

Research Article

The Influence of Digital Marketing, e-Trust and e-Service Quality to Repeat Purchase Decision on PT Freshnel Kreasindo Perkasa of Satisfaction as Mediation Variable

Sriyanto*, Suadi Sapta Putra

Faculty of Economics and Business, National University, Jakarta

*Corresponding email: yahnaf@gmail.com

Abstract: PT Freshnel Kreasindo Perkasa has customers who travel for umrah every year. Do these consumers make repeat purchases at the same place with digital marketing, electronic trust and electronic service quality programs with moderating variable satisfaction? In this study research uses a quantitative approach, a sample population of 110 respondents from PT Freshnel Kreasindo Perkasa consumers was used. The sample collection technique was random sampling. Technical collection data uses a survey by distribute questionnaires to be filled via Google form as an instrument. The method analysis in this research uses Structural Equation Modeling Partial Least Square (SEM PLS) with the Application Smart PLS 3.0. The research show digital marketing and satisfaction have a direct positive and significant influence to repurchase decisions for consumers of PT Fresnel Kreasindo Perkasa, while electronic trust, electronic service quality directly have a positive insignificant influence on consumers' decisions to repurchase at PT Freshnel Kreasindo Perkasa. Digital marketing indirect have a positive insignificant influence on consumers' decisions to make repeat purchases at PT Freshnel Kreasindo Perkasa through consumer satisfaction. Meanwhile, electronic trust and electronic service quality indirect have a positive significant influence on PT Freshnel Kreasindo Perkasa consumer repurchase decisions.

Keywords: digital marketing, electronic trust, electronic service quality, satisfaction and repurchase decisions

INTRODUCTION

Indonesia's economic growth always grows every year, in 2023 GDP per Capita will reach 74,964.7 million (BPS in 2023), one segment of economic growth in people's Umrah travel is always increasing, this can be seen in Association Muslim of Hajj and Umrah Organisation (AMPHURI), said that the number consumers of travel umroh from Indonesia increased significantly by 68% or 5 times every year. In 1435 AH the number consumers was 598.077 people, increased to 1.005.806 people in 1439 AH or 2017-2018.

The increase number consumer umrah travel originating Indonesia is quite reasonable because Indonesia is a country large 270 million population and 87% of Muslims (BPS, 2023). This has a large market potential for umrah travel consumers to manage.

The growth of Umrah consumers is directly proportional to the growth of Indonesia's population, which is predominantly Muslim. This was captured by PT

Freshnel Kreasindo Perkasa opening an Umrah travel agency. The consumer data at this company for 3 years is as follows:

Table 1

Number of umrah customers of PT Freshnel Kreasindo Perkasa

Number Of Umrah Travel Customers			
Year	2021	2022	2023
Consumer	0	625	780

Source: PT. Fresnel Kreasindo Perkasa, 2023

The number of Muslim consumers who buy Umrah through PT Freshnel Kreasindo Perkasa is very minimal at 0.000598 of the potential Muslim market. According to research by Citra Rizkiana and Asih Niati (2020) regarding consumer interest in purchasing Umrah travel packages. According to first research gap: digital marketing on repurchase decisions direct have a positive significant influence, Putri and Yosepha (2023), while Retno 2020 said that digital marketing on repurchase decisions directly has no effect (negative). The second research gap on e-Trust on repurchase decisions directly have a positive significant influence, Dzulkarnain et al (2023), while Yugi Setyarko said e-Trust has no effect (negative). The third research gap on electronic service quality on repurchasing decisions has a direct positive significant effect, Maulana et al (2023), whereas according to Garoda (2022) it has no effect (negative). Research Gap fourth Satisfaction with repurchase decisions directly has a positive significant effect, Pratiwi (2023), whereas according to Manggala and Adirinekso (2022) it has no effect (negative).

Based on the description above regarding the large market potential for Umrah travel, minimal company data, previous research and research gaps, the researchers were interested in taking the title; The influence of digital marketing, e-trust and e-service quality on repurchase decisions at the Umrah travel agency PT Freshnel Kreasindo Perkasa in Jabodetabek through consumer satisfaction.

LITERATURE REVIEW

Repeat Purchase Decision

Purchasing decisions are decisions taken by consumers in choosing certain products to get the best, Putra et al (2024). According to Agustina and Hinggo (2023) explain that a purchasing decision is the customer have to purchase a service or goods along with a number of considerations made. Activities consumer decisions can be defined work are influenced by doing financial economics, technology update, politics nation, culture location, products quality, locations place, promotions program, physical evidence, people function, processes activities. Buchari Alma (2016:96).

According to Tjiptono (2020:21), purchasing decision indicators are a process where consumers get to know a variable product, brand image and evaluate how each alternative can geting solve their problem until they reach a purchasing decision. Indicators are characteristics for consumers in making purchasing decisions to determine which product to take. According to Kotler and Armstrong (2016: 188), indicators include:

1. Steadiness in choosing products
2. Decide to buy according to what you like

3. Buy according to your wants and needs
4. Bought because of recommendations from other people.

Consumer Satisfaction

Satisfaction as a consumer's feel of happiness or disappoint as a comparison between the product they feel and what they expect. Kotler and Keller (2016:153). Meanwhile, consumer satisfaction is a foundation element in modern market do activity thinking and practice operation. Tjiptono (2017: 45). There are 5 dimensions of consumer satisfaction indicators according to Zeithami, Parassuraman and Berry (2011: 11), including;

1. Reliability, the ability to provide real service
2. Assurance, providing hospitality and a different taste
3. Tangible, the service provided can be felt
4. Emphaty, care and feel what consumers feel
5. Responsiveness, providing a fast response.

