

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Overview of Research Location

Narotama University Surabaya was established in 1981. Narotama University Surabaya has bachelor and master study programs at Narotama University Surabaya, among others: Faculty of Economics has a bachelor's program in management, a bachelor's program in accounting, and a master's degree in management. Faculty of Law with a bachelor's program in law, and a master's in law. Faculty of Engineering with a bachelor's program in civil engineering. Faculty of Computer Science with a bachelor's program in computer systems, an undergraduate program in information systems, and a bachelor's program in informatics engineering. But in this study, the object used focuses on students of the economics faculty who use the Tokopedia application.

4.2 Respondent Characteristic

The result of questionnaire which are collected from 152 students of the economics faculty of Narotama University who used Tokopedia as respondents, we have the representation of respondents characteristic based on the age and gender of the respondents as elaborate below :

4.2.1 The age of respondents

Data of respondent characteristic based on the age can be seen in the Table 4.1 below:

Table 4.1 Respondent Characteristic of Age

Age	Frequency	Percent
18-20	13	8.55
21-23	21	13.82
24-26	34	22.37
27-29	62	40.79
30-32	22	14.47

Total	152	100
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Regarding to the Table 4.1 above, we can figure out that the respondents between 18 – 20 years old is 13 (8.55%) , between 21 – 23 years old is 21 (13.82%), between 24 – 26 years old is 34(22.37%), between 27 – 29 years old is 62 (40.79%), between 30 – 32 years old is 22 (14.47%).

4.2.2 Gender of the Respondents

Data of respondents characteristic based on the gender served in the Table 4.2 bellow:

Table 4.2 Gender

Gender	Frequency	Percent
Female	91	59.87
Male	61	40.13
Total	152	100

Table 4.2 presents the number of male respondents is 61 respondents or 40.13%, whereas the female respondents is 91 respondents about 59% of the populations. Thus, the most number of respondents is female respondents with the number of 91 person or 59.87%.

4.3 Descriptions of Variable

4.3.1 Frequency Distrubution of After Sales Services Variable

After Sales Services variable has two items of questions given to the respondent to answer. The answer is present on the Table 4.3

Table 4.3 Frequency Distrubution of After Sales Services Variable (X1)

Item	5		4		3		2		1		Total		mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X1.1	59	38.82	58	38.16	32	21.05	3	1.97	0	0.00	152	100	4.14

X1.2	44	28.95	77	50.66	29	19.08	2	1.32	0	0.00	152	100	4.07
Grand Mean													4.11

Source : Primary Data Analysis

From Table 4.3 above, the definition of number (score) 5,4,3,2, and 1 present as follows:

5 : Strongly agree

4 : Agree

3 : Neutral

2. : Disagree

1 : Strongly disagree

Table 4.3 indicates that from 152 respondents, respondents assessment of the After Sales Services variable was obtained. The result of calculating the average After Sales Services variable is 4.11. The results show that the After Sales Services variable has a good category.

4.3.2 Frequency Distrubution of Customer Ratings and Reviews

Variable

Customer Ratings and Reviews variable has two items of questions given to the respondent to answer. The answer is present on the Table 4.4

Table 4.4 Frequency Distrubution of Customer Ratings and Reviews Variable (X2)

Item	5		4		3		2		1		Total		mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X2.1	56	36.84	66	43.42	25	16.45	4	2.63	1	0.66	152	100	4.13
X2.2	55	36.18	73	48.03	20	13.16	2	1.32	2	1.32	152	100	4.16
X2.3	42	27.63	87	57.24	18	11.84	4	2.63	1	0.66	152	100	4.09
Grand Mean													4.13

Source : Primary Data Analysis

From Table 4.4 above, the definition of number (score) 5,4,3,2, and 1 present as follows:

5 : Strongly agree

4 : Agree

3 : Neutral

2. : Disagree

1 : Strongly disagree

Table 4.4 indicates that from 152 respondents, respondents assessment of the Customer Ratings and Reviews variable was obtained. The result of calculating the average Customer Ratings and Reviews variable is 4.13. The results show that the Customer Ratings and Reviews variable has a good category.

