

Original Article

Determinants of Repurchase Intention (Case Study of Shopee E-Commerce Application Users in Denpasar City)

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Received Date: 18 February 2024

Revised Date: 28 February 2024

Accepted Date: 05 March 2024

Published Date: 26 March 2024

Abstract: Repurchase intention is the behavior of consumers who receive a positive response to a product or service from a company and intend to repurchase that product. This research aims to determine the influence and analyze the determinants of repurchase intention on the Shopee e-commerce application in Denpasar City. This research uses quantitative methods. The population in this study are users of the Shopee application and have shopped more than once through the application. Data were collected using questionnaires with 105 respondents and other methods such as observation, interviews, documentation, and literature. The data analysis used is descriptive and inferential, using the Structural Model-Partial Least Square (SEM-PLS) method. The research results show that the direct influence of promotion, service quality, and product review factors positively and significantly affect the intention to repurchase Shopee e-commerce in Denpasar City. In contrast, trust does not affect the intention to repurchase the Shopee e-commerce application in Denpasar City. The results of testing the trust factor as a mediator do not mediate the influence on repurchase intentions on the Shopee e-commerce application in Denpasar City. The research implies that companies providing e-commerce services must pay more attention to things that can improve services in applications to compete in the business world and retain consumers to continue using the application.

Keywords: E-commerce, Promotion, Service Quality, Product Review, Repurchase Intention, Trust.

I. INTRODUCTION

The development of technology today, one of which is E-Commerce, has changed people's shopping behavior today with the aim of making it easier for people to meet their daily needs. However, even so, E-Commerce still has problems. According to YLKI data (2021), there are still complaints about E-Commerce from consumers, such as refund problems, goods not arriving, transaction systems, inappropriate information, etc. This is certainly a tough demand for business people so that consumers do not move to other E-Commerce, increasing purchasing interest and there is pressure to be able to meet these performance indicators. Getting maximum product reviews marked with five stars is a must for E-Commerce for the sake of consumer trust in E-Commerce. According to We Are Social in Databox (2021), the results show that 88.1% of internet users in Indonesia have used e-commerce services to buy certain products in the last few months.

According to data from Grahaurdian's research (2022), it is stated that in 2022, 60.6% of Indonesian E-Commerce will carry out online shopping activities, which is quite significant but not yet significant enough to depend solely on online sales. According to Snapcart research in Neraca (2022), research on consumers shopping online for 3 months using the online method, which was attended by 1,000 respondents aged 20-35 years in various regions in Indonesia, showed that 78% of consumers chose Shopee for online shopping. Shopee is a company founded by Chris Feng which is able to dominate mobile applications and websites and is able to maintain its position as the most popular online shopping application on the visit data platform in 2021. Shopee was first launched in Singapore in 2015 and began entering Indonesia in 2015 (Gunawan, 2022). Shopee has the aim and intention to develop into the main E-Commerce choice in Indonesia. There are numerous distinct kinds of goods available on Shopee, including electronics, residential appliances, health and beauty, mother and baby, style, and sporting goods. (Widiana, 2021). However, according to Similarweb data (2023), Shopee experienced a decrease in visits in February 2023, namely 143.6 million visits. This figure is down 16% compared to January 2023, namely 171.3 million visits. This is due to the easing of COVID-19 activity restrictions, which encourages consumers to shop at conventional stores (databoks, 2023). With this, Shopee e-commerce must have the right marketing strategy to retain consumers.

Bali Province is one of the provinces that has experienced an increase in the use of E-Commerce in Indonesia. One of the areas where e-commerce is developing is in the Denpasar City area. Denpasar City is the center of government, trade center, education, industrial center and tourism center. According to Agustin and Warmika (2019), data obtained from the Shopee application website and sales data in several cities in Bali shows that the most products sent from Denpasar City are around 5000 products. Based on the data above, it is likely that one of the factors for the high intention to use Shopee e-commerce occurs in this area.