Digital marketing

Digital marketing is a marketing activity by carrying out web-based branding which includes websites, blogs, emails and social media, Case & Tjangkir (2024). Digital marketing is activities need unlimited program sale where marketers are free to be creative without limits in promotions previously used conventional media (Sopiyan, 2022). Sanjaya and Tarigan (2009:47) said Digital marketing is a marketing activity by carrying out branding from various media to obtain marketing targets. This activity includes e-mail, websites, blogs, Facebook, Tik Tok and various other social media networks. According to Yazer Nasdini, (2021) digital marketing indicators include;

1. Accessibility, easy access via media or mobile
2. Interactivity, interactive and responsive in providing services
3. Entertainment, providing services and entertainment to potential consumers.
4. Trust, credible in providing company information and services
5. Informative, complete information, up to date and easy to get

E-trust

E-trust or consumer confidence is a perception about online buying and selling transactions carried out where they trust each other in buying a particular product. Consumer need in product qualified they can be trusted, filling their image and related with consumer expectations online. Sanjaya and Tarigan, (2009). According to Kotler and Keller (2016) e-trust indicators are;

1. Benevolence, sincerity in good behavior
2. Ability, the ability to provide services
3. Integrity, the integrity of the company in providing total service
4. Willingness to depend, dependence on company services

E-service quality

Excellence and quality of a product as service consumer to assess how far the quality is received by each consumer can find the needs, desires expectations of consumers (Zaraswati & Setyawati, 2023). Kotler & Keller (2016: 156) said that "quality product is totality of features and characteristics of product or service that bears on its able to satisfy stated or realita needs". Quality is all characteristic features various

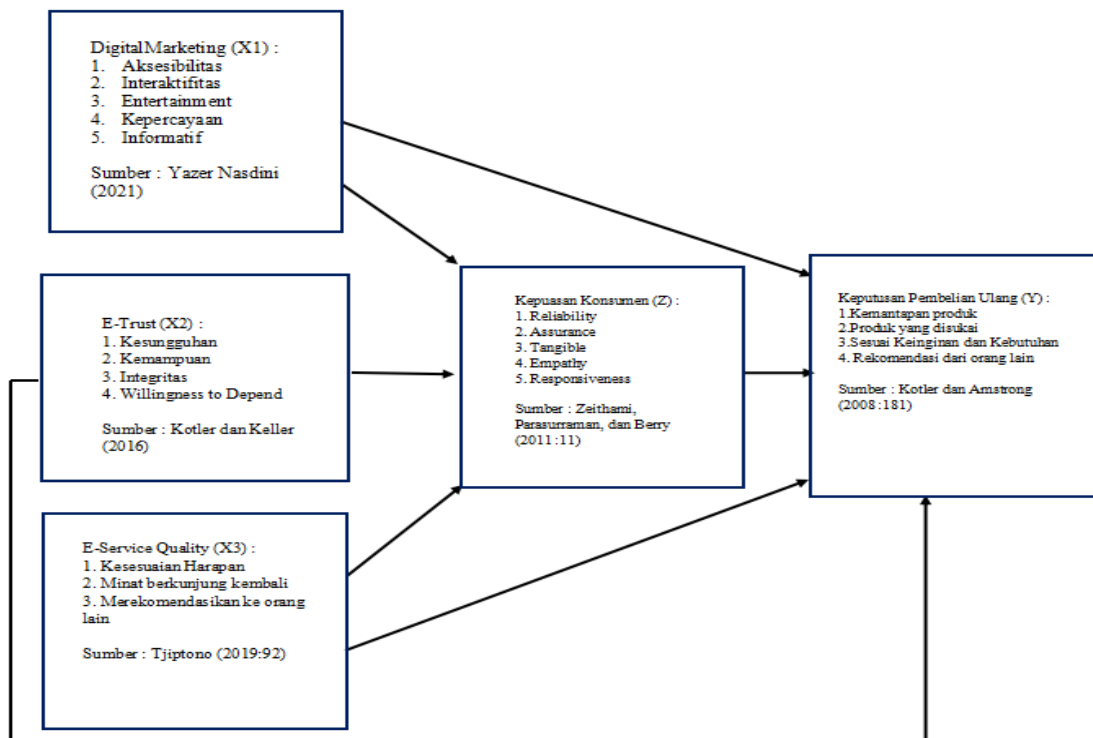
variable of a product or service in order to meet needs according to its capabilities, whether real or implied. In online, service quality also called electronic service quality. Electronic service quality is defined by consumers as assessing and measuring the quality of services requested by consumers and provided through electronic media, both during the purchasing process and after the purchasing process. Specifically, namely the extent to which consumer goals can be met by the quality of services delivered through electronic media. Because electronic service quality includes all information services, fulfillment of needs, and after-sales services (Demir et al., 2020). According to Tjiptono (2019: 92) service quality indicators include;

1. Matching expectations
2. Interested in visiting again
3. Willing to recommend to others
4. Satisfaction

METHOD

Sugiyono (2013), mention a framework of research is a line of thinking research flow that used as a pattern or basic for researchers' conducting research on the target object. According to Ferdinand, (2014; 9) a framework is the basic idea of a research which is combined from evidence, observation and literature review. Therefore, the framework of thinking is about theories, postulates or concepts that are used as the basis for research. In this research the framework of thinking is as follows;