4.3.3 Frequency Distribution of Customer Satisfaction Variable

Customer Satisfaction variable has two items of questions given to the respondent to answer. The answer is present on the Table 4.5

Table 4.5 Frequency Distrubution of Customer Satisfaction Variable (Y1)

Item	5		4		3		2		1		Total		mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y1.1	49	32.24	80	52.63	20	13.16	2	1.32	1	0.66	152	100	4.14
Y1.2	42	27.63	75	49.34	30	19.74	5	3.29	0	0.00	152	100	4.01
Y1.3	36	23.68	87	57.24	28	18.42	1	0.66	0	0.00	152	100	4.04
Grand Mean													4.07

Source : Primary Data Analysis

From Table 4.5 above, the definition of number (score) 5,4,3,2, and 1 present as follows:

5 : Strongly agree

4 : Agree

3 : Neutral

2. : Disagree

1 : Strongly disagree

Table 4.5 indicates that from 152 respondents, respondents assessment of the Customer Satisfaction variable was obtained. The result of calculating the average Customer Satisfaction variable is 4.07. The results show that the Customer Satisfaction variable has a good category.

4.3.4 Frequency Distrubution of Customer Purchase Intention Variable

Customer Purchase Intention variable has four items of questions given to the respondent to answer. The answer is present on the Table 4.6

Table 4.6 Frequency Distrubution of Customer Purchase Intention Variable (Y2)

Item	5		4		3		2		1		Total		mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y2.1	50	32.89	71	46.71	26	17.11	5	3.29	0	0.00	152	100	4.09
Y2.2	44	28.95	85	55.92	19	12.50	3	1.97	1	0.66	152	100	4.11
Y2.3	42	27.63	90	59.21	19	12.50	1	0.66	0	0.00	152	100	4.14
Y2.4	39	25.66	92	60.53	17	11.18	4	2.63	0	0.00	152	100	4.09
Grand Mean													4.11

Source : Primary Data Analysis

From Table 4.6 above, the definition of number (score) 5,4,3,2, and 1 present as follows:

5 : Strongly agree

4 : Agree

3 : Neutral

2. : Disagree

1 : Strongly disagree

Table 4.6 indicates that from 152 respondents, respondents assessment of the Customer Purchase Intention variable was obtained. The result of calculating the average Customer Purchase Intention variable is 4.11. The results show that the Customer Purchase Intention variable has a good category.

4.4 Analysis Partial Least Square (PLS)

The data processing technique uses the Partial Least Square (PLS) method. The PLS software in this study used software developed at the University of Hamburg Germany which was named SMARTPLS version 3.3.4. In the PLS method, there are two stages, the first stage is the evaluation of the outer model or measuring model question items against the variables. The second stage is the evaluation of the inner model or structural model.

