

UNDERSTANDING REPURCHASE INTENTION OF ONLINE MARKETPLACE CUSTOMERS IN JAKARTA WITH TRUST AS INTERVENING

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ABSTRACT

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The COVID-19 pandemic has significantly affected the increased consumption and using digital services by Indonesian people. One of the digital services used is an e-commerce site. This phenomenon causes intense competition in e-commerce in Indonesia. This study aimed to determine the significant effect of perceived usefulness and perceived ease of use on repurchase intention through trust. Data collection method by distributing online questionnaires through Google Forms. The sample in this study amounted to 252 online marketplace customers. Data analysis techniques used SPSS version 26.0 and SEM (Structural Equation Model) Lisrel version 8.8 to process and analyze research data. The results showed that perceived usefulness has a significant effect on trust, perceived ease of use has a significant effect on trust, trust has a significant effect on repurchase intention, perceived usefulness has a significant effect on repurchase intention, perceived ease of use has a significant effect on repurchase intention through trust, perceived ease of use has a significant effect on repurchase intention through trust.

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INTRODUCTION

Advances in technology now have a major effect on human life because by using technology, humans can more easily carry out their daily activities. An important thing related to technological progress is the emergence of the internet. The internet can make it easier for humans to interact or relate to each other, find information, and fulfill all other needs. This is evidenced by the high growth of internet users in Asia, especially Indonesia. According to Nurhayati (2021), there is an increase in Indonesian internet users every year, and it is predicted that there will be an increase in internet users in 2026. In 2021, there are 201.37 million internet users in Indonesia, with a prediction that in 2026 internet users in Indonesia will have 239.03 million people.

With the very rapid development of the internet and the outbreak of the COVID-19 virus pandemic from 2020 until now, it has triggered the implementation of government policies to keep each other at a distance to break the chain of the spread of COVID-19 in Indonesia so that it has a significant impact on changes in consumer consumption patterns to shift all forms of activity and fulfill their needs by using digital services.

Based on data from Banirestu (2021), which describes the results of the Katadata Insight Center (KIC) survey in April, it shows that the consumption of digital services carried out by Gen Z increased during the pandemic where in the last three months as many as 57% of respondents are e-commerce web users, 36% of respondents are food delivery service users, and 23% of respondents are grocery delivery,

service users. Consumers state various reasons for using these digital services, namely the perceived ease of use and perceived usefulness, such as being more effective and efficient due to the availability of more product choices, promotions/discounts, lower product prices, more practicality, and the risk of possible contracted COVID-19.

In addition, it is supported by data from Kencana (2021), who explained the results of the SIRCLO survey with the Katadata Insight Center in October, which showed that during the COVID-19 pandemic, e-commerce growth has accelerated and has also increased the digital consumption of Indonesians. This is because the pandemic has made all forms of basic needs and various activities of the Indonesian people diverted through digital services, thus encouraging consumer behavior to shop online where as many as 74.5% of consumers shop online rather than offline during the pandemic and the media used are online marketplaces, media social and website. A marketplace is a platform with the task of being an intermediary that accommodates consumers and sellers to process product or service transactions online (Sitoresmi, 2021).

According to Sumarwan and Tjiptonon (2019), in developing digital marketing strategies, it is important for entirely technology-based companies, such as online marketplaces, to study the drivers' aspects to be able to affect the level of adoption or acceptance of digital technology by their customers. This is because the level of adoption or acceptance by customers will have an impact on the progress or decline of the company's business.

Important aspects that become the driving force to affect the adoption or acceptance of digital technology by customers are the perceived ease of use and perceived usefulness of digital technology or the online marketplace. So it can be concluded that if the online marketplace service is easy to use and useful for customers, then the online marketplace service will be easily accepted by its customers and will most likely continue to be used by users for their purchase transactions in the online marketplace.

Based on data from Setyowati (2021), during the pandemic, it has encouraged consumer behavior to shop online so that the gross merchandise value of one of the online marketplaces in Indonesia from 2020 – 2021 has increased significantly, from US\$ 4.5 billion to US\$ 21 billion. However, based on data from www.topbrand-award.com (2021) in Phase 2 of 2021, the online marketplace is in the third position with a TBI percentage of 15.2%. In addition, based on data from Shalihah (2021), in the second quarter of 2021, the online marketplace is in the fourth position with 27.6 million monthly web visitors, ranked second in the Playstore and third in the Appstore. So, it can be concluded that one of the online marketplaces is still below its competitors, which means that there may be several causes or serious problems experienced by customers when making their purchases in the online marketplace.

According to Puspitasari and Briliana (2017), repurchase intention can be affected by several variables such as perceived usefulness, perceived ease of use, trust, and perceived enjoyment. According to Setyorini

and Nugraha (2017), repurchase intention is a decision made by a customer based on an assessment of a previous purchase of a service or product and is intended to be repurchased from the same company or brand by looking at the customer's situation and various possibilities at that time.