The research results of Yusoff et al. (2020) found several factors that influence customers to use E-Commerce platforms where the most important factor is the intention to buy products at low prices. Widianita (2021) explains that intention is the consumer's interest in making transactions using the E-Commerce system; the intention is a desire to carry out behavior, trust and privacy regarding the consumer's intention to transact online on the E-Commerce platform. If consumers already have the intention to buy, then these consumers will return to shopping at the E-commerce they choose. Improving the craftsmanship of the company's products will enable it to contend with rivals for market share, as customers will believe a product is of high quality if it satisfies their requirements and wants. (Marwida et al., 2023). According to Yusuf (2020), repurchase intention is consumer behavior, namely a positive response to a product or service from a company and the intention to repurchase products from that company. Several factors dominantly influence consumers' purchasing decisions when using Shopee e-commerce, namely the benefits of online shopping, quality service and convenience factors (Aulia, 2020).

One of the profitable factors in online shopping is promotion. According to Erdogmus & Tatar (2015) in Hartawan (2021), One marketing tactic that involves delivering competitive prices and creating a marketing stimulant that can pique consumers' interest in making a purchase is promotion. This is supported by the research results of Hartawan et al. (2021), namely that promotion is the most influential factor on consumer purchase intentions compared to images and information, while audio and price have no effect on purchase intention via E-Commerce. Another research conducted by Shihab et al. (2022), this research concludes that promotions have a significant and positive influence on repurchase intentions at Shopee.

Product Reviews are articles written by consumers in columns prepared by E-Commerce that reflect the quality of goods, usage problems, specifications and good experiences with E-Commerce (Ilmiyah and Krishermawan, 2020). Aningtyas and Supriyono (2022) explained that product reviews have a positive and significant influence on repurchase intentions, but this is different from the research results of Ardianto et al. (2020), which explained that there is no influence and significance of product reviews on repurchase intentions. This creates a gap (research gap), so we want to investigate further regarding the results of this research. Another factor that influences consumers to shop via E-Commerce is having trust in an online site. Trust has an important role in influencing both directly and indirectly repurchase intentions (Agustin and Warmika, 2019). Based on a pre-survey conducted by researchers, several things that influence Shopee application users to return to the Shopee application for shopping are promotion, service quality and product reviews. Therefore, it can be concluded that the determinants of Shopee application users in Denpasar City are promotion, service quality and product reviews, which influence repurchase intentions and trust as intervening variables.

The aim of this research is to determine and analyze: (1) The influence of promotion on repurchase intentions on the Shopee E-Commerce application in Denpasar City; (2) The influence of service quality on repurchase intentions on the Shopee E-Commerce application in Denpasar City; (3) The influence of product reviews on repurchase intentions on the Shopee E-Commerce application in Denpasar City; (4) The influence of trust on repurchase intentions for the Shopee e-commerce application in Denpasar City; (5) The effect of promotion on trust in the Shopee e-commerce application in Denpasar City; (6) The influence of service quality on trust in the Shopee e-commerce application in Denpasar City; (7) The influence of product reviews on trust in the Shopee e-commerce application in Denpasar City; (8) The influence of promotion on Shopee e-commerce repurchase intentions in Denpasar City through trust; (9) The influence of service quality on the intention to repurchase the Shopee e-commerce application in Denpasar City through trust; and (10) The influence of product reviews on repurchase intentions for the Shopee e-commerce application in Denpasar City through trust.

II. LITERATURE REVIEW AND METHOD

A) Promotion

Kotler and Keller (2016:47) define promotion as an action that conveys a product's superiority and convinces target consumers to purchase it. Promotion, according to Mamonto et al. (2021), is a type of advertising interaction. It is a marketing activity that seeks to educate, influence, convince, and notify the target market about the business and its goods so that they are open to accepting purchasing and are devoted to the company's offerings. According to Bimaruci et al. (2021) The promotional activities carried out function to expand information and gain attention, create and grow desires, and develop consumers' desire to buy a product being offered. From the definition above, promotion is a marketing communications activity offered by a company to create and develop a company so that consumers have the desire to buy the company's products.