Figure 1
Model Framework



Measurement Test or Outer Model

The outer model takes of measurements to examine the correlation between proposed indicators in activity research one construct variable and indicators from other constructs variable. The reflective measurement is enveloped of relationship from construct variable to indicator variable, where influence shows changes in the indicator variable are reflection of construct variable. Changes in indicators do not change the construct. Correlation is expected to be high. Outer model analysis is carried out to ensure that measurements used are suitable (valid and reliable). There are four mothed used in this analysis:

Convergent Validity

Convergent validity is activity variable show loading factor and find AVE value. Testing the validity of the reflective indicator model can be done by analyzing the convergent validity of the Loading Factor. It's describes the level validity of items in measuring variables. According to Hair, (2021) the recommended loading factor value is < 0.70 , if there are measurement items whose values do not meet these criteria then it's items are recycle from the model and re-estimated. provided the loading factor have to main value is ≥ 0.7 or limit minimum standar of 0.6 is often used as loading factor value. Meanwhile, the AVE value is a measure of convergent validity which shows to what extent the overall measurement items represent or reflect based on the conditions in the form of data. It can be considered valid if the AVE has a value ≥ 0.50 and has been declared sufficient (Hair et al., 2019).

Discriminant Validity

Fornell Larcker

Fornell-Larcker evaluation is a validity test at the variable level which is a validity of discriminant test. Fornell-Larcker determines that acceptable value is if the root AVE of construct variables is greater than the correlation between other constructs.

Cross Loading

Research can be declared discriminant has criteria loading value of the indicator to construct being measured is greater than loading value of other construct has a lower correlation than loading factor value of the indicator to its own construct.

Reliability test

Reliability concerns extent to measurement of a phenomenon can provide stable results as well as being related to repeatable. F test can be said to be reliable if repeated measurements carried out under constant conditions are able to produce similar results. Consistency in all parts of measuring instrument is an important reference and reason for the Taherdoost reliability test, (2016). Reliability testing attended two are composite reliability and Cronbach's alpha. Hair et al., (2019).

Composite reliability

Composite reliability used measure variable that if the reliability value from indicator variabel has measurable value > 0.7 then construct value form indicator variable has a high reliability value.

Cronbach's Alpha

Cronbach's Alpha used reliability measure has a values are expected greates from > 0.6 for all variable good and reliable.

Multikolinearitas test

Checking of multicollinearity between variables with the Inner model VIF (Variance Inflated Factor) is important to ensure the regression equation is not biased. The VIF value indicates how strongly the variance of the regression coefficient is influenced by multicollinearity. According to Ghozali (2021: 157) explains that the presence or absence of multicollinearity is determined by a VIF value < 10 means that multicollinearity does not multicol, while a multikolinearitas show VIF value > 10 so indicates collinearity between constructs.

Structural Test/Inner Model

FIT

Measures this research are SRMR and NFI. SRMR value is a measure of model suitability is difference raw data correlation matrix and estimated correlation matrix. Because SRMR is absolute FIT, a value of zero indicates perfect fit. SRMR get value below < 0.08 indicate an acceptable fit model (Hair et al., 2021) or the recommended limit value. NFI (Normed Fit Index) is a relative comparison of the model created against the null model. The Normed Fit Index Value Criteria ranges from 0 (not fit at all) to 1 (perfect fit). The table below shows the SRMR and NFI values related to model fit.

Coefficient Determinant (R square)

Coefficient determination is magnitude of influence independent variable on the dependent variable. R^2 indicates sample explanatory power model over sample predictive power of model. Structural model used evaluated activity R-square for the dependent construct. R^2 value can be used to assess influence of certain endogenous variables and exogenous variables have a substantive influence. R^2 results show of 0.67 high correlation, 0.33 get medium correlation, and 0.19 little correlation. This indicate mention model is "good", "moderate", and "weak" (Ghozali, 2014).

F square

Magnitude of direct influence each exogenous variable on endogenous is shown effect. Greater effect size of exogenous variable, greater its influence on endogenous variable structural order. There are 3 categories in determining influence F square (Hair et al, 2019), namely have a value 0.002 weak category, have a value 0.015 moderate category, and value of 0.035 have a strong category.

Q square

Q square predictive relevance for structural models is based on measuring observation values can be produced by model parameter estimates. It can be said Q square describes a measure of prediction accuracy, namely each change an exogenous variable is able to predict endogenous variables. This measure form validity in PLS program to state suitability model predictions. Q square have a value > 0 indicates model has predictive relevance. While Hair et al. (2019) states qualitative interpretation of Q square is 0 shown low influence, 0.25 shown medium influence and 0.50 have a correlation high influence to variable.

Path Coefficient

Measuring instrument used to see much influence one variable to other's. This can be seen through level significance, value of path coefficient ranges between 1 to -1, closer number is to 1 or -1, stronger the relationship variable said by Ghozali & Latan, (2015).

Hipotesis Test

Hussein, (2015) said hypothesis testing can be seen from t-statistic value and probability value. hypothesis using statistical values, for alpha 5% the t-statistic value used is 1.96. So the criterion for accepting or rejecting the hypothesis is when the t-statistic > 1.96 so valid and good variable. p value < 0.05 will be accepted for variable indicator. Meanwhile, if the T statistic < 1.96 shown a little corelation, the P value > 0.05 a little corelation then variable indicator is rejected. There are 10 hypotheses that researchers carry out, namely;

H1: Digital marketing (DM) directly has a positive influence to Repeat Purchase Decisions (KPU).

