

Understanding Repurchase Intention of Gen Y and Gen Z Through E-Servicescape and E-Trust in the Indonesian Marketplace

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ABSTRACT

Despite the significant growth of Internet-based business, studies examining the relationship between the e-servicescape environment and repurchase intention have primarily focused on general consumer populations and diverse online contexts. However, empirical evidence on how e-servicescape dimensions influence repurchase behavior among Gen Y and Gen Z users on Indonesian marketplace platforms remains relatively underexplored. Using a quantitative approach and the Stimulus-Organism-Response (SOR) framework, the researchers propose a conceptual model to investigate the effect of the e-servicescape environment on repurchase intention, with e-trust as a mediating variable. Gen Y and Gen Z users are selected as the target population because they represent the most active online shoppers in Indonesia. Data are collected using a non-probability sampling technique, and a total of 202 valid responses are analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The findings reveal that the three dimensions of e-servicescape, aesthetic appeal, layout and functionality, and financial security positively and significantly influence both e-trust and repurchase intention. Furthermore, e-trust mediates the relationship between e-servicescape and repurchase intention, indicating that a well-designed and secure digital environment enhances user confidence and encourages repeat purchases. The results also show that Gen Y and Gen Z users particularly value transactional convenience. The research provides practical implications for marketplace developers in optimizing digital interface design and contributes to a more context-specific understanding of the effects of the e-servicescape among younger consumer generations.

Keywords: e-servicescape, repurchase intention, e-trust, marketplace, Gen Y, Gen Z

INTRODUCTION

The rapid development of technology has led to changes across various sectors of life, including the business sector. Various new business models have emerged as a form of technological innovation. One of them is a web-based business. The trend of web-based businesses, commonly called online buying and selling, is very popular among people because it offers many advantages in terms of time, efficiency, and cost.

The current shift in consumer behavior from offline to online shopping is driven by the growth of the e-commerce industry (Quan et al., 2020). E-commerce is the process of buying, selling, marketing, and distributing goods and services through electronic systems such as the Internet, computer networks, or television. In other words, e-commerce refers to the use of electronic technology to facilitate commercial transactions between businesses and consumers.

E-commerce has seen greater growth in

developing countries than in developed countries due to factors such as the increasing availability of information technology, diverse customer lifestyles, and improved Internet experiences (Narang & Trivedi, 2016). Indonesia, in particular, has become one of the largest e-commerce markets in Southeast Asia, with many marketplace giants vying for user attention. According to We Are Social's January 2022 data, an estimated 205 million people in Indonesia were Internet users, representing 73.7% of the nation's population (Karnadi, 2022). The data suggest that Internet use and e-commerce in Indonesia are rapidly increasing and becoming increasingly ubiquitous.

E-Conomy SEA-Google reports that Indonesia's digital economy was valued at approximately USD 77 billion in 2022, with an expected growth rate of 22% year on year (Google e-Conomy SEA, 2025). The report also suggested that the digital economy in Indonesia could reach a value of approximately USD 130 billion by 2025, with e-commerce as the primary driver of growth. The rapid expansion of the e-commerce industry in Indonesia has led to increased competition among marketers to provide the best possible service to customers, retain them, and dominate the online market. Accordingly, it is vital to develop an online environment that affects consumer buying behavior in the online market. Retailers, academics, and e-commerce stakeholders need to consider the importance of consumer perceptions of websites and e-servicescape, which is the physical environment in online shopping (Yadav & Mahara, 2020). Distinguishing oneself from competitors through e-servicescape can be an alternative strategy for business players.

The present research develops a conceptual framework positioning e-servicescape dimensions, e-trust, and repurchase intention as sequential components within the Stimulus-Organism-Response (SOR) process. The purpose of this framework is to provide a more thorough understanding of the relationship between these variables (Suparno, 2020). Recent studies emphasize that digital service environments increasingly shape consumers' cognitive evaluations, emotional reactions, and behavioral outcomes in online commerce (Tran & Strutton, 2020). However, the mechanisms by which e-servicescape influences repurchase intention, especially through e-trust, remain theoretically underdeveloped. The SOR model provides a robust foundation to address this gap because it explains how environmental cues (stimulus) trigger internal psychological states (organism), which drive behavioral responses (response). Within this framework, e-servicescape serves as the initial stimulus that shapes users' perceptions of reliability, safety, and usability, thereby fostering e-trust as an organismic state (Shin & Jeong, 2021). This trust subsequently leads to the behavioral response of repurchase intention. By grounding the model in contemporary digital consumer behavior literature, the research strengthens the theoretical relevance of SOR. It clarifies how marketplace website design elements

contribute to trust formation and repeated purchasing.