B) Service Quality

According to Tjiptono (2007) in Ibrahim and Tanwil (2019) explain that service quality is a form of effort to meet consumer needs, desires and accuracy of delivery to balance consumer expectations. According to Lewis and Booms in Tjiptono (2012), another definition of service quality is how good the level of service that has been provided is and is able to meet customer expectations. According to Kotler and Armstrong (2017:31), service quality is a form of the totality of the features and characteristics of a product and service that is able to support the ability to satisfy needs both directly and indirectly. From the several opinions above, it can be concluded that service quality is a form of effort to fulfill overall needs,

desires and expectations in accordance with consumer expectations.

C) Product Reviews

Product reviews are articles written by consumers in columns prepared by E-Commerce that reflect the actual quality of goods, such as color problems, inconsistent specifications, usage problems, high quality and good experiences (Ilmiyah and Krishnawan, 2020). According to Delviaman (2022), the definition of a product review or product review is an assessment given by consumers regarding the quality of a product or service they purchase, either in the form of positive or negative sentences, so that it influences potential consumers. From the several theories above, a conclusion can be drawn; namely, that product reviews are writings made by consumers to reflect the quality of a product, either positive or negative sentences that can influence consumers.

D) Trust

According to Barnes (2003) in Santoso (2020), trust is the ability to act in a particular manner due to the conviction that one's partner will fulfill their expectations and the broader conviction that one may trust the words, commitments, or declarations of others. Trust is the level of customer clarity when the repeated recall of market behavior clarifies their opinions. Trust can encourage customers to buy or use a product without a doubt (Marcella, 2022). The concept of trust is based on one party's conviction that the other party is trustworthy, enduring, and honest and that what they do is in the other person's greatest interest and will benefit the trusted party. (Santoso, 2020). From the definitions above, it can be concluded that trust is the belief that someone will find what they want in another person and fulfill their expectations.

E) Repurchase Intention

According to Yusuf (2020), repurchase intention is consumer behavior, namely a positive response to a product or service from a company and the intention to repurchase products from that company. According to Kotler (2013), repurchase intention is an action taken by consumers to determine whether they want to buy a product or not. Repurchase intention is a post-purchase behavior caused by consumer satisfaction with products that have been used previously (Dewi et al., 2023). Based on the definition above, it can be concluded that repurchase intention is consumer behavior after shopping for a product, which creates satisfaction in the consumer, thereby giving rise to the intention to shop again.

F) E-Commerce

Hartman and Amir (2000) in Romindo et al. (2019) define E-Commerce as a type of electronic business mechanism that focuses on individual-based business transactions using the internet as a medium for exchanging goods or services either between two institutions (B to B) or between institutions and consumers directly (B to C). According to Widiana (2021), E-commerce is a business activity related to consumers, manufacturers, service providers and intermediary traders using computer networks such as the internet. It can be concluded that e-commerce is an internet-based electronic business that can be accessed by individuals to provide services to consumers.

G) Conceptual Framework

The conceptual framework is a relationship that will theoretically connect various research variables, including the dependent or dependent variable, with the independent or independent variables that will be measured or observed through the research process that will be carried out (Sugiyono, 2019). This research has a conceptual framework which will be explained in Figure 1 below.