H2: E-Trust (TR) directly has a positive influence to Repeat Purchase Decisions (KPU).

H3: E-Service Quality (SQ) directly has a positive influence to Repeat Purchase Decisions (KPU).

H4: Digital marketing (DM) directly has a positive influence to Consumer Satisfaction (PS).

H5: E-Trust (TR) directly has a positive influence to Consumer Satisfaction (PS).

H6: E-service quality (SQ) directly has a positive influence to Consumer Satisfaction (PS).

H7: Consumer satisfaction (PS) directly has a positive influence to Repeat Purchase Decisions (KPU).

H8: Digital marketing (DM) indirectly has a positive influence through consumer satisfaction (PS) to repeat purchase decisions (KPU).

H9: E-trust (TR) indirectly has a positive influence through consumer satisfaction (PS) to Repeat Purchase Decisions (KPU).

H10: E-service quality (SQ) indirectly has a positive influence through consumer satisfaction (PS) to repeat purchase decisions (KPU).

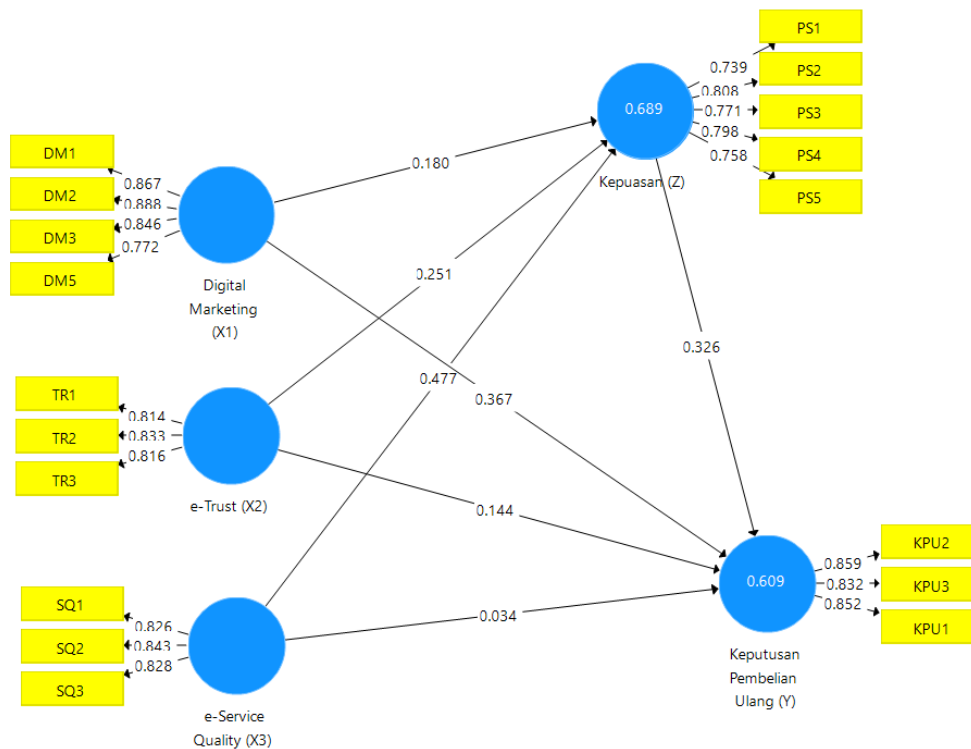
Tehnic collection data use distribution questionnaire as instrument. According to Arikunto (2016: 135), a questionnaire is a collection of questions that are asked in writing to a person (respondent), and the way to answer is also done in writing. In this study, questionnaire distributed to respondents made based Likert scale with five alternative answers, namely:

- | | |
|------------------|-----------|
| 1. Hard Agree | (value 5) |
| 2. Agree | (value 4) |
| 3. Neutral | (value 3) |
| 4. Disagree | (value 2) |
| 5. Hard Disagree | (value 1) |

Before questionnaire used as data collection tool, an instrument test first carried, namely validity and reliability according of Sugiyono (2019: 203). The population of this study is 110 respondence at PT Fresnel Kreasindo Perkasa. This research conducted by taking samples directly and data obtained from the population determine relation between variables (Sugiyono, 2019). In determining number of samples, the author uses random sample. Sample this research do at PT Freshnel Kreasindo Perkasa customer's who have a purchase travelling umroh. This study took a total of 110 samples. Criteria for this study

are customer’s of PT Freshnel Kreasindo Perkasa who have a usually member. Questionnaire distribution process was carried out for 21 days, from Jun 24, 2024 to July 12, 2024. Data analysis uses a descriptive technique carried Statistical Package for the Social Science (SPSS) software version 24; and inferential analysis with Structural Equation Model (SEM) of Partial Least Square (PLS) type with application Smart PLS 3.0. Hypothesis test stage uses inferential statistical analysis. According to Sekaran & Bougie (2016), inferential statistics aim to draw conclusions about population parameters based on sample statistics relation between one variable and other. Inferential analysis uses Structural Equation Modeling (SEM) with application Smart PLS 3.0.

Figure 2
Data processing Result from SmartPLS 3.0



RESULTS

Loading Factor

Based on picture 2 Outer Loading above, it shows all the digital marketing variable indicators (X1), e-Trust (X2), e-Service quality (X3), Satisfaction Moderation Variable (Z) dependent variable repeat purchase Decision (Y) all show the above numbers. 0.7 this illustrates that all indicators of the variable are valid.