The e-servicescape on a website or application is one of the determining factors for online shopping success. However, the research focuses on e-servicescape in mobile applications. Regardless of how the e-servicescape is constructed, many researchers agree that it is a crucial factor influencing consumer emotions and behavior (Amer, 2021; Teng et al., 2018). This factor then drives them to respond cognitively, emotionally, and physically, thereby shaping cognitive judgments and beliefs (Amer, 2021; Teng et al., 2018; Zhani et al., 2022), which in turn leads to specific behaviors (repurchase intention) in the online environment (Oebit & Sari, 2018). Servicescape refers to the physical environment where services are delivered (Dassanayake & Senevirathne, 2019). However, its dimensions differ from those of e-servicescape, which refers to the online environment where services are delivered digitally (Amer, 2021; Harris & Goode, 2010).

Unlike physical services, online consumers rely entirely on website cues, such as visual design, navigation, and security, to shape their perceptions and decisions. Because of this, e-servicescape plays a critical role in influencing user responses in e-commerce. However, despite its importance, empirical studies linking e-servicescape to repurchase intention remain limited, especially in rapidly growing markets like Indonesia. Research has shown that e-servicescape positively and significantly influences repurchase intention (Miao et al., 2022; Oebit & Sari, 2018). It indicates that the better the e-servicescape is on an online shopping website, the higher the level of repurchase intention on that website will be. The first hypothesis is as follows:

H1: E-servicescape has a direct positive influence on repurchase intention.

Developing trust is more difficult due to the impersonal nature of the channel. In addition to consumer perceptions of an e-commerce vendor's ability to meet privacy expectations, trust development is also associated with various e-commerce vendor attributes, including vendor size and website quality (Giao et al., 2020). Website quality can be seen from its e-servicescape. Several studies have shown the significant role of all e-servicescape aspects in consumer e-trust in a website (Tran & Strutton, 2020; Yadav & Mahara, 2020). Meanwhile, according to Amer (2021), financial security does not significantly influence e-trust. However, this insignificant result may be due to Egyptian consumers' skeptical nature of security policies and procedures in the context of online services. The second hypothesis is as follows:

H2: E-servicescape has a direct positive influence on e-trust.

Each individual has different patterns of trust (e-trust) and confidence in e-commerce. Trust

in the online environment reflects an individual's predisposition toward services and processes (Yadav & Mahara, 2020). E-commerce focuses not only on selling products and services but also on building e-trust to encourage repurchase intention (Trivedi & Yadav, 2020). Therefore, e-trust is an important factor in increasing repurchase intention. Repurchase intention also requires e-trust to be established between the customer and the computer system used to conduct transactions (Trivedi & Yadav, 2020). Various studies have been conducted to assess trust in e-retail stores and to verify it as an important antecedent of purchasing behavior (Amer, 2021; Yadav & Mahara, 2020; Zhani et al., 2022). A trustworthy website environment is crucial for e-commerce success and increased repurchase intention (Trivedi & Yadav, 2020). Studies have demonstrated that e-trust positively and significantly influences repurchase intention (Miao et al., 2022; Oebit & Sari, 2018). The third hypothesis is as follows:

H3: E-trust has a direct positive influence on repurchase intention.

The research assesses repurchase intention for the marketplace website of Tokopedia using the SOR framework. Furthermore, the research analyzes the influence of the organismic factors of the SOR framework on cognitive and affective states resulting from exposure to environmental cues (Yadav & Mahara, 2020). Stimulus factors, in turn, influence response factors. Consequently, the organismic factor, e-trust, acts as a bridge between the other two components of the SOR framework: stimulus and response (Yadav & Mahara, 2020). Many studies have confirmed the mediating role of e-trust in identifying customer repurchase intention through the e-servicescape of e-commerce websites (Oebit & Sari, 2018; Trivedi & Yadav, 2020). All of these studies show a significant positive effect of e-trust mediation on e-servicescape and repurchase intention. Although e-servicescape has been widely discussed as an important determinant of consumer responses in online settings, empirical evidence directly linking e-servicescape to repurchase intention remains limited. Most prior studies focus on other outcomes, such as customer satisfaction or purchase intention, rather than repurchase behavior, which represents a more advanced stage of consumer commitment (Teng & Chen, 2018; Zhani et al., 2022). The last hypothesis is as follows:

H4: E-servicescape has an indirect positive influence on repurchase intention through e-trust.