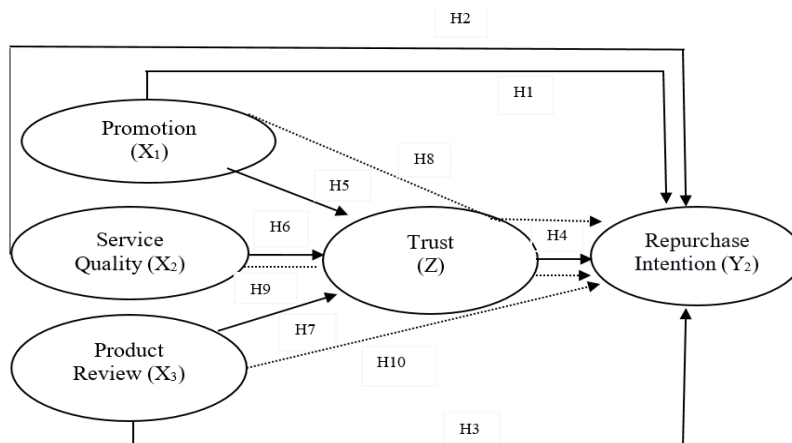


Fig. 1 Research Concept Framework

H) Research Methods

The scope of research on Determinants determining repurchase intentions for Shopee e-commerce users includes Promotion (X1), Service Quality (X2), Product Reviews (X3), trust as (Intervening Variable) and repurchase intention (Y). The research location used in this research is Denpasar City. The population in this study are consumers who have had the experience of shopping at Shopee E-Commerce more than once in Denpasar City, the exact number of which is not known. According to Sugiyono (2019) recommends a sample size of 5-10 times the number of indicators. The number of indicators in this study is 21, so the number of samples is multiplied by 5-10, or in this study, it is $21 \times 5 = 105$, so in this study, the total sample was 105 respondents with the availability of time, funds and energy taken using the purposive method. sampling (Sugiyono, 2016). Data in the research were obtained using questionnaire techniques or questionnaires with a Likert Scale, which were analyzed using SEM-PLS using SMART-PLS software.

III. RESULTS AND DISCUSSION

A) Results

To measure the relationship between variables and t-test parameters and to explain the hypothesis, it can be seen from the significance value of the comparison of the t-table value with the calculated t-value at the significance level $\alpha = 0.05$ (alpha 95%). The decision-making criteria are in the t-test if H_0 is accepted, P value ≥ 0.05 , and H_a is accepted if P value ≤ 0.05 . In hypothesis testing, it is displayed in the form of Smart PLs 3.0, as shown in Table 1 below.

Table 1: Hypothesis Test Results for Direct Effect of Bootstrapping Calculations

Code	Hypothesis	Original Sample	T statistics	P values	Conclusion
H1	Promotion -> Repurchase Intention	-0.208	2.218	0.027	Accepted
H2	Service Quality -> Repurchase Intention	0.517	2.490	0.013	Accepted
H3	Product Review -> Repurchase Intention	0.453	3.054	0.002	Accepted
H4	Trust -> Repurchase Intention	0.170	1.275	0.203	Rejected
H5	Promotion -> Trust	0.282	2.820	0.005	Accepted
H6	Service Quality -> Trust	0.911	7.415	0.000	Accepted
H7	Product Reviews -> Trust	-0.264	2.201	0.028	Accepted

Hypothesis Results with Significant Test

To measure significance, it is used by looking at the t-test parameters and explaining the hypothesis, namely by comparing the significance value of the t table with the calculated t value with a significance level of 0.05. The criteria for the t-test are that H_0 is accepted if P-value > 0.05 and H_1 is accepted if P-Value < 0.05 . Based on Table 1, it can be explained as follows.

- 1) Testing the influence of the Promotion variable on the Repurchase Intention variable is explained by the t-statistic value, which is 2.218; the original sample value is -0.208. The significance value is 0.027, indicating that there is a significant influence on the promotion> Repurchase Intention variable because the t statistic is $2.218 > t$ table 1.96. The P-value is $0.027 < 0.05$, or in other words, H_0 is rejected, and H_a is accepted. These results prove the first hypothesis (H1) which states that promotions have a positive and significant impact on the repurchase intention of Shopee e-commerce users in the city of Denpasar.
- 2) Testing the influence of the Service Quality variable on repurchase intention is explained by the original sample value of 0.517, the t-statistic value of 2.490 and the P-value value of 0.013. This shows that there is a significant influence of the variable Service Quality > Repurchase Intention because the t statistic value is $2.490 > t$ table 1.96 and the P-value is $0.013 < 0.05$ or, in other words, H_0 is rejected, and H_a is accepted. These results prove the results of the second hypothesis (H2), which states that Service Quality has a positive and significant effect on the repurchase intention of Shopee e-commerce users in Denpasar City.
- 3) Testing the influence of the product review variable, namely, the original sample value is 0.453, the t-statistic value is 3.054, and the significance value is 0.002. This shows that there is a significant influence of the Product Review > Repurchase Intention variable because the t statistic value is $3.054 > 1.96$. The P-value is $0.002 < 0.05$, or in other words, H_0 is rejected, and H_a is accepted. The results of testing the third hypothesis (H3) state that product reviews have a positive and significant effect on the repurchase intention of Shopee e-commerce users in Denpasar City.
- 4) Testing the trust variable on repurchase intention is explained by the original sample value of 0.170, the t-statistic value of 1.275, and the significance value of 0.203. This shows that there is no significant influence of the Trust -> Repurchase Intention variable because the t-statistic value is $1.275 < t$ table 1.96 and the P-value is $0.203 > 0.05$ or in other words, H_0 is accepted, and H_a is rejected. The results of testing the fourth hypothesis (H4) state that the trust variable does not have a positive and significant effect on the repurchase intention of Shopee e-commerce users in