4.4.1 Measurement (Outer Model)

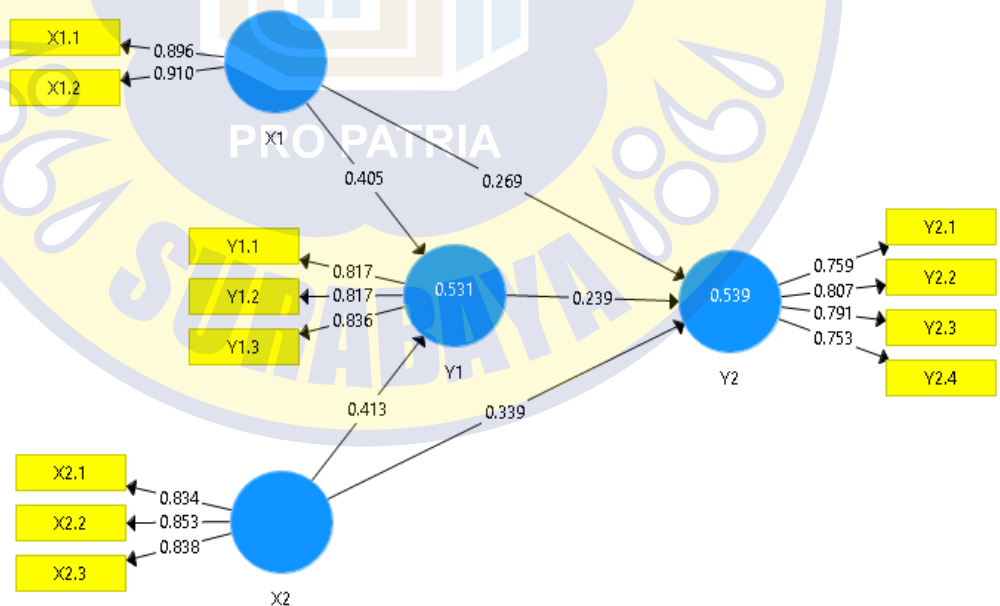


Figure 4.1 Structural Model (*Outer Model*)

Source: SmartPLS Analysis, 2022

There are three criteria in the use of data analysis techniques with SmartPLS to assess outer models, namely Convergent Validity, Discriminant Validity and Composite Reliability.

4.4.1.1 Convergent Validity

The measurement model used is a reflexive indicator that is assessed based on the correlation between the score item/component score. Reflexive measure is accepted if the item has a correlation with the construct measured more than 0.70. Convergent validity aims to know the validity of each relationship between the question item used and its latent variable. The convergent validity of the measurement model with reflexive indicators is assessed based on the correlation between the item or component score and the latent variable score or construct score calculated with SmartPLS

Tabel 4.7 Outer Loadings

	X1	X2	Y1	Y2
X1.1	0.896			
X1.2	0.910			
X2.1		0.834		
X2.2		0.853		
X2.3		0.838		
Y1.1			0.817	
Y1.2			0.817	
Y1.3			0.836	
Y2.1				0.759
Y2.2				0.807
Y2.3				0.791
Y2.4				0.753

Source : Data Analysis by SmartPLS (2022)

Base on Table 4.7 shows the convergent validity values of each indicator. The value of the loading factor > 0.7 is valid. From this table, loading factor values of After Sales Services (X1), Customer Ratings and Reviews (X2), Customer Satisfaction (Y1) and Customer Purchase Intention (Y2) are greater than 0.7. This is shows that the indicators are valid. The next step after the author measure the convergent validity, the author measure the discriminant validity

4.4.1.2 Discriminant Validity

The discriminant validity assessment has the goal to ensure that a reflective construct has the strongest relationships with its own indicators. Discriminant Validity of the measurement model with reflexive indicators is use cross loading measurements.

Tabel 4.8 Cross Loading

	X1	X2	Y1	Y2
X1.1	0.896	0.514	0.580	0.525
X1.2	0.910	0.543	0.588	0.595
X2.1	0.492	0.834	0.498	0.548
X2.2	0.481	0.853	0.616	0.545
X2.3	0.508	0.838	0.523	0.554
Y1.1	0.453	0.559	0.817	0.519
Y1.2	0.538	0.524	0.817	0.496
Y1.3	0.602	0.526	0.836	0.548
Y2.1	0.511	0.466	0.506	0.759
Y2.2	0.502	0.556	0.485	0.807
Y2.3	0.487	0.508	0.510	0.791
Y2.4	0.432	0.496	0.469	0.753

Source : Data Analysis by SmartPLS (2022)

Based on the cross loading value, it can be seen that all the indicators that built variable in this study (bold) have met the discriminant validity because it has largest factor loading for its variable than another variables. Thus all indicators in each variable in this study have met discriminant validity.

4.4.1.3 Reliability

The next step to analyze the outer model is to look at the reliability of the latent variable measured by two criteria, namely composite reliability and cronbach alpha. The construct is declared reliable if the composite reliability value and the cronbach alpha value is above 0.70

Tabel 4.9 Goodness of Fit

Latent	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
X1	0.773	0.898	0.815
X2	0.795	0.88	0.709
Y1	0.763	0.863	0.678
Y2	0.782	0.86	0.605

Sumber: Pengolahan Data Dengan PLS, 2021

The AVE values for the four constructs are greater than 0.5 so it can be concluded that the evaluation of model measurements has a good discriminant validity. Based on composite reliability and cronbach alpha values above 0.70. So it can be concluded that the construct has good reliability.