Given the significant role of e-trust in the marketplace context, the research seeks to investigate one of the important key antecedents to trust in the online context, e-servicescape, specifically for Gen Y and Z marketplace users. The reason for choosing Gen Z as the object of research is that this generation spends

the most time in the online environment compared to other generations (McKinsey & Company, 2024). Another survey conducted by McKinsey & Company highlights the purchasing behavior of Gen Z consumers in the US and UK (McKinsey & Company, 2023). The survey finds that only 30% of Gen Z consumers will stick with their favorite brand when making a purchase, while 62% will explore other options before buying, even if they have a preferred brand. Additionally, more than 50% of Gen Z consumers will switch to another brand if it is cheaper or of better quality than their favorite brand, indicating that they are not loyal to specific brands and are more likely to switch to better options. The research presents a challenge for brands attempting to retain customers in this demographic. Repurchase intention is an indicator of customer loyalty (Juwaini et al., 2022). When customers express their intention to repurchase a product or service, it shows their loyalty towards the brand or company. Consequently, the research aims to fill a gap in previous studies by examining the impact of the e-servicescape, mediated by e-trust, on repurchase intention among Gen Z consumers in Indonesia.

METHODS

The research employs a quantitative methodology, with descriptive and explanatory research designs. A questionnaire is used as the primary research instrument to achieve the research objectives, with a five-point Likert scale for measurement. The research aims to demonstrate the impact of e-servicescape, as the independent variable, on repurchase intention, the dependent variable, through the intervening variable of e-trust. The relationship between these variables is examined using Partial Least Squares-Structural Equation Modeling (PLS-SEM). To provide a clearer overview of the relationships examined, the proposed research model is presented in Figure 1.

In developing the questionnaire, the variables are broken down into indicators, which are then used to create questions or statements as instrument items. Additionally, the instrument includes demographic questions on gender, age, occupation, and monthly expenses. The guidelines to describe the instruments are presented in Table 1 (see Appendices). The evaluation of e-servicescape comprises 12 statement items taken from Teng et al. (2018). Repurchase intention is assessed using 5 statements adopted from Adekunle and Ejechi (2018). Additionally, the assessment of e-trust includes 7 statement items from Zhu et al. (2019).

Purposive sampling is used in the research because the exact size of the target population cannot be determined. The platform does not provide a complete sampling frame of its users. Therefore, the target population is considered large and indeterminate. This non-probability sampling technique is chosen to ensure that only respondents who meet specific criteria

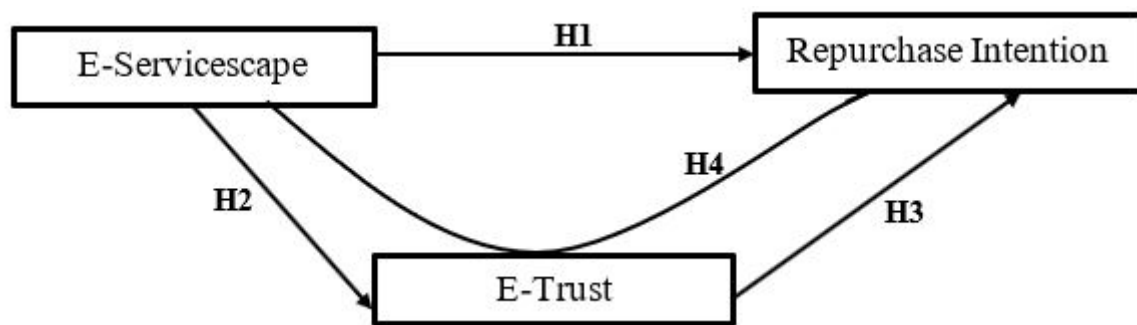


Figure 1 Conceptual Framework

are included. The sample consists of users of one of Indonesia's local marketplaces who are aged 18–40 years and have made at least one transaction in the past year. A total of 211 responses are collected. However, 9 respondents do not meet the criteria, resulting in 202 valid responses used for analysis.

For the research, the e-survey method is utilized as the data collection technique. Questionnaires are prepared and distributed online to users of one of the original Indonesian marketplaces. Subsequently, the collected data are analyzed using PLS. The WarpPLS 7.0 software is used to conduct the PLS-SEM analysis. PLS-SEM using WarpPLS is chosen for its suitability in analyzing complex research models involving latent variables and mediating relationships. Moreover, the hypothesis testing employs a two-tailed test.

RESULTS AND DISCUSSION

A data cleaning procedure is conducted prior to analysis to enhance data quality. Responses that fail to meet the screening criteria or contain incomplete information are removed from the dataset before further analysis. Table 2 (see Appendices) presents the demographic profile of the respondents involved in the research. It shows 119 female and 83 male respondents, with the majority of respondents aged 18–23 years and were students. Additionally, respondents are predominantly from Java (Jawa), with East Java (Jawa Timur) accounting for the highest number (31.7%). Since most of the respondents are still students, their monthly expenses are only around ≤ IDR 2,000,000. In one month, 60.9% of respondents admit to accessing the application an average of 1 to 5 times, and 86.6% of respondents make an average of 1 to 5 transactions. Other results are obtained related to the product categories most liked by respondents. Clothing and accessories have the most respondents (96 respondents), followed by electronic products (90 respondents) and skincare (82 respondents).