The following is a detailed table that describes the outer model test in the form of loading factors as follows;

Table 2
Loading factor variable

No	Indikator Variabel	Nilai Outer Loading	Information
1	Aksesibilitas (DM1)	0.867	VALID

No	Indikator Variabel	Nilai Outer Loading	Information
2	Interaktifitas (DM2)	0.888	VALID
3	Entertainment (DM3)	0.846	VALID
4	Informatif (DM5)	0.772	VALID
5	Sincerity (TR1)	0.814	VALID
6	Ability (TR2)	0.833	VALID
7	Integritas (TR3)	0.816	VALID
8	Conformity to expectation (SQ1)	0.826	VALID
9	Interest ti visiting again (SQ2)	0.843	VALID
10	Recomendation to other people (SQ3)	0.828	VALID
11	Reliability (PS1)	0.739	VALID
12	Assurance (PS2)	0.808	VALID
13	Tangible (PS3)	0.771	VALID
14	Empathy (PS4)	0.798	VALID
15	Responsiveness (PS5)	0.758	VALID

Source: Data Process Smart PLS 3.0

Analysis of the PLS model in Figure 2 shows that each indicator obtained a loading value > 0.7 , the proposed model meets requirements for convergent validity. Table 2 shows the loading factor values for all indicator variables > 0.7 . The variable indicator loading value that has the greatest value is the Interactivity indicator (DM2) of 0.888, meaning it has a validity relationship level of 88%, while the variable indicator that has the lowest validity is the reliability indicator (PS1) of 0.739, meaning it has a validity level of 73%.

Apart from that, convergent validity is also measured from AVE value for construct. Analysis model is declare convergent valid if AVE value for construct is > 0.5 . Table 3 shows Average Variant Extracted (AVE) variables values > 0.5 is good. High AVE value obtained Repeat Purchase Decesion variable was 0.718, meaning it had a validity level of 71%, while the smallest variable value for Consumer satisfaction was 0.601, meaning it had a convergent validity of 60% for each construct.

AVE Value

Table 3

AVE Value

No	Variabel	Nilai AVE	Information
1	Digital Marketing (X1)	0.713	VALID
2	E-Trust (X2)	0.675	VALID
3	E-Service Quality (X3)	0.693	VALID
4	Consumer Satisfaction (Z)	0.601	VALID
5	Repeat Purchase Decesion (Y)	0.718	VALID

Source: Data Process Smart PLS 3.0

AVE is a measure of convergent validity shows extent to measurement items fully represent or reflect the conditions in the form of data which can be considered valid if the AVE has a value ≥ 0.50 and has been declared sufficient (Hair et al., 2019). So the

research variables used after the test must have an AVE value above 0.50, All variabel have value $AVE > 0.50$ mean variabel is valid.

Table 4*Fornell Larcker*

No	Variabel	DM	PS	KPU	SQ	TR
1	Digital Marketing (DM) X1	0.844				
2	Consumer Satisfaction (Z)	0.675	0.775			
3	Repeat Purchase Decesion (Y)	0.709	0.708	0.848		
4	E-Service Quality (SQ) X3	0.672	0.795	0.653	0.833	
5	E-Trust (TR) X2	0.696	0.752	0.671	0.789	0.821

Source: Data Process Smart PLS 3.0

Based on the data above according to Fornel Larcker criteria, it shows that the Digital Marketing correlation is 0.844 greater than the variables below (Satisfaction (Z), Repurchase Decision (Y), e-service quality and e-trust. Satisfaction variable (Z) has a higher correlation compared to the variables below. Repeat purchase decision variable (Y) has a higher correlation 0.848 compared to e-Service quality (X3) and e-Trust (X2).

Table 5*Cross Loading*

No	Indikator Variabel	Digital Marketing (X1)	E-trust (X2)	E-service quality (X3)	Satisfaction (Z)	Repeat Purchase Decesion (Y)
1	DM1	0.867	0.563	0.555	0.536	0.617
2	DM2	0.888	0.675	0.583	0.610	0.651
3	DM3	0.846	0.579	0.558	0.542	0.648
4	DM5	0.772	0.523	0.575	0.594	0.468
5	TR1	0.651	0.814	0.660	0.659	0.585
6	TR2	0.576	0.833	0.638	0.568	0.594
7	TR3	0.476	0.816	0.644	0.623	0.466
8	SQ1	0.575	0.697	0.826	0.614	0.537
9	SQ2	0.586	0.622	0.843	0.658	0.583
10	SQ3	0.516	0.656	0.828	0.685	0.508
11	PS1	0.503	0.571	0.602	0.739	0.530
12	PS2	0.529	0.645	0.637	0.808	0.635
13	PS3	0.647	0.638	0.694	0.771	0.549
14	PS4	0.474	0.575	0.591	0.798	0.547
15	PS5	0.441	0.461	0.543	0.758	0.467
16	KPU1	0.600	0.526	0.568	0.573	0.852
17	KPU2	0.594	0.607	0.589	0.650	0.859
18	KPU3	0.647	0.569	0.501	0.575	0.832

Source: Data Process Smart PLS 3.0

Description cross loading table 5 above, shows variable in question greater correlation value other variables. The variable that has the greatest influence according to Cross loading is the Digital Marketing Variable with the DM2 indicator (interactivity) with a value of 0.888, while the variable that has the smallest influence is Consumer Satisfaction with the Satisfaction Indicator (PS1) with a value of 0.739, while all variables are reliable and good.