4.4.2 Evaluation Model Structural / Structural (Inner Model)

The inner model or structural model is carried out to see the relationship between the significance value construct and the R-square of the research model. The structural model is evaluated using R-square for the dependent construct, the t-test and significance of the coefficients path

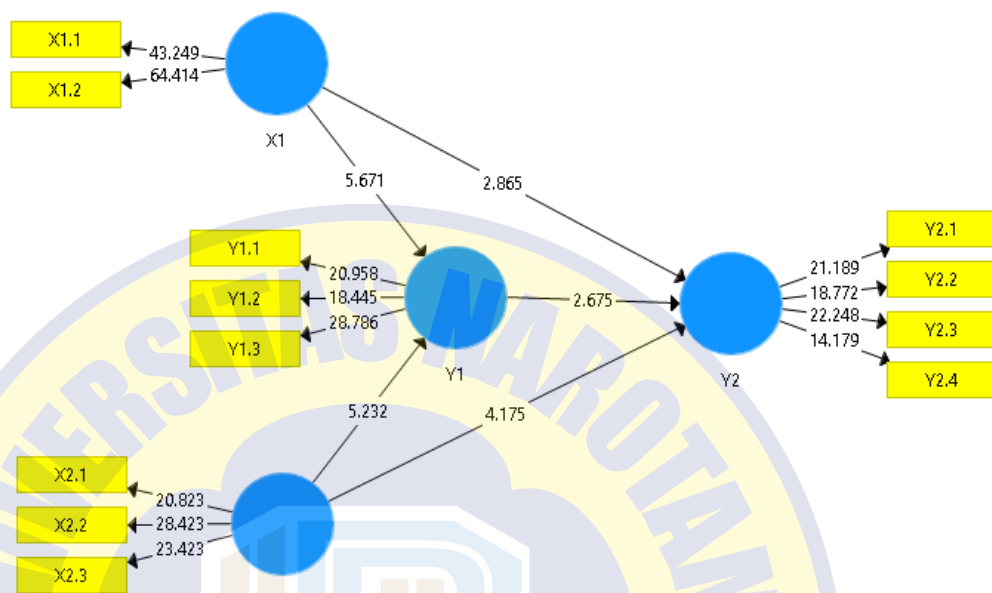


Figure 4.2 Structural Model (Inner Model)

4.4.2.1 R square

Structural model in PLS was evaluated using R-square for the dependent constructs. R^2 Value is used to measure the degree of variation of the independent variable changes on dependent variable. Higher R^2 value indicates better predictive models of the proposed research model

Tabel 4.10 R-Square Value

Variabel	R Square
Y1	0.531
Y2	0.539

Coefficient of determination is used to calculate the influence or contribution of independent variable toward dependent variable. From analysis of Table 4.10 we get the result of R^2 is 0.531. Means that 53.1% Customern Satisfaction variable

will be influenced by independent variable which are: After Sales Services (X1), Customer Ratings and Reviews (X2),. Whereas another 46.9% of Customer Satisfaction variable will be influenced by another variable undscribe in this study.

Table 4.10 we get the result of R^2 is 0,539. Means that 53.9% customer Purchase Intention results variable will be influenced by another independent variable which are: After Sales Services (X1), Customer Ratings and Reviews (X2), and Customern Satisfaction (Y1). Whereas another 46,1% of Corporate Performance results variable will be influenced by another variable undscribe in this study.

4.4.2.2 Predictive Relevance (Q2)

Goodness of Fit Model is measured using R-square dependent latent variable with the same interpretation to the regression. Q-square predictive relevance for the structural model, measures how well the observed values generated by the model has *predictive relevance*, conversely if Q-square value ≤ 0 indicates the model lacks predictive relevance. Q-square calculation is done using the formula

$$Q^2 = 1 - (1 - R^2) \times (1 - R^2)$$

$$Q^2 = 1 - (1 - 0.531) \times (1 - 0.539)$$

$$= 0,7838$$

Q^2 value from calculate is 0.7838, it mean variability of data research can be explained the model structural is 78.38%, whereas another 8,35% will be influenced by another variable undscribe in this study. Based on this result, the structural model on this study have a well *goodness of fit*.