Denpasar City and is rejected.

- 5) Testing of the Promotion variable and trust variable can be explained by the original sample value of 0.282, the t-statistic value of 2.820, and the significance value of 0.005. The results of testing the fifth hypothesis (H5) show that there is a significant influence of the Promotion-> Trust variable because the statistical t value is $2.820 > t \text{ table } 1.96$ and the P-value is $0.005 < 0.05$ or in other words, H_0 is rejected and H_a is accepted. These results state that promotion has a positive and significant effect on the trust of Shopee e-commerce users in Denpasar City.
- 6) Testing of the service quality variable and trust variable can be explained by the original sample value of 0.911, the t-statistic value of 7.415 and the significance value of 0.000. This shows that there is a significant influence of the variable Service Quality -> Trust because the statistical t-value is $7.415 > 1.96$ and the P-value is $0.000 < 0.05$, or in other words, H_0 is rejected, and H_a is accepted. The results of testing the sixth hypothesis (H6) state that service quality has a positive and significant effect on the trust of Shopee e-commerce users in Denpasar City and is acceptable.
- 7) Testing the product review variable and trust variable can be explained as follows: namely, the original sample value is -0.264, the t-statistic value is 2.201, and the significance value is 0.028. This shows that there is a significant influence of the Product Review -> Trust variable because the statistical value is $2.201 > t \text{ table } 1.96$ and the P-value is $0.028 < 0.05$, or in other words, H_0 is rejected, and H_a is accepted. The results of testing the seventh hypothesis (H7) state that product reviews have a positive and significant effect on the trust of Shopee e-commerce users in Denpasar City, which is acceptable.

Table 2. Hypothesis Test Results for Indirect Effects Bootstrapping Calculations

Code	Hypothesis	Original Sample	T statistics	P values	Conclusion
H8	Repurchase Intention	0.048	1.027	0.305	Rejected
H9	Service Quality -> Trust -> Repurchase Intention	0.155	1.288	0.198	Rejected
H10	Product Reviews -> Trust -> Repurchase Intention	-0.045	1.049	0.295	Rejected

Based on Table 2 above, the results can be explained below.

- 1) Testing the promotion variable, trust variable, and repurchase intention can be explained as follows: the original sample value is 0.048, the t-statistic value is 1.027, and the significance value is 0.305. This shows that there is no significant influence of the promotion -> Trust -> Repurchase Intention variable because the statistical t value is $0.048 < t \text{ table } 1.96$ and the P-value is $0.305 > 0.05$. In other words, H_0 is accepted, and H_a is rejected. The results of testing the eighth hypothesis (H8) state that promotions do not have a positive and significant effect on repurchase intentions, with trust as an intervention for Shopee e-commerce users in Denpasar City being rejected.
- 2) Testing the Service Quality variable, Trust variable, and repurchase intention variable is explained as follows: the original sample value is 0.155, the t-statistic value is 1.288, and the significant value is 0.198. This shows that there is no significant influence on the variable Service Quality -> Trust -> Repurchase Intention because the t statistic value is $1.288 < t \text{ table } 1.96$. The P-value is $0.198 > 0.05$, or in other words, H_0 is accepted, and H_a is rejected. The results of testing the ninth hypothesis (H9) state that service quality has no positive and significant effect on repurchase intentions, with trust as an intervening variable for Shopee e-commerce users in Denpasar City being rejected.
- 3) Testing the Product Review variable, Trust variable, and Repurchase Intention variable can be explained as follows: the original sample value is -0.045, the t-statistic value is 1.049, and the significant value is 0.295. This shows that there is no significant influence of the Product Review -> Trust -> Repurchase Intention variable because the t statistic value is $1.049 < t \text{ table } 1.96$ and the P-value is $0.295 > 0.05$. In other words, H_0 is accepted, and H_a is rejected. The results of testing the tenth hypothesis (H10) state that the product review variable has no positive and significant effect on repurchase intentions, with trust as an intervening variable for Shopee e-commerce users in Denpasar City being rejected.