Reability Test

Table 6

Composite Reliability

No	Variabel	Nilai Composite Reliability	Information
1	Digital marketing (X1)	0.908	RELIABEL
2	E-trust (X2)	0.862	RELIABEL
3	E-service quality (X3)	0.871	RELIABEL
4	Consumer satisfaction (Z)	0.883	RELIABEL
5	Repeat purchase decesion (Y)	0.884	RELIABEL

Source: Data Process Smart PLS 3.0

Reliability concerns extent to measurement of a phenomenon can provide stable results as well as being related repeatability. A scale reliable if repeated measurements under constant conditions are able to produce similar results. Consistency in all parts of the measuring instrument is an important reference and reason for the Taherdoost reliability test, (2016). Reliability testing consists determines the level of good or reliable variables not used in this research, while the provisions in this Reliability Test apply if; Cronbach's Alpha have a value > 0.7 is good, then Rho A have vale > 0.7 is good and Composite Reability > 0.6 value is good. Base on table 6 All variable have value > 0.6 mean all variabel is good and can used.

Table 7

Cronbach's Alpha

No	Variable	Cronbach's Alpha Value	Information
1	Digital marketing (X1)	0.865	RELIABEL
2	E-trust (X2)	0.760	RELIABEL
3	E-service quality (X3)	0.779	RELIABEL
4	Consumer satisfaction (Z)	0.834	RELIABEL
5	Repeat purchase decesion (Y)	0.804	RELIABEL

Source: Data Process Smart PLS 3.0

Base on table 7 show all variable have value > 0.6 therefore variabel digital marketing, e-trust, e-service quality, consumer satisfaction and repeat purchase decisionis reliable can be use next test.

Table 8

VIF atau Multikolinearitas

No	Indikator	Nilai (Variance Inflated Factor)	Information
1	Aksesibilitas (DM1)	2.447	Un multikol
2	Interaktifitas (DM2)	2.558	Un multikol

No	Indikator	Nilai (Variance Inflated Factor)	Information
3	Entertainment (DM3)	2.099	Un multikol
4	Informatif (DM5)	1.662	Un multikol
5	Sincerity (TR1)	1.431	Un multikol
6	Ability (TR2)	1.632	Un multikol
7	Integritas (TR3)	1.594	Un multikol
8	Conformity to expectation (SQ1)	1.621	Un multikol
9	Interest ti visiting again (SQ2)	1.621	Un multikol
10	Recomendation to other people (SQ3)	1.588	Un multikol
11	Reliability (PS1)	1.652	Un multikol
12	Assurance (PS2)	1.837	Un multikol
13	Tangible (PS3)	1.698	Un multikol
14	Empathy (PS4)	1.890	Un multikol
15	Responsiveness (PS5)	1.729	Un multikol

Source: Data Process Smart PLS 3.0

Checking multicollinearity between variables with VIF measure is important to ensure the regression equation is not biased. The VIF value indicates how strongly the variance of the regression coefficient is influenced by multicollinearity. According to Ghozali (2021:157) explains that the presence or absence of multicollinearity is determined by a VIF have a value < 10 is good, multicollinearity with value > 10 indicates collinearity between constructs. Base on table 8 all variabel < 10 means all variabel good or no multikol.

Structural Inner Model

Table 9

FIT

	Saturated	Estimated Model
SRMR	0.076	0.076
NFI	0.730	0.730

Source: Data Process Smart PLS 3.0

SRMR above shows value 0.076 which is below 0.08-0.10, indicates acceptable FIT for estimated model so stated as meeting t model fit criteria. Based on table 9, NFI have a value 0.730, close to 1, which means model fit can be described as perfect.

Table 10

R square

Variabel	R Square	R Square Adjusted
Consumer Satisfaction (Z)	0.689	0.680
Repeat Purchase Decesion (Y)	0.609	0.595

Source: Data Process Smart PLS 3.0

Based on the table above, coefficient determination value for consumer satisfaction variable 0.689, meaning that consumer satisfaction variable explained by

digital marketing, e-trust and e-service quality variables 68.9%, as moderate category. In repeat purchase decision variable, coefficient determination 0.609, meaning that repeat purchase decision explained by digital marketing, e-trust and e-service quality variables 60.9%, as moderate category. While remaining 39.1% explained by other variables outside the research.

Table 11

F square

Variabel	Consumer Satisfaction (PS)	Repeat Purchase Decesion (KPU)
Digital Marketing (X1)	0.049	0.156
E-Trust (X2)	0.066	0.016
E-Service Quality (X3)	0.255	0.001

Source: Data Process Smart PLS 3.0

Magnitude direct influence each exogenous variable on endogenous shown by effect size. Greater effect size of an exogenous variable, greater its influence on endogenous variable in the structural order. There are 3 categories in determining influence f square (Hair et al, 2019), namely an f Square value 0.002 in the weak category, an f Square value 0.015 in moderate category, f Square value of 0.035 as strong category.

Based on the table above, it explains digital marketing variable (X1) has a direct influence on moderating variable consumer satisfaction (Z) 0.046 has a strong influence. E-trust variable (X2) has an influence on the moderating variable consumer satisfaction (Z) 0.066 has a strong influence. E-service quality variable has a moderating influence on consumer satisfaction (Z) 0.255, have a strong influence.