4.4.2.3 Hypotheses Testing

After a test of convergent validity, discriminant validity, and reliability testing, the next is hypothesis testing. Based on the data processing, the form of Total Effects is show in Table 4.10.

In hypothesis testing, if the coefficient path shown by the t-statistic is more than 1.96 or p-value < 5% (0,05), then the alternative hypothesis can be stated as supported. Nevertheless, if the statistical value of T-statistic is less than 1,96 or p-value >5% (0,05), then the alternative hypothesis is not supported. From processing the data in Direct Effects Table 4.10, can be seen that the T-statistic for each construct and determine whether or not the hypothesis is supported.

1. Direct Effects

Table 4.11 t test for Direct Effects

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Note
X1 -> Y1	0.405	5.671	0.000	Significant
X2 -> Y1	0.413	5.232	0.000	Significant
X1 -> Y2	0.269	2.865	0.004	Significant
X2 -> Y2	0.339	4.175	0.000	Significant
Y1 -> Y2	0.239	2.675	0.008	Significant

Base on Table 4.11 can be write the equation model :

$$Y1 = 0.405 X1 + 0,413 X2$$

$$Y2 = 0.269 X1 + 0,339 X2 + 0,239 Y1$$

a. Hypothesis 1

H_1 : There is an impact of After Sales Services toward Customer Satisfaction

The result hypotheses testing between After Sales Services and Customer Sastisfaction indicates t test is 5.671. While t-table is 1.96. Because t test > t-table that is $5.671 > 1.96$ or p-value $(0.000) < \alpha = 0.05$ then influence of X_1 (After Sales Services) toward Customer Satisfaction results is significant. Means, reject H_0 and

accept H_1 . It indicates that After Sales Services affect Customer Satisfaction. Based on the results, it can be stated that **Hypothesis 1 is supported.**

b. Hypothesis 2

H_2 : There is an impact of Customer Ratings and Reviews toward Customer Satisfaction

The result hypotheses testing between Customer Ratings and Reviews and Customer Satisfaction indicates t test is 5.232. While t-table is 1.96. Because t test > t-table that is $5.232 > 1.96$ or p-value $(0.000) < \alpha = 0.05$ then influence of X_1 (Customer Ratings and Reviews) toward Customer Satisfaction results is significant. Means, reject H_0 and accept H_1 . It indicates that Customer Ratings and Reviews affect Customer Satisfaction. Based on the results, it can be stated that **Hypothesis 2 is supported.**

c. Hypothesis 3

H_3 : There is an impact of After Sales Services toward Customer Purchase Intention

The result hypotheses testing between After Sales Services and Customer Purchase Intention indicates t test is 2.865. While t-table is 1.96. Because t test > t-table that is $2.865 > 1.96$ or p-value $(0.004) < \alpha = 0.05$ then influence of X_1 (After Sales Services) toward Customer Purchase Intention results is significant. Means, reject H_0 and accept H_1 . It indicates that After Sales Services affect Customer Purchase Intention. Based on the results, it can be stated that **Hypothesis 3 is supported.**

d. Hypothesis 4

H_4 : There is an impact of Customer Ratings and Reviews toward Customer Purchase Intention

The result hypotheses testing between Customer

Ratings and Reviews and Customer Purchase Intention indicates t test is 4.175. While t-table is 1.96. Because t test > t-table that is $4.175 > 1.96$ or p-value $(0.000) < \alpha = 0.05$ then influence of X_2 (Customer Ratings and Reviews) toward Customer Purchase Intention results is significant. Means, reject H_0 and accept H_1 . It indicates that Customer Ratings and Reviews affect Customer Purchase Intention. Based on the results, it can be stated that **Hypothesis 4 is supported.**

e. Hypothesis 5

H_5 : There is an impact of Customer Satisfaction toward Customer Purchase Intention

The result hypotheses testing between Customer Satisfaction and Customer Purchase Intention indicates t test is 2.675. While t-table is 1.96. Because t test > t-table that is $2.675 > 1.96$ or p-value $(0.004) < \alpha = 0.05$ then influence of X_1 (Customer Satisfaction) toward Customer Purchase Intention results is significant. Means, reject H_0 and accept H_1 . It indicates that Customer Satisfaction affect Customer Purchase Intention. Based on the results, it can be stated that **Hypothesis 5 is supported.**