All multidimensional constructs are operationalized as latent variables and measured using their respective indicators. The study instrument is put through two validity tests, discriminant validity and convergent validity, to ensure it is reliable. Convergent validity assesses the soundness of the association

between indicators and their latent variables or constructs, and is measured using the loading factor and the Average Variance Extracted (AVE). For a variable to be considered valid, its loading factor value should be positive and more than 0.6 (Ghozali & Latan, 2015). Table 3 (see Appendices) presents the results of the loading factor. Based on the loading factor assessment, all statement instruments for the e-servicescape, repurchase intention, and e-trust have loading factor values greater than 0.6. Thus, the entire instrument statement is declared valid for measuring the indicators of the variables in the research.

Aside from the loading factor, the AVE is also used to assess convergent validity. An AVE value above 0.5 indicates a valid instrument for measuring a variable or item (Ghozali & Latan, 2015). Table 4 (see Appendices) presents the results of the AVE test. It reveals that all variables in the e-servicescape, repurchase intention, and e-trust constructs exhibit AVE values greater than 0.5. The results suggest that all the statement items utilized for each indicator in the research are deemed valid. Each construct has adequate convergent validity, meaning that the indicators are able to explain and represent their respective latent variables well.

Discriminant validity is used to ensure that each latent variable is distinct from other variables. High discriminant validity values imply that a construct is unique and can account for the measured phenomenon. This assessment compares the loading factor value with the square root of the AVE. If the comparison result is higher, the construct is considered valid (Hair et al., 2010). Based on the discriminant validity test comparing loading factor values, all statement instruments in the e-servicescape yield higher loading factor values than those in other constructs. Thus, the instrument is valid to use.

Furthermore, to assess discriminant validity, the square root of AVE is compared with the correlation value between other latent variables (Hair et al., 2010). An instrument is considered valid for measuring a variable or indicator if the square root of the AVE exceeds the correlation value between other latent variables. Table 5 (see Appendices) displays the results of this comparison for the square root value of the AVE. All variables (e-servicescape, repurchase

intention, and e-trust) yield square root AVE values that exceed the correlation values between other latent variables. It indicates that all statement items employed to measure each indicator in this research are considered valid.

To examine the instrument's reliability, Cronbach's alpha and composite reliability are used. The threshold for reliability testing is if the value of Cronbach's alpha and composite reliability is above 0.6 (Shrestha, 2021). The findings are displayed in Table 6 (see Appendices). It illustrates that the Cronbach's alpha and composite reliability values for the e-servicescape, e-trust, and repurchase intention variables are all greater than 0.6. Hence, it can be inferred that all items used to measure these indicators and variables are reliable.

To forecast causation between latent variables, the inner model or structural model is evaluated. This evaluation considers the degree of Goodness of Fit (GoF), indirect and direct effects between variables (path coefficients), and the size of the mediating effects (variance accounted for). The model's GoF is used to assess the extent to which exogenous variables influence endogenous variables. The GoF model can be observed from the values of Q-squared and R-squared. R-squared is used to assess whether exogenous latent variables have a substantive effect on endogenous variables. The higher the R-squared value is, the better the model will be (Hair et al., 2019). On the other hand, Q-squared is used to assess predictive validity or the relevance of latent variables. The model estimation results demonstrate good validity if the Q-squared value is above 0 ($Q\text{-squared} > 0$) (Tenenhaus et al., 2005). The Q-squared and R-squared values are presented in Table 7 (see Appendices). The R-squared value of the e-trust is 0.542. (54.2%). The result indicates that the e-servicescape explains e-trust to the extent of 54.2%. The remaining (45.8%) is explained by external factors not included in the research. The R-squared value for repurchase intention is 0.467. This means that repurchase intention can be explained by the e-servicescape (46.7%), with the remaining 53.3% explained by other factors outside the research. E-trust has a Q-squared value of 0.540. Hence, this variable has good predictive validity. Similarly, repurchase intention has a Q-squared value greater than 0 as well. It equals 0.468, indicating that this variable has good predictive validity.

The next test is the analysis of the overall output. This test is carried out through the model of fit and quality indices. The results of the fit and quality indices model analysis reveal that the Average R-Squared (ARS), Average Path Coefficient (APC), and Average Adjusted R-Squared (AARS) have p-values less than 0.001. It indicates that they meet the standard of being smaller than 0.05. Thus, APC, ARS, and AARS are considered acceptable in this PLS model study. Additionally, the values of Average Full Collinearity VIF (AFVIF) and Average Block VIF (AVIF) are 2.190 and 2.142, respectively, which are less than 5. The ideal value is less than 3.3. Therefore,

the values of AVIF and AFVIF are acceptable, and there is no multicollinearity present.