Digital marketing variable (X1) has an influence on repurchase decisions (KPU) 0.156, have a strong influence. E-trust variable (X2) it has an influence on the repurchase decision (KPU) variable 0.016, it has a moderate influence. E-service quality variable (X3) on the repurchase decision (KPU) variable it is 0.001 so it has a small influence below 0.002 as per Hair et al :2019).

Hypothesis Test

Figure 3

Bootstrapping Result Smart PLS 3.0

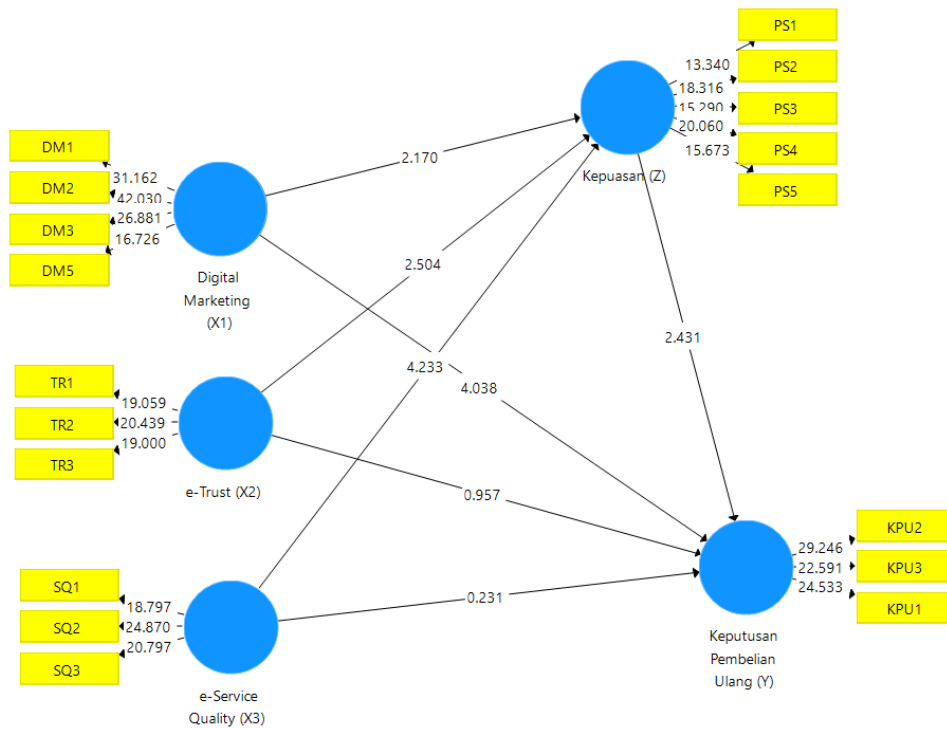


Table 12
Patch Coefficient Indirect Effect

Variabel	Original Simple (O)	T Statistic	P Value
Digital Marketing (X1) -> Satisfaction (Z)	0.180	2.053	0.020
Digital Marketing (X1) -> Repeat Purchase Decesion (Y)	0.367	4.170	0.000
E-Trust (X2) -> Satisfaction (Z)	0.251	2.513	0.006
E-Trust (X2) -> Repeat Purchase Decesion (Y)	0.144	0.887	0.188
E-Service quality -> Satisfaction (Z)	0.477	4.324	0.000
E-Service quality (X3) -> Repeat Purchase Decesion (Y)	0.034	0.230	0.409
Satisfaction (Z) -> Repeat Purchase Decesion (Y)	0.326	2.360	0.009

Source: Data Process Smart PLS 3.0

Table 13
Special Indirect Effect

Variable	Original Simple (O)	T Statistic	P Value
Digital Marketing (X1) -> Satisfaction (Z) -> Repeat Purchase Decesion (Y)	0.059	1.414	0.079

Variable	Original Simple (O)	T Statistic	P Value
E-Trust (X2) -> Satisfaction (Z) -> Repeat Purchase Decision (Y)	0.155	1.975	0.026
E-Service quality (X3) -> Satisfaction (Z) -> Repeat Purchase Decision (Y)	0.182	1.987	0.039

Source: Data Process Smart PLS 3.0

Table 14
Uji Hipotesis

Hipotesis Alternatif (Ha)	Jalur Relation	Nilai Thitung	Nilai Pvalue	Information
H1	DM -> KPU	4.170	0.000	RECEIVED
H2	TR -> KPU	0.887	0.188	UN RECEIVED
H3	SQ -> KPU	0.230	0.409	UN RECEIVED
H4	DM -> PS	2.053	0.020	RECEIVED
H5	TR -> PS	2.513	0.006	RECEIVED
H6	SQ -> PS	4.324	0.000	RECEIVED
H7	PS -> KPU	2.360	0.009	RECEIVED
H8	DM -> PS -> KPU	1.414	0.079	UN RECEIVED
H9	TR -> PS -> KPU	1.975	0.026	RECEIVED
H10	SQ -> PS -> KPU	1.987	0.039	RECEIVED

Source: Data Process Smart PLS 3.0

DISCUSSION

Based on table above, it shows Hypothesis Test as follows;

H1: Digital marketing coefficient use T test, DM (X1) against Z is $2,053 > 1,960$, meaning it is greater than the T table 14.