2. Indirect Effects

Table 4.12 t test for Indirect Effects

	Original Sample (O)	T Statistics ($ O/STDEV $)	P Values
X1 -> Y1 -> Y2	0.097	2.543	0.011
X2 -> Y1 -> Y2	0.099	2.134	0.033

f. Hypothesis 6

H_6 : There is an impact of After Sales Services toward

Customer Purchase Intention by mediating Customer satisfaction

The result hypotheses testing between After Sales Services toward Customer Purchase Intention by mediating Customer satisfaction indicates t test is 2.543. While t-table is 1,96. Because t test > t-table that is $2,543 > 1,96$ or p-value $(0.011) < \alpha = 0.05$ then influence of X_1 (After Sales Services) toward Customer Purchase Intention by mediating Customer satisfaction results is significant. Means, reject H_0 and accept H_1 . It indicates that the Customer Satisfaction is mediate between After Sales Services toward Customer Purchase Intention. Based on the results, it can be stated that **Hypothesis 6 is supported.**

g. Hypothesis 7

H_7 : There is an impact of Customer Ratings and Reviews toward Customer Purchase Intention by mediating Customer satisfaction

The result hypotheses testing between Customer Ratings and Reviews toward Customer Purchase Intention by mediating Customer satisfaction indicates t test is 2.134. While t-table is 1,96. Because t test > t-table that is $2,134 > 1,96$ or p-value $(0.033) < \alpha = 0.05$ then influence of X_2 (Customer Ratings and Reviews) toward Customer Purchase Intention by mediating Customer satisfaction results is significant. Means, reject H_0 and accept H_1 . It indicates that the Customer Satisfaction is mediate between Customer Ratings and Reviews toward Customer Purchase Intention. Based on the results, it can be stated that **Hypothesis 7 is supported.**

4.5 Discussion

- a. The Effect Of After Sales Services On Customer Satisfaction

The result hypothesis testing between After Sales Services and Customer Satisfaction indicates t test is 5.671. While t-table is 1.96. Because t test > t-table that is $5.671 > 1.96$ or p-value $(0.000) < \alpha = 0.05$ then influence of X₁ (After Sales Services) toward Customer Satisfaction results is significant. Means, reject H₀ and accept H₁. It indicates that After Sales Services affect Customer Satisfaction. Based on the results, it can be stated that Hypothesis 1 is supported.

From the results of the study, it is known that after sales service has a significant positive effect on customer satisfaction, thus that the better of After Sales Services provided to customers could make increase customer satisfaction. In Addition Through After Sales Services, customers could feel that they are really appreciated, as result of , Services is not only provided when they make a purchase, however , Services should Provide after purchase as well. In this case, it can be described with sellers who are active in responding to complaints and are responsible for the obstacles experienced by customers, which could increase customer satisfaction.

The results of this first hypothesis test give the same results as the research of (Adusei & Tweneboah-Koduah, 2019) entitled "After-Sales Service and Customer Satisfaction in the Automobile Industry in an Emerging Economy" and the research of (Nivethika, 2015) which entitled "The Impact of After Sales Services on Customer Satisfaction Special references to LG electronics products, Sri Lanka" which in his research shows that after sales services have a significant positive effect on customer satisfaction.

b. The Effect Of Customer Ratings And Reviews On Customer Satisfaction

The result hypothesis testing between Customer Ratings and Reviews and Customer Satisfaction indicates t test is 5.232. While t-table is 1.96. Because t test > t-table that is $5.232 > 1.96$ or p-value $(0.000) < \alpha = 0.05$ then influence of X₁ (Customer Ratings and Reviews) toward Customer Satisfaction results is significant. Means, reject H₀ and accept H₁. It indicates that Customer Ratings and Reviews affect Customer Satisfaction. Based on the results, it can be stated that Hypothesis 2 is supported.