B) Discussion

a. Effect of Promotion on Repurchase Intention

The results of the analysis found that there is a positive and significant influence of the promotion variable on the repurchase intention of Shopee e-commerce users in Denpasar City. Based on the results of the hypothesis test, the t-statistic value was $2.218 > t \text{ table } 1.96$, and the P-value was $0.027 < 0.05$. In other words, H_0 was rejected, and H_a was accepted. Because the t statistic value is greater than the t table of 1.96 and the probability value is < 0.05 , there is an influence between the independent variable and the dependent, or H_0 is rejected, and H_a is accepted. This explains the finding of a relationship between promotion and repurchase intention among Shopee e-commerce users in Denpasar City, and this indicates that promotion is increasing, which influences the repurchase intention of Shopee e-commerce users in Denpasar City. This is in line with research by Permatasari et al. (2022) and Ikhsan and Lestari (2021) found that promotions have an effect on repurchase intentions.

b. The Influence of Service Quality on Repurchase Intention

The results of the analysis found that the Service Quality variable on repurchase intention had a positive and significant influence on Shopee e-commerce users in Denpasar City. Based on the results of the hypothesis test, the t-statistic value was $2.490 > t$ table 1.96, and the P-value was $0.013 < 0.05$; in other words, H_0 was rejected, and H_a was accepted. This explains that there is a positive and significant influence of the Service Quality variable on the repurchase intention of Shopee e-commerce users in Denpasar City. This identifies that the better the Service Quality provided, the higher the repurchase intention of Shopee e-commerce users in Denpasar City. This is in line with the research results of Luthfiana and Hadi (2019), Ivastya and Fanami (2020), and Wilson et al. (2019) show that service quality has a positive and significant effect on repurchase intentions.

c. The Influence of Product Reviews on Repurchase Intentions

The results of the analysis that have been carried out found that the product review variable has a positive and significant effect on the repurchase intention of Shopee e-commerce users in Denpasar City. Based on the results of the hypothesis test, the statistical t value was $3.054 > t$ table 1.96, and the P-value was $0.002 < 0.05$ or; in other words, H_0 was rejected, and H_a was accepted. Because the probability value is < 0.05 , there is an influence between the independent variable and the dependent, or H_0 is rejected and H_a is accepted. This explains the finding of a relationship between product reviews and repurchase intentions of Shopee e-commerce users in Denpasar City. This identifies that the better the Product Review that is carried out, the more it will increase and influence the repurchase intentions of Shopee e-commerce consumers in Denpasar City. This is in line with the results of Aningtyas and Supriyono's research, which found that online reviews have an effect on repeat purchases.

d. The Influence of Trust on Repurchase Intention

The results of the analysis that have been carried out find that the Trust variable does not have a positive and significant effect on the repurchase intention of Shopee e-commerce users in Denpasar City. Based on the results of the hypothesis test, the t-statistic value was $1.275 < t$ table 1.96, and the P-value was $0.203 > 0.05$; in other words, H_0 was accepted, and H_a was rejected. Because the probability value is > 0.05 , there is no influence between the independent variable and the dependent variable, or H_0 is accepted and H_a is rejected. This explains that there was no relationship found between trust and the repurchase intention of Shopee e-commerce users in Denpasar City. This identifies that trust does not influence the repurchase intentions of Shopee e-commerce consumers in Denpasar City. This is supported by the results of interviews where there are other factors, such as the need for products that consumers need, so that they do not fully influence consumer confidence in their repurchase intentions. Gifford in Fikri (2017) states that in perception theory, one of the things that can influence a person's perception is personal effect, cultural effect and physical effect. Such characteristics are connected with individual perceptions and are able to influence the process of individual experience and the environment, which produces a basis for comparison, place of residence, culture, and certain typicality. Where this can influence the individual's experience in shopping according to their needs and other factors influence individuals shopping on the Shopee application.