The results of the analysis also show that Nonlinear Bivariate Causality Direction Ratio (NLBCDR), Sympton's Paradox Ratio (SPR), Statistical Suppression Ratio (SSR), and R-Squared Contribution Ratio (RSCR) produce a value of 1.00, which is greater than 0.7. They even fall into the ideal category of 1.00. Hence, SPR, SSR, RSCR, and NLBCDR are considered acceptable.

The Tenenhaus GoF produces a value of 0.555. It classifies the model as weak (≥ 0.1), moderate (≥ 0.25), and strong (≥ 0.36) (Wetzels et al., 2009). According to these criteria, the PLS model in this research is considered strong.

The purpose of hypothesis testing is to identify the indirect and direct effects of exogenous variables on endogenous variables. In WarpPLS, hypothesis testing is evaluated using p-values and path coefficients. The path coefficient helps to determine the nature of the association between variables, whether positive or negative. The p-value indicates whether the relationship between variables is significant. The t-value is used to determine whether the hypothesis is rejected or accepted. The criteria for this test require a positive and significant effect, indicated by a positive path coefficient and a p-value less than 0.05. The results are shown in Table 8 (see Appendices).

The findings from the hypothesis testing, displayed in Table 8 (see Appendices), yield several conclusions. Firstly, for users of one marketplace from Indonesia, e-servicescape has a positive and significant impact on the repurchase intention variable, with a path coefficient of 0.467 and a p-value < 0.001 . H1 is accepted. Secondly, e-servicescape also has a positive and significant effect on e-trust, with a path coefficient of 0.736 and a p-value < 0.001 . H2 is accepted. Thirdly, e-trust has a positive and significant impact on the repurchase intention, with a path coefficient of 0.263 and a p-value < 0.001 . H3 is accepted. Fourthly, there is an indirect effect of e-servicescape on repurchase intention through e-trust, with a positive indirect coefficient value of 0.194 and a p-value < 0.001 . Hence, H4 is accepted.

E-servicescape has a positive and significant impact on the repurchase intention of Indonesian marketplace users. It signifies that a better e-servicescape of the marketplace application will also increase users' desire to make a repurchase intention. These findings are in line with previous studies that e-servicescape has a positive and significant impact on repurchase intention (Ananda et al., 2023; Miao et al., 2022; Oebit & Sari, 2018; Shin & Jeong, 2021; Thamrin & Permana, 2021). This result suggests that all e-servicescape factors, such as functionality and layout, aesthetic appeal, and financial security, must be presented well by an application. When an application can provide all of these factors well, it will generate users' desire to make a repurchase intention on the application (Thamrin & Permana, 2021). For marketplace users in Indonesia, a better e-servicescape

in the marketplace application will generate a high desire to make a repurchase intention. Therefore, users will still choose their flagship marketplace platform as their main preference for online shopping, even though other platforms offer better e-servicescape features, because the platform they are using now is considered to have a very good e-servicescape.

The findings reveal that all three dimensions of e-servicescape (aesthetic appeal, layout and functionality, and financial security) play meaningful roles in influencing users' trust and repurchase intention. Aesthetic appeal strengthens trust by creating a visually pleasing and professional interface, which helps users to perceive the platform as credible and reliable for repeated transactions. Layout and functionality also contribute significantly, as intuitive navigation, efficient search processes, and seamless transaction flows reduce users' cognitive effort and enhance their overall comfort when interacting with the platform. Meanwhile, financial security emerges as the strongest determinant, as fast, easy, and secure payment processes substantially shape both trust and repurchase intention. This result reflects users' high sensitivity to transactional safety and convenience in online marketplaces.

These findings are consistent with the characteristics of respondents in the research, who primarily belong to Gen Y and Gen Z. Both cohorts are active digital users. However, Gen Z in particular is known for prioritizing convenience, speed, and security in online transactions (McKinsey & Company, 2024). Their emphasis on transactional ease leads them to choose platforms that offer smooth, efficient payment experiences. Moreover, Gen Z's identity as an inclusive, socially informed consumer group makes them more willing to recommend platforms to others when asked for advice, thereby reinforcing both repurchase intention and positive word-of-mouth. Nevertheless, marketplace developers must continuously enhance the quality of their e-servicescape, as Gen Z users, despite their engagement, tend to switch platforms when presented with alternatives offering superior convenience or security (McKinsey & Company, 2023).