From the results of the study, it is showing that customer ratings and reviews have a significant positive effect on customer satisfaction, thus it can be said that the better ratings and reviews given by customers will result to the higher of customer satisfaction. Good ratings and reviews are given by customer as a form of appreciation to the seller and the online platform for meeting customer needs and providing products as desired by customers. In addition, Good Ratings and Reviews could show previous buyer satisfaction and could help potential buyers to know the quality of the products in the store that are good and desired as well as for the platform and sellers to enhance and develop their services.

c. The Effect Of After Sales Services On Customer Purchase Intention

The result hypothesis testing between After Sales Services and Customer Purchase Intention indicates t test is 2.865. While t-table is 1.96. Because t test > t-table that is $2.865 > 1.96$ or p-value $(0.004) < \alpha = 0.05$ then influence of X_1 (After Sales Services) toward Customer Purchase Intention results is significant. Means, reject H_0 and accept H_1 . It indicates that After Sales Services affect Customer Purchase Intention. Based on the results, it can be stated that Hypothesis 3 is supported.

From the results of the study, it is known that after sales services have a significant positive effect on customers purchase intention, thus it can be said that the better of After Sales Services provided by the platform and sellers means the higher customer shopping intentions. Platform should consider and assisting into solving problems experienced by customers after the transaction processed such as errors in shipping goods by sellers, goods that are not in accordance with the agreement, and damaged products. A good experience while shopping at the plat form can affect shopping intentions on the next purchase goodly too.

d. The Effect Of Customer Ratings And Reviews On Customer Purchase Intention

The result hypothesis testing between Customer Ratings and Reviews and Customer Purchase Intention indicates t test is 4.175. While t-table is 1.96.

Because $t \text{ test} > t\text{-table}$ that is $4.175 > 1.96$ or $p\text{-value} (0.000) < \alpha = 0.05$ then influence of X_2 (Customer Ratings and Reviews) toward Customer Purchase Intention results is significant. Means, reject H_0 and accept H_1 . It indicates that Customer Ratings and Reviews affect Customer Purchase Intention. Based on the results, it can be stated that Hypothesis 4 is supported.

From the results of the study, it is known that Customer Ratings and Reviews have a significant positive effect on Customers Purchase Intentions, Thus it can be said that the better of Ratings and Reviews given by Customers means the higher of the Customers Purchase Intentions. Customer ratings and reviews conducted by the Previous Customers make it easier and Efficient for future potential customers to shop online , search, and find information about products.

The results of this second hypothesis test give the same results as the research of (Dennis, Ramdhana, Faustine, & Hendijani, 2020) entitled "Influence Of Online Reviews And Ratings On The Purchase Intentions Of Gen Y Consumers: The Case Of Tokopedia" and research (Mulyati & Gesitera, 2020) entitled "The Effect Of Online Customer Reviews On Purchase Intentions With Trust As Intervening At Bukalapak Online Stores In Padang City" which in their research shows that ratings and reviews have a significant positive effect on customer satisfaction.

e. The Effect Of Customer Satisfaction On Customer Purchase Intention

The result hypothesis testing between Customer Satisfaction and Customer Purchase Intention indicates $t \text{ test}$ is 2.675. While $t\text{-table}$ is 1.96. Because $t \text{ test} > t\text{-table}$ that is $2.675 > 1.96$ or $p\text{-value} (0.004) < \alpha = 0.05$ then influence of X_1 (Customer Satisfaction) toward Customer Purchase Intention results is significant. Means, reject H_0 and accept H_1 . It indicates that Customer Satisfaction affect Customer Purchase Intention. Based on the results, it can be stated that Hypothesis 5 is supported.

From the results of the study, it is known that Customer Satisfaction has a significant positive effect on Customers Purchase Intentions, thus it can be said

that the higher satisfaction felt by customers means the higher of Customer Purchase Intentions. This encourages Customers Purchase Intentions to make Tokopedia their favorite e-commerce and will recommend people around them to shop at Tokopedia.

f. The Effect Of After Sales Services On Customer Purchase Intention Through Customer Satisfaction As An Intervening Variable

After sales services can have a direct effect on customer purchase intention, however can also indirectly affect customer purchase intention, namely through customer satisfaction as an intermediary or mediation. The magnitude of the direct effect is indicated by the path coefficient value of 0.405 while the indirect effect is 0.097. Based on these data, it is known that the indirect effect is greater than the direct effect. The position of customer satisfaction as an intervening variable or intermediary for after sales services and customer purchase intention strengthens the influence that has been there is.