H1: Thus, digital marketing (X1) has a positive significant influence to satisfaction (Z)

H2: Digital marketing coefficient (X1) has a positive influence to repeat purchase decisions (Y) 0.367, while P Value DM $0.000 < 0.05$, meaning it has significant effect. Tcount DM (X1) on Y 4,170, meaning it has a significant effect.

H2: Thus, digital Marketing has a positive significant effect on repurchase decisions (Y)

H3: E-trust coefficient (X2) has a positive influence to satisfaction (Z) 0.251, while P value e-trust $0.000 < 0.05$, meaning it significant. T calculated e-trust (X2) on satisfaction (Z) is $2,513 > 1,960$ which is greater than T table.

H3: E-trust (X2) has a positive significant effect to Satisfaction (Z)

H4: Representative e-trust coefficient (X2) on repurchase decisions (Y) has a positive effect 0.144, while P value $0.188 > 0.05$, meaning it is not significant. T calculated e-trust (X2) it is $0.887 < 0.960$, meaning that according to T calculated X2 it is smaller than T Table.

H4: E-trust (X2) has an insignificant positive effect on repurchase decisions (Y) or has no effect.

H5: E-service quality coefficient (X3) has a positive effect on satisfaction (Z) 0.477, while P value $0.000 < 0.05$, meaning it is significant. T calculate e-service quality (X3) on satisfaction (Z) $4,324 > T$ Table, meaning that variable X3 has an effect on Z.

CONCLUSION

Implication

By looking at the results from research conducted in the discussion, the following conclusions can be drawn;

1. Digital marketing variable (X1) has a direct influence to repurchase decisions of PT Fresnel Kreasindo Persada travel agency members. This is shown by the data from the analysis where P value $0.000 < 0.5$, meaning has a significant influence, while calculated T value $4,170 > T$ table 1.96, meaning digital marketing has a positive influence on repurchase decision Umrah travel agency congregation. So digital marketing has a positive significant influence on umrah travel agency congregation's repurchase decision.
2. Electronic variable trust (X2) has no direct influence on repurchase decision of PT Freshnel Kreasindo Perkasa congregation, this is indicated by P Value 0.188 above coefficient provisions explained P Value greater than 0.05 so that effect is not significant, it should be below < 0.05 . So the e-trust variable does not significantly influence pilgrims to repurchase Umrah trips with the travel agency.
3. The electronic service variable (X3) is positive and not significant in influencing pilgrims in making decisions to repurchase Umrah pilgrims at PT Freshnel Kreasindo Perkasa. This is indicated by the P value $0.409 > 0.05$ and for Tcount $0.230 < T$ table (1.96) so that e-service quality has no effect on congregation's repurchase decision.
4. Digital marketing variable (X1) has a positive significant influence on the congregation in feeling satisfaction following umrah trip at PT Freshnel Kreasindo Perkasa. This is shown by P value $0.020 < 0.05$ so it has a significant effect and calculated T is greater than T table, namely $2.053 > 1.96$, meaning that digital marketing activities influence satisfaction umrah pilgrims at travel agency.
5. Electronic trust variable has a positive significant influence on pilgrims' satisfaction following umrah trip with PT Freshnel Kreasindo Perkasa. This is shown by P value being smaller with the standard coefficient provisions, namely $0.006 < 0.05$, while for T count $> T$ table, namely $2.513 > 1.96$, it can be interpreted that electronic trust activities have a positive significant effect on the satisfaction umrah pilgrims.
6. Electronic service activities influence satisfaction of congregation PT Freshnel Kreasindo perkasa, this is shown from table above that P value is smaller than path coefficient, namely $0.000 < 0.05$, and Tcount it is greater than T table, namely $4.324 > 1.96$
7. Satisfaction variable has a positive significant effect on the repurchase decision PT Freshnel Kreasindo perkasa umrah pilgrims. This is indicated by P value being smaller than coefficient value, namely $0.009 < 0.05$ and calculated T is greater than T table, namely $2,360 > 1.96$, so it has a positive significant effect.
8. Digital marketing variable (X1) on repurchase decisions (Y) through satisfaction does not have a significant effect, this below table P value is greater than standard, namely $0.079 > 0.05$ so it does not have a significant effect, and for the calculated T it is smaller from the T table, namely $1.414 < 1.96$ so it has no effect.
9. Electronic trust variable (X2) on repurchase decisions (Y) through satisfaction has a positive significant effect, below table above P value is smaller than standard, namely $0.026 < 0.05$, so effect is significant, and T calculation is more size T table

$1.975 < 1.96$ so it is influential, meaning e-trust activities influence pilgrims in making the decision to go for umrah again at PT Freshnel Kreasindo Perkasa.

10. Electronic service variable (X3) on repurchase decisions (Y) through satisfaction has a positive significant effect, below table above. P value is smaller than standard, namely $0.039 < 0.05$, so effect is significant, and T calculated it is greater than T table $1.987 < 1.96$ so it is influential, meaning that service activities using electronics influence pilgrims in making decision to go for umrah again at PT Freshnel Kreasindo Perkasa.

Limitation and Future Direction

Based on research for results, following are practical suggestions future research, including;

1. Umrah travel companies should optimize digital marketing programs for consumers to buy their products again.
2. Trust built using electronic media will be able to encourage consumers to continue to repurchase existing travel destinations.
3. Optimization of providing services electronically can increase sympathy and consumers to continue joining the travel agency.
4. Consumer satisfaction is very important, management should create operational standards for HR performance and control systems by technology.

Consumers will make repurchase decisions as long as the service provided is very attractive and affordable.

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