



# The Influence of E-Service Quality on Users' Intention to Re-Enroll in Online Training Programs on the Ruangguru Application

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**Abstract:** This research was conducted because there are many education technology service providers who provide their services and services to assist the community in developing their abilities so that they can be further improved and in accordance with current needs. User satisfaction is the most important component in a service, thus generating user interest to re-take courses and training at skill academy. This study aims to analyze the impact of e-service quality on interest in re-entering online training at the Skill Academy. The population of this study are consumers who have used and attended online training on the Skill Academy application or website. The sampling technique used in this study was Non-Probability Sampling with a purposive sampling method with a total sample of 40 respondents. The analytical method used in this study is simple linear regression analysis with a significance level of 5%. The results of the analysis of e-service quality on repurchase intention show that the e-service quality variable has a positive and significant effect on repurchase intention.

**Keywords:** E-Service Quality, Repurchase Intention, Skill Academy

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## INTRODUCTION

In today's digital era, many jobs are starting to apply ways of working related to digital technology. The rapid shift in digital technology makes many people have to develop the skills they have and encourage various kinds of changes in order to make convenience in all fields. This condition makes many education technology service providers who provide services and services to help the community in developing its ability to be more improved and in accordance with current needs.

One of the education technology service providers that exists and is widely accessed by the public in Indonesia is Ruangguru Application. Ruangguru Application innovates and will help in facilitating people to follow the required courses. The community can access a variety of courses needed within the limited time and place that the community has at an affordable price. Ruangguru Application will provide training in the form of learning videos according to community needs that can be accessed on the [www.skillacademy.com](http://www.skillacademy.com) website page or on the Ruangguru Application application that is already available to the community.

The number of education technology service providers along with the increasing interest of the community to increase their abilities and expertise, especially in fields related to community needs. User satisfaction is the most important component in a service, thus generating user interest to retake courses and training at the Ruangguru Application. To achieve this satisfaction, Ruangguru Application



must provide quality services in the form of courses and learning videos that are in accordance with the needs of the community and other supporting services that can make users more satisfied.

Repurchase interest according to Nurhayati in Kusumawati (2013) is the desire and action of consumers to rebuy a product, because of the satisfaction received according to what is desired from a product. A brand that is already embedded in the customer's heart will cause the customer to continue to purchase or repeat purchases. The experience felt when using training services is also a consideration for consumers today in choosing training services and courses.

In retaining users, a strategy that must be done by EdTech is needed, one of which is to provide e-service quality to its users. E-service quality must be a concern of EdTech in satisfying its users so that the course services provided can be remembered in the user's mind and make users want to reuse the course services. Ruangguru Application innovates by conducting training and courses related to technology, language, general knowledge, job skills, finance and accounting, marketing, etc. The course service is a differentiator between academy skills and other EdTech.

Basically, repurchase interest is a person's behavior caused by past behavior (consumption experience) that directly affects the interest to reconsume in the future. Buying interest can be experienced by anyone, the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of likelihood of consumers making purchases to predict consumer behavior in the future.

The implementation of e-service quality is expected to increase public interest in using the Ruangguru Application application to carry out various kinds of training activities in improving their abilities.

## METHOD

The type of research conducted in this study is by using quantitative methods. This research was conducted in August 2022 and was conducted online by filling out a Google Form. The population of this study is consumers who have used and attended online training on the Ruangguru Application application or website. According to Ferdinand (2006), in determining the number of samples that are representative depends on the number of indicators multiplied by 5 to 10. The minimum sample size for this study is:

$$\begin{aligned}\text{Minimum sample} &= \text{Number of indicators} \times 5 \\ &= 8 \times 5 = 40 \text{ respondents}\end{aligned}$$

The sampling technique used in this study is Non-Probability Sampling with purposive sampling method where only samples or consumers who have used and attended online training on the Ruangguru Application application or website are the research samples.

### Research Procedure

1. Observation: Data collection by seeing, hearing, and analyzing the object to be studied and used to adjust the data obtained.
2. Questionnaire: Contains a number of questions in writing related to the problem under study that are posed to consumers.

## RESULTS AND DISCUSSION

### Results

#### Validity Test

Based on the results of validity testing, all variables can be said to be valid because all results  $r$  calculate  $> r$  table = 0.3120 with the condition degree of freedom (df) = n-2, where n is the number of samples with  $\alpha = 5\%$ .

#### Reliability Test

Based on the results of reliability testing, all variables can be said to be reliable because Cronbach's Alpha values are  $0.829 > 0.60$ .

#### Simple Linear Regression Analysis

In a simple linear regression equation use the following formula:

$$Y_i = \beta_0 + \beta_1 x_i + \epsilon_i$$

Table 1 Simple Linear Regression Analysis

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.806	2.389		2.430	.020
E-Service Quality	.423	.088	.616	4.823	.000

a. Dependent Variable: Minat Beli Ulang

Source: Processed by the author

Based on the results of the SPSS output above, the simple linear regression equation can be formulated as follows:

$$Y = 5,806 + 0,423X$$

Because the value of the regression coefficient is positive (+), it can be said that E-Service Quality (X) has a positive effect on Repurchase Interest (Y).

#### T Test

Table 2 T Test

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.806	2.389		2.430	.020
E-Service Quality	.423	.088	.616	4.823	.000

a. Dependent Variable: Minat Beli Ulang

Source: Processed by the author

Based on the output above, it is known that the significance value (Sig.) of 0.000 is less than  $< 0.05$ , so it can be concluded that  $H_0$  is rejected and  $H_1$  is accepted. Which means that there is an influence between E-Service Quality (X) and Repurchase Interest (Y).

### Coefficient of Determination Test

Table 3 Coefficient of Determination

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.616 <sup>a</sup>	.380	.363	1.759

a. Predictors: (Constant), E-Service Quality

Source: Processed by the author

Based on the table above, it can be seen that R Square has a value of 0.380. That is, the E-Service Quality variable has an influence on Repurchase Interest by 38% and the remaining 62% is influenced by other factors that are not studied.

## CONCLUSIONS

In the processing of simple linear regression analysis, a simple linear regression equation can be formulated  $Y = 5.806 + 0.423X$ . Because the value of the regression coefficient is positive (+), it can be said that E-Service Quality (X) has a positive effect on Repurchase Interest (Y). In addition, it is also supported by the significance value of the E-Service Quality variable of 0.000 smaller than  $< 0.05$ , so it can be concluded that  $H_0$  is rejected and  $H_1$  is accepted. Which means that there is an influence between E-Service Quality (X) and Repurchase Interest (Y). In calculating the coefficient of determination, it can be seen that R Square has a value of 0.380. That is, the E-Service Quality variable has an influence on Repurchase Interest by 38% and the remaining 62% is influenced by other factors that are not studied. The results of the e-service quality analysis of repurchase interest show that the e-service quality variable has a positive and significant effect on repurchase interest.

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