Next, e-servicescape has a positive and significant impact on e-trust in the Indonesian marketplace. It suggests that a better e-servicescape in the marketplace application will also increase e-trust (Yadav & Mahara, 2020). This result aligns with prior studies, which show a positive and significant effect of e-servicescape on e-trust (Amer, 2021; Andriani et al., 2021; Chen et al., 2022; Tran & Strutton, 2020; Yadav & Mahara, 2020). E-trust plays a vital part in risky situations such as online purchases (Oebit & Sari, 2018; Zhani et al., 2022). Consumer trust in online transactions is crucial because there is no direct face-to-face interaction when shopping online, and there is reliance on information provided online (Oebit & Sari, 2018). E-trust is also a prerequisite for consumers to engage in e-commerce transactions (Giao et al., 2020). Other research findings also support the idea that the

most important challenge in e-retail studies is e-trust, which determines the association between buyers and sellers (Yadav & Mahara, 2020). Consumer trust in a website is fully explained by e-servicescape (Tran & Strutton, 2022). Therefore, marketplace developers must pay close attention to the e-servicescape environment. The marketplace application itself has a very good e-servicescape environment. It makes marketplace users have very good e-trust.

The results indicate that users place the highest value on aspects related to a quick and easy payment process, a secure payment system, and the platform's ability to fulfill its role effectively as a product provider. These findings strongly correspond to the key dimensions of the e-servicescape examined. Financial security is reflected in users' emphasis on secure, reliable payment systems, thereby directly reducing perceived risk and enhancing trust. These patterns are consistent with the characteristics of the respondents, who are predominantly Gen Z users aged 18–23. Gen Z is known for prioritizing convenience, speed, and security when shopping online (McKinsey & Company, 2024), making them more likely to choose platforms that provide fast, easy, and safe transactions. Their strong preference for seamless digital experiences enhances their trust and increases their likelihood of making repeat purchases. As a result, marketplace platforms that excel in these e-servicescape dimensions are better positioned to retain Gen Y and Gen Z users. They are highly selective and willing to switch to alternatives offering superior convenience or security.

Similarly, e-trust has a positive and significant impact on repurchase intention among Indonesian marketplace users. Higher user trust in the marketplace application leads to a higher repurchase intention (Prahawan et al., 2021). This result aligns with prior studies that e-trust has a positive and significant impact on repurchase intention (Harris & Goode, 2010; Lukito & Ikhsan, 2020; Miao et al., 2022; Prahawan et al., 2021; Shin & Jeong, 2021; Tandon et al., 2021; Trivedi & Yadav, 2020). Scholars concur that e-trust plays a significant role in shaping customer behavior and can support the adoption of technologies such as e-commerce. E-trust is also a prerequisite for consumers to engage in e-commerce transactions (Giao et al., 2020). In the Indonesian marketplace, e-trust is perceived through the integrity, ability, and benevolence of the marketplace company. Thus, a high level of trust in the application leads to high repurchase intention among users.

These findings are further reinforced by response patterns indicating that the ability and referential dimensions receive the strongest agreement among users. Users of this Indonesian marketplace perceive the platform as highly capable in performing its core role as a product and service provider, while also feeling confident recommending it to others seeking advice about online shopping platforms. It also shows that users of one Indonesian marketplace trust the application because it is considered to perform its role

very well as a product and service provider, so that they will recommend it without hesitation to those seeking advice on online shopping platforms. This explanation is relevant to respondents who are mostly Gen Z, aged 18–23. Gen Z is known as an inclusive consumer group that is more careful in curating their online selves than previous generations. They tend to seek all information before making purchases, including choosing a marketplace platform (McKinsey & Company, 2024). In the research, marketplace users from Gen Z trust the application to perform its role well as a product and service provider, which leads to their willingness to engage in repurchase intention.

The findings also show a significant positive impact of e-servicescape on repurchase intention through e-trust among marketplace users in Indonesia. This result indicates that e-trust can serve as a mediator between e-servicescape and repurchase intention within the SOR framework. These findings align with earlier studies that demonstrate a positive and significant impact of e-trust as a mediator between e-servicescape and repurchase intention (Anggarini, 2022; Oebit & Sari, 2018; Shin & Jeong, 2021; Thamrin & Permana, 2021; Trivedi & Yadav, 2020). Users are interested in repurchase intention, in part because of the trust they feel after evaluating the application environment (e-servicescape) they use (Oebit & Sari, 2018). E-trust is a key mediator that influences the relationship between e-servicescape and repurchase intention (Shin & Jeong, 2021). Trust is also an emotional response of customers according to the SOR model. Stimulus factors, such as the functionality and layout, aesthetic appeal, and financial security of the marketplace application, create an organism factor, namely a high level of trust (e-trust), which ultimately leads to a response factor, repurchase intention (Ming et al., 2021).

