. This value is greater than 1.96 with a significance level of 0.05. Therefore, it can be said that there is a mediation effect, so that H8, namely customer satisfaction, has a positive and significant effect on the repurchase intention mediated by the accepted customer trust. These results are in line with the research conducted by Rizan et al (2015). The results show that the top three foreign marketplaces in the Indonesian online market have created trust as sellers of quality goods, fulfilled customer desires, been honest, kept promises, always thought about their customers, been able for being trustworthy, high integrity, and reliable which in turn can increase customer repurchase intention.

The results of the research for the H9 PEEIM test negatively moderate and have no significant effect on the customer satisfaction on customer trust. The Moderated Regression Analysis (MRA) test of this interaction test is a special application of linear multiple regression where the regression equation contains interaction elements; the test results are as follows:

Table 6 – Coefficients of E-Customer Satisfaction Effect on Customer Trust is moderated by PEEIM

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	-4,636	5,735		-0,808	0,420
E-Customer Satisfaction (ECS)	1,702	0,370	0,857	4,599	0,000
PEEIM	1,125	0,431	0,643	2,611	0,010
ECS * PEEIM	-0,035	0,027	-0,441	-1,269	0,206

a. Dependent Variable: Customer Trust (CT)

Based on the results of the regression test on the independent variable effect on the dependent variable in the moderating variable presence, the equation can be formulated as $Z = -4,636 + 1,702ECS + -0,035ECS*PEEIM$. From table 6, it can be seen that the customer satisfaction (ECS) effect on the customer trust (CT) with PEEIM moderation has a significance value of $0.206 > 0.05$. This result means that PEEIM cannot moderate the effect of customer satisfaction (ECS) on the customer trust (CT). From these results, it can be concluded that if H9 is rejected. This result is like the research of Bao et al (2016). It can happen because the customers are less aware of the presence of protection, the value of online transactions is relatively small and/or it is also because this protection is not optimal in protecting the customers from various online risk in the top three foreign marketplaces in the Indonesian online market.

The results of the research for PEEIM H10 test negatively moderate the variables and there is no significant effect of the customer trust on the customer repurchase intention. The Moderated Regression Analysis (MRA) test of this interaction test is a special application of linear multiple regression where the regression equation contains an element of interaction, the test results are as follows:

Table 7 – Coefficients of E-Customer Trust Effect on Repurchase Intention as moderated by PEEIM

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	1,691	3,015		0,561	0,575
Customer Trust (CT)	0,348	0,096	0,858	3,623	0,000
PEEIM	0,170	0,231	0,239	0,734	0,464
CT*PEEIM	-0,006	0,007	-0,389	-0,801	0,424

a. Dependent Variable: Repurchase Intention (RI)



Based on the results of the regression test on the independent variable effect on the dependent variable with the moderating variable, equation can be formulated as $RI = 1.691 + 0.348CT - 0.006CT*PEEIM$. From table 7, it can be seen that the effect of customer trust (CT) on the repurchase intention (RI) with PEEIM moderation has a significance value of $0.424 > 0.05$. This result means that PEEIM cannot moderate the effect of customer satisfaction (CT) on the repurchase intention (RI). From these results, it can be concluded that H10 is rejected. This result is similar to the research of Bao et al (2016). It can occur because the customers are less aware of the presence of protection, the value of online transactions is relatively small and/or it is also because this protection is not optimal in protecting customers from various online risks in the top three foreign marketplaces located in Indonesian online market.

The results of the research for PEEIM H11 test negatively moderate and have no significant effect of the interactivity on the customer repurchase intention. The Moderated Regression Analysis (MRA) test of this interaction test is a special application of the linear multiple regression where the regression equation contains an element of interaction, the test results are as follows:

Table 8 Coefficients of Interactivity Effect on Repurchase Intention moderated by PEEIM

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,055	2,510		0,420	0,675
Interactivity	0,352	0,080	0,911	4,411	0,000
PEEIM	0,278	0,183	0,392	1,523	0,129
Int*PEEIM	-0,007	0,004	-0,594	-1,506	0,134

a. Dependent Variable: Repurchase Intention (RI)

Based on the results of the regression test on the independent variable effect on the dependent variable with the moderating variable, the equation can be formulated as $RI = 1.055 + 0.352Int - 0.007Int*PEEIM$. From table 8 it can be seen that the effect of interactivity (Int) on the repurchase intention (RI) with PEEIM (M) moderation has a significance value of $0.134 > 0.05$. These results show that PEEIM (M) does not moderate the effect of interactivity (Int) on the repurchase intention (RI). From these results, it can be concluded that the PEEIM H11 which moderates negatively and significantly the effect of interactivity on the customer repurchase intentions is rejected. This result is not in line with the research of Bao et al (2016). It can happen because the customers are less aware of the presence of online protection in the top three foreign marketplaces in the Indonesian online market or it is also because this protection is not optimal in protecting customers from various risks.

CONCLUSION

The conclusion of this research is that the top three foreign marketplaces in the Indonesian online market have been able to build the customer satisfaction, effective use of instant messengers, effective use of feedback systems, interactivity, and customer trust that affect the customer repurchase intentions. However, PEEIM does not moderate either the customer satisfaction with the customer trust, or the customer trust in the repurchase intentions or the interactivity towards the repurchase intentions; this is because the value of online transactions is relatively small so that there is no general perception of respondents in this research which is about the protection in the marketplace environment to protect it from the potential risks in the online transactions (Fang et al, 2014). Further research can be carried out with different item values.

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