The result of hypothesis testing between After Sales Services toward Customer Purchase Intention by mediating Customer satisfaction indicates t test is 2.543. While t-table is 1,96. Because t test > t-table that is $2,543 > 1,96$ or p-value $(0.011) < \alpha = 0.05$ then influence of X_1 (After Sales Services) toward Customer Purchase Intention by mediating Customer satisfaction results is significant. Means, reject H_0 and accept H_1 . Based on these data it can be concluded that mediation relationship is positive and significant, so the hypothesis the sixth which states that after sales services have an influence positive and significant impact on customer purchase intention with customer satisfaction as an acceptable intervening variable.

Good after sales services provided by sellers at Tokopedia are in the form of services and the seller's responsibility when there are problems after the purchase such as incompatibility of goods, delivery errors, or damage to goods. Good service makes customers feel appreciated by the seller because even though the transaction has been carried out when there are obstacles, the platform and sellers is still willing to help customers find solutions to the

problems they are experiencing. This is very important because it can affect customer satisfaction at the store. After customer satisfaction is fulfilled properly, it will affect the Customer Purchase Intention when making the next purchase. Good after sales services will have an effect on increasing customer satisfaction and then when customers are satisfied with the services provided by the platform and seller the Customer Purchase Intention increases. Customers with high shopping satisfaction due to good After Sales Services will have a positive effect on Customer Purchase Intention.

g. The Effect Of Customer Ratings And Reviews On Customer Purchase Intention Through Customer Satisfaction As An Intervening Variable

Customer ratings and reviews have a direct effect on customer purchase intention, but can also indirectly affect customer purchase intention, namely through customer satisfaction as an intermediary or mediation. The magnitude of the direct effect is indicated by the path coefficient value of 0.413 while the indirect effect is 0.099. Based on these data, it is known that the indirect effect is greater than the direct effect. The position of customer satisfaction as an intervening variable or intermediary for customer ratings and reviews and customer purchase intention strengthens the influence that has been there is.

The result hypothesis testing between Customer Ratings and Reviews toward Customer Purchase Intention by mediating Customer satisfaction indicates t test is 2.134. While t-table is 1,96. Because t test > t-table that is $2,134 > 1,96$ or p-value $(0.033) < \alpha = 0.05$ then influence of X_2 (Customer Ratings and Reviews) toward Customer Purchase Intention by mediating Customer satisfaction results is significant. Means, reject H_0 and accept H_1 . Based on these data it can be concluded that mediation relationship is positive and significant, so the hypothesis the seventh which states that customer ratings and reviews have an influence positive and significant impact on customer purchase intention with customer satisfaction as an acceptable intervening variable.

The good ratings and reviews given by customers at Tokopedia are a form of appreciation from the buyer to the seller for providing the product as expected. Through ratings and reviews, buyers can share their shopping experiences with other potential buyers and made it easier for them to choose a good Products. In addition, through customer ratings and reviews, it can show customer satisfaction at the store after making a purchase. This is very important because it can affect customer satisfaction at the store. After customer satisfaction is fulfilled properly, it will affect the Customer Purchase Intention in the further purchase. Good ratings and reviews will have an effect on increasing customer satisfaction and when customers are satisfied the Customer Purchase intention will increase. Customers with high shopping satisfaction because good customer ratings and reviews will have a positive effect on customer purchase intention.

The results of this seventh hypothesis test give the same results as the research of (Wijaya Y. , 2019), entitled "Influence Of After Sales Service On Repurchase Intention Through Customer Satisfaction As Intervening Variable At Pt Damai Sejahtera Abadi (Ufo Elektronika) Surabaya" which in his research shows that after sales service has a significant positive effect on repurchase intention through customer satisfaction, the better after sales service will encourage higher customer satisfaction, and satisfied consumers will have a strong tendency to repurchase intention at PT Damai Sejahtera Abadi (UFO Elektronika) Surabaya.