e. Effect of Promotion on Trust

The results of the analysis that have been carried out found that the Promotion variable has a positive and significant effect on trust in Shopee e-commerce users in Denpasar City. Based on the results of the hypothesis test, the statistical t-value was $2.820 > t$ table 1.96, and the P-value was $0.005 < 0.05$; in other words, H_0 was rejected, and H_a was accepted. Because the probability value is < 0.05 , there is an influence between the independent variable and the dependent, or H_0 is rejected and H_a is accepted. This explains the finding of a relationship between promotion and the trust of Shopee e-commerce users in Denpasar City. This identifies that the better the promotion carried out will increase and influence Shopee e-commerce consumer trust in Denpasar City. This is supported by Pattikawan and Hassan (2023) and Regina et al. (2021) found that promotion has a positive effect on trust.

f. The Influence of Service Quality on Trust

The results of the analysis found that the Service Quality variable on Retrust had a positive and significant influence on Shopee e-commerce users in Denpasar City. Based on the results of the hypothesis test, the statistical t-value was $7.415 > t$ table 1.96, and the P-value was $0.000 < 0.05$ or; in other words, H_0 was rejected, and H_a was accepted. This explains that there is a positive and significant influence of the Service Quality variable on the Trust of Shopee e-commerce users in Denpasar City. This identifies that the better the Service Quality provided, the higher the trust of Shopee e-commerce users in Denpasar City. This is in line with Murhadi and Reski (2022) and Indiani and Devi (2023), with research results showing that service quality has a positive and significant effect on trust. This is supported by the results of previous interviews, such as delivery services and payment systems being able to influence consumers' repurchase intentions.

g. The Influence of Product Reviews on Trust

The results of the analysis found that the Product Review variable on Retruster had a positive and significant influence on Shopee e-commerce users in Denpasar City. Based on the results of the hypothesis test, the statistical t-value was $2.201 > t_{table} 1.96$, and the P-value was $0.028 < 0.05$; in other words, H_0 was rejected, and H_a was accepted. This explains that there is a positive and significant influence of the Product Review variable on the Trust of Shopee e-commerce users in Denpasar City. This identifies that the better the Product Review given, the higher it will increase and influence the trust of Shopee e-commerce users in Denpasar City. This is in line with the research results of Ilmiyah & Krishermawan (2020), Nashirah and Indriani (2022) and Forner and Zinco (2017), showing that Product Reviews have a positive and significant effect on trust.

h. The Effect of Promotion on Repurchase Intentions with Trust as an Intervening

The results of the analysis that have been carried out find that the Promotion variable does not have a positive and significant effect on repurchase intentions through trust in Shopee e-commerce users in Denpasar City. Based on the results of the hypothesis test, the statistical t value was $1.027 < t_{table} 1.96$, and the P-value was $0.305 > 0.05$ or; in other words, H_0 was accepted, and H_a was rejected. Because the probability value is > 0.05 , there is no influence between the independent variable and the dependent variable, or H_0 is accepted and H_a is rejected. This explains that there was no relationship found between promotion and repurchase intention and trust as an intervention for Shopee e-commerce users in Denpasar City. This identifies that the promotion carried out does not influence repurchase intentions with trust as an intervention for Shopee e-commerce users in Denpasar City.

Gifford in Fikri (2017) states that in perception theory, one of the things that can influence a person's perception is personal effect, cultural effect and physical effect. Such characteristics are connected with individual perceptions and are able to influence the process of individual experience and the environment, which produces a basis for comparison, place of residence, culture, and certain typicalities. This is supported by the results of previous interviews where other factors such as price, number of discounts and vouchers available can influence repurchase intentions.

i. The influence of Service Quality on Repurchase Intentions with Trust as an Intervening

The results of the analysis that have been carried out find that the Service quality variable does not have a positive and significant effect on repurchase intentions through trust in Shopee e-commerce users in Denpasar City. Based on the results of the hypothesis test, the statistical t-value was $1.288 < t_{table} 1.96$, and the P-value was $0.198 > 0.05$; in other words, H_0 was accepted, and H_a was rejected. Because the probability value is > 0.05 , there is no influence between the independent variable and the dependent variable, or H_0 is accepted and H_a is rejected.