The findings reveal that users' trust and repurchase intention are strongly influenced by three key aspects: financial security, ability, and referential influence. The platform is perceived as offering a smooth, secure payment process, reducing perceived risk and strengthening users' confidence when making transactions. In addition, the platform is viewed as highly capable in fulfilling its role as a product and service provider, further reinforcing users' belief that the application is reliable and professionally managed. Users also demonstrate a strong tendency to recommend the platform to others, reflecting the role of referential influence in shaping positive behavioral outcomes. This pattern is consistent with the characteristics of the respondents, who are predominantly Gen Z. As a generation that prioritizes convenience, security, and informed decision-making in online environments (McKinsey & Company, 2024), Gen Z users are more likely to trust and continue using platforms that offer efficient, safe, and dependable digital experiences. These characteristics ultimately strengthen both their intention to repurchase and their willingness to recommend the marketplace to others seeking advice.

CONCLUSION

The research investigates how the e-servicescape affects repurchase intention through e-trust among Gen Y and Gen Z marketplace users in Indonesia. The research findings are as follows. Firstly, the quality of the e-servicescape in the marketplace application positively and significantly affects users' repurchase intention. However, the higher the e-servicescape is, the greater the user's repurchase intention will be. Additionally, Gen Z users prefer platforms that are convenient and efficient for transactions. Secondly, the e-servicescape of the marketplace application also positively and significantly affects users' e-trust. It means that a better e-servicescape increases e-trust among marketplace users. Thirdly, e-trust impacts positively and significantly the repurchase intention. It means that as e-trust increases, repurchase intention also increases. Fourthly, the research also finds that e-trust mediates the association between e-servicescape and repurchase intention. This result indicates that a better e-servicescape leads to increased e-trust, which ultimately leads to higher repurchase intention among marketplace application users in Indonesia.

The research offers two main contributions to the existing literature. First, unlike most previous studies that have examined the influence of e-servicescape and e-trust on purchase intention, this research extends the model by directly exploring their effects on repurchase intention, a post-purchase outcome that remains underexamined. Second, the research provides a generational perspective by focusing specifically on Gen Y and Gen Z, offering more contextually relevant insights into how younger consumers respond to e-servicescape in shaping their repurchase behavior. However, this research is still limited to aspects of the e-servicescape and its implications for repurchase intention through e-trust among Gen Y and Gen Z marketplace users in Indonesia. The sample used may not be proportional to the population studied because the respondents in the research are still dominated by females. Women are more aware of participating in filling out the questionnaire compared to men.

The researcher recommends several suggestions for further research. First, future research can examine male customers' perspectives more deeply to produce a more accurate understanding. Second, future research can expand the study population to include a wider age group, such as Generation X or baby boomers. It can help to test whether the findings of previous research can still be applied to older age groups. Third, future research can pay attention to different cultural contexts. Research can be conducted on consumer groups in different countries to determine whether the findings of previous research can still be applied to consumer groups in different countries with different cultures. Fourth, future research can investigate how physical environmental factors, including interactivity, shape the e-servicescape to understand better the relationship

between Gen Z users' repurchase intentions and the e-servicescape. Fifth, future research can use different methods, such as interviews or direct observation, to obtain more in-depth data on consumer experiences when interacting with the e-servicescape and how this affects their repurchase intention. Sixth, future research can introduce additional mediating variables, such as consumer ethnocentrism, customer satisfaction, or perceived value, to further strengthen the link between e-servicescape and repurchase intention. Seventh, future research can assess the effects of control variables such as gender, age, online shopping experience, and product type on the correlation between e-servicescape and repurchase intention.

AUTHOR CONTRIBUTIONS

Conceived and designed the analysis, A. A.; Collected the data, A. A.; Contributed data or analysis tools, I. P. W.; Performed the analysis, S. A. P.; and Wrote the paper, R. A. P. P.

DATA AVAILABILITY

The authors confirm that the data supporting the findings of the research are available within the article [and/or] its supplementary materials.

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APPENDICES

Table 1 Research Instruments

Variable	Indicator	Items	Code
E-Servicescape (Teng et al., 2018)	Aesthetic Appeal	There is a feeling of liking toward the application	ESC1
		The visual display of the application is attractive	ESC2
		The design and color of the website look fresh	ESC3
		I feel happy and enthusiastic about the application	ESC4
		I enjoy the transaction process on the application	ESC5
	Layout and Functionality	There is a keyword search feature that makes it easy	ESC6
		The application is clear and easy to understand	ESC7
		Visual information is easily accessible	ESC8
	Financial Security	The payment facility is easy to use	ESC9
		The payment process is quick and easy	ESC10
		Transaction notification is available	ESC11
		The payment system is secure	ESC12
Repurchase Intention (Adekunle & Ejechi, 2018)	Referential	I refer to this platform to those who ask for advice	RPI1
		I encourage friends and relatives to use this platform	RPI2
		I highly recommend others to make purchases on this platform	RPI3
	Transactional	I intend to continue purchasing products from this platform	RPI4
		I will continue to make purchases from this platform in the future	RPI5
E-Trust (Zhu et al., 2019)	Integrity	This application is honest	ETR1
		The seller in this application is honest	ETR2
	Ability	This application is committed to providing quality products	ETR3
		This application is effective in helping me to find products	ETR4
		This application fulfills its role as a product provider very well	ETR5
	Benevolence	This application has goodwill toward me	ETR6
		This application acts in my best interest	ETR7