This explains that there was no relationship found between service quality and repurchase intention and trust as an intervention for Shopee e-commerce users in Denpasar City. This identifies that the Service Quality provided does not influence repurchase intentions with trust as an intervention for Shopee e-commerce consumers in Denpasar City. Gifford in Fikri (2017) states that in perception theory, the things that can influence a person's perception are personal effects, cultural effects and physical effects. Such characteristics are linked to individual perceptions and are able to influence the individual's experience process and the environment, which produces a basis for comparison, place of residence, culture and certain characteristics, so that giving bonuses, the quality of quality goods is able to influence individuals' repurchase intentions on the Shopee application.

j. The Influence of Product Reviews on Repurchase Intentions with Trust as an Intervening Agent

The results of the analysis that have been carried out found that the Product Review variable does not have a positive and significant effect on repurchase intentions through trust in Shopee e-commerce users in Denpasar City. Based on the results of the hypothesis test, the statistical t-value was $1.049 < t_{table} 1.96$, and the P-value was $0.295 > 0.05$; in other words, H_0 was accepted, and H_a was rejected. Because the probability value is > 0.05 , there is no influence between the independent variable and the dependent or H_0 is accepted and H_a is rejected. This explains that there was no relationship found between product reviews and repurchase intentions and trust as an intervention for Shopee e-commerce users in Denpasar City. This identifies that the Product Review carried out does not influence repurchase intentions with trust as an intervention for Shopee e-commerce consumers in Denpasar City.

This is supported by the results of previous interviews, namely other factors such as consumers having seen the real picture of the product. Hence, there is no need to see product reviews, time efficiency, goods according to expectations, and goods that meet their needs are also able to influence repurchase intentions. According to Gifford in Fikri (2017) perception theory, several things that can influence a person's perception are personal effects, cultural effects and physical effects.

IV. CONCLUSION

Based on the description and research results above, several conclusions can be found, as follows. (1) Promotion has a positive and significant effect on repurchase intentions of Shopee e-commerce application users in Denpasar City; (2) Service Quality has a positive and significant effect on repurchase intentions of Shopee e-commerce application users in Denpasar City; (3) Product Review has a positive and significant effect on repurchase intentions of Shopee e-commerce application users in Denpasar City; (4) Trust has no positive and significant effect on repurchase intentions of users of the Shopee e-commerce application in Denpasar City; (5) Promotion has a positive and significant effect on the trust of users of the Shopee e-commerce application in Denpasar City; (6) Service Quality has a positive and significant effect on the trust of users of the Shopee e-commerce application in Denpasar City; (7) Product Review has a positive and significant effect on the Trust of Shopee e-commerce application users in Denpasar City; (8) Promotion does not have a positive and significant effect on the repurchase intention of users of the Shopee e-commerce application in Denpasar City through trust. This means that the better the promotion carried out through the trust factor, it guarantees an increase in repurchase intentions for Shopee e-commerce users in Denpasar City; (9) Service quality does not have a positive and significant effect on repurchase intentions of Shopee e-commerce application users in Denpasar City through trust. This means that better service quality, which is carried out through the trust factor, does not guarantee an increase in repurchase intentions for Shopee e-commerce users in Denpasar City; (10) Product Review does not have a positive and significant effect on the repurchase intention of Shopee e-commerce application users in Denpasar City through trust. This means that a better product review carried out through trust does not guarantee an increase in repurchase intentions for Shopee e-commerce users in Denpasar City.

The research is limited to the scope of one e-commerce company in the city of Denpasar. In contrast, in Indonesia, there are still many types of e-commerce used by the Indonesian population. This research also only examines several factors that influence repurchase intentions, so it is hoped that future research can examine other factors that influence repurchase intentions.

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