Table 2 Respondents' Profile in the Research

Characteristics	Category	Frequency	Percentage (%)
Age	18–23	153	75.7
	24–29	40	19.8
	30–35	9	4.5
	36–40	0	0
Gender	Male	83	41.1
	Female	119	58.9
Province	Sumatera	24	11.9
	Banten	13	6.4
	DKI Jakarta	33	16.3
	Jawa Barat	28	13.9
	Jawa Tengah and Daerah Istimewa Yogyakarta	24	11.9
	Jawa Timur	64	31.7
	Kalimantan	8	3.9
	Sulawesi	6	3.0
	Bali and Nusa Tenggara	2	1.0
Occupation	Student	149	73.8
	Private Employee	20	9.9
	Unemployment	11	5.4
	Others	22	10.9
Average Monthly Expenditure	< IDR 1,000,000	96	47.5
	IDR 1,000,001–2,000,000	64	31.6
	IDR 2,000,001–3,000,000	18	8.9
	IDR 3,000,001–4,000,000	8	4.0
	IDR 4,000,001–5,000,000	8	4.0
	> IDR 5,000,000	8	4.0
Average Frequency of Marketplace Usage per Month	1–5 times	123	60.9
	6–10 times	52	25.7
	> 10 times	27	13.4
Average Monthly Transaction Frequency	1–5 times	175	86.6
	6–10 times	23	11.4
	> 10 times	4	2.0
Most Frequently Purchased Product Categories	Clothing and accessories	96	47.5
	Electronic	90	44.6
	Skincare	82	40.6
	Food and beverage	32	15.8
	Household products	41	20.3
	Book and magazine	42	20.8
	Daily necessities	12	5.9
	Others	39	19.3

Table 3 Results of Loading Factor

Variable	Indicator	Item	Loading Factor
E-Servicescape	Aesthetic Appeal	ESC1	0.711
		ESC2	0.772
		ESC3	0.723
		ESC4	0.762
		ESC5	0.719
	Layout and Functionality	ESC6	0.709
		ESC7	0.750
		ESC8	0.713
	Financial Security	ESC9	0.803
		ESC10	0.786
		ESC11	0.656
		ESC12	0.663
Repurchase Intention	Referential	RPI1	0.876
		RPI2	0.874
		RPI3	0.861
	Transactional	RPI4	0.792
		RPI5	0.849
E-Trust	Integrity	ETR1	0.713
		ETR2	0.725
		ETR3	0.766
	Ability	ETR4	0.702
		ETR5	0.795
	Benevolence	ETR6	0.827
		ETR7	0.761

Table 4 Results of Average Variance Extracted (AVE)

Variable	AVE	Standard AVE	Information
E-Servicescape	0.536	0.5	Valid
Repurchase intention	0.573	0.5	Valid
E-Trust	0.724	0.5	Valid

Table 5 Results of Average Variance Extracted (AVE) Root Value

Variable	AVE Root Value			Information
	E-Servicescape	E-Trust	Repurchase Intention	
E-Servicescape (X)	(0.732)	0.722	0.654	Valid
Repurchase Intention (Y)	0.654	0.604	(0.851)	Valid
E-Trust (Z)	0.722	(0.757)	0.604	Valid

Table 6 Result of Reliability Test

Variable	Composite Reliability	Cronbach's Alpha	Information
E-Servicescape	0.932	0.921	Reliable
E-Trust	0.903	0.875	Reliable
Repurchase Intention	0.929	0.904	Reliable

Table 7 Results of Goodness of Fit Model

Endogenous Variable	R-Squared	Q-Squared
E-Trust	0.542	0.540
Repurchase Intention	0.467	0.468

Table 8 Results of Hypothesis Testing

Exogenous Variable	Mediating Variable	Endogenous Variable	Path Coefficient	Indirect Coefficient	P-Value
E-Servicescape		Repurchase Intention	0.467		< 0.001
E-Servicescape		E-Trust	0.736		< 0.001
E-Trust		Repurchase Intention	0.263		< 0.001
E-Servicescape	E-Trust	Repurchase Intention		0.194	< 0.001