Based on the phenomena that have been mentioned make researchers interested in conducting initial research on 30 respondents of online marketplace customers in Jakarta by distributing online questionnaires using google forms. It shows that as many as 26 respondents (86.7%) have experienced obstacles when shopping online in the online marketplace and as many as four (13.3%) have never experienced obstacles when shopping online in an online marketplace. Constraints experienced by customers regarding perceived usefulness as many as 17 respondents (65.4%) experienced delays in product delivery, 16 respondents (61.5%) stated that they did not get the information needed, 13 respondents (50%) stated that the product variant was incomplete, 13 respondents (50%) experienced the product did not match the order. Eight respondents (30.8%) stated that shopping at the online marketplace was less efficient. According to Setyorini and Nugraha (2017), perceived usefulness is how much customers believe shopping online can maximize transaction performance.

Next, the obstacles experienced by customers regarding perceived ease of use were as many as 17 respondents (65.4%) stated that online payments in the online marketplace were difficult to do, 15 respondents (57.7%) stated that the

menu display in the online marketplace was difficult to understand, 12 respondents (46.2%) stated that the desired product was difficult to find, 11 respondents (42.3%) stated that it was difficult to access the online marketplace on a cellphone or PC, and nine respondents (34.6%) stated that the product purchase guide at online marketplace was difficult to understand. According to Dutta (2016), perceived ease of use is the customer's belief that he feels at ease when interacting with online shopping websites needed to make purchases.

Based on the results of an initial survey of 30 respondents of online marketplace customers in Jakarta, it also showed that as many as 22 respondents (84.6%) stated that these obstacles could reduce their trust in the online marketplace and could hinder their intention to repurchase in the online marketplace.

These problems, namely perceived usefulness and perceived ease of use, will certainly have a major impact on customer repurchase intention in the online marketplace. To achieve repurchase intention in online transactions, it is necessary to have customer trust in the site. Trust is one of the variables that can affect customer repurchase intention behavior in the e-commerce sector. This is because all transactions and communications made will be completely virtual, making customers more vulnerable to transaction risk when there is a sense of uncertainty about the quality of online services offered by the company (Lukito & Ikhsan, 2020).

Therefore, to retain loyal customers, which is always closely related to customer intentions to repurchase,

online businesses need to form strategies to build customer trust. This strategy can be done by exploring how the company gives online trust to its customers. Online trust exploration is always accompanied by technology adoption, such as perceived usefulness and perceived ease of use (Lukito & Ikhsan, 2020).

Previous research has proven the effect of perceived usefulness on repurchase intention. For example, research by Puspitasari and Briliana (2017), Lin and Wang (2018), and Dutta (2016) shows a positive and significant relationship between perceived usefulness and repurchase intention. Therefore, it shows that perceived usefulness is an important variable affecting customer repurchase intentions on online sites. When online shopping sites can help customers complete their purchase transactions more efficiently, customers will be more likely to have a strong intention to repurchase.

Previous research has proven the effect of perceived ease of use on repurchase intention. For example, research by Basyar and Sanaji (2016), Suleman et al. (2021), and Trivedi and Yadav (2020) show a positive and significant relationship between perceived ease of use and repurchase intention. Therefore, it shows that perceived ease of use is one of the variables that customers consider to make repeat purchases. When customers find it easy to shop online because of the ease of use of the site and ease of paying online, the customer will tend to intend to repurchase on the site.

Meanwhile, another research conducted by Subagio et al. (2018) and Sullivan and Kim (2018) shows

that perceived usefulness has no significant effect on repurchase intention. Research conducted by Anggraeni et al. (2020) also shows that perceived ease of use has no significant effect on repurchase intention. Therefore, the researcher found several theoretical gaps in previous research.

Although several studies have proven the effect of perceived usefulness and perceived ease of use on repurchase intention, there are still not many studies that use the trust variable as an intervening variable, especially in the online marketplace in Jakarta.

Based on the problems that have been described, it makes researchers interested in conducting this research to determine the significant effect of perceived usefulness on trust, perceived ease of use on trust, trust on repurchase intention, perceived usefulness on repurchase intention, perceived ease of use on repurchase intention, perceived usefulness on repurchase intention through trust, perceived ease of use on repurchase intention through trust.

LITERATURE REVIEW

Repurchase Intention

The customer carries out repurchase intention after making the initial transaction and feeling the benefits so that they will decide to make a repurchase on the same online marketplace. According to Setyorini and Nugraha (2017), repurchase intention is the desire and behavior of consumers to repurchase a service or product because the service or product can satisfy and meet their expectations. According to

Puspitasari and Briliana (2017), repurchase intention is repurchase behavior which refers to the subjective possibility that individuals will continue to buy products or services from the same merchant or online store in the future. According to Chou and Hsu (2016), repurchase intention is the extent to which customers are willing to repurchase at certain online stores after the initial consumption has been made from the store. According to Adekunle and Ejechi (2018), repurchase intention is an individual's willingness to use a particular brand or service when the need for that service reappears.

Trust

The key for companies to maintain and build good relationships with their customers must be based on a high level of customer trust, especially in the online context (Shekhar & Jaidev, 2020). Trust has a more important role in online transactions than conventional transactions, where trust refers to the customer's belief that the other party will meet their expectations, and this trust will motivate customers to be able to accept and complete transactions online.

Trust is an individual's willingness to be vulnerable to the actions of another party based on the expectation that the other party will take certain actions that are important to the trustee regardless of his ability to monitor and control the other party (Lin & Wang, 2018). According to Sullivan and Kim (2018), trust is defined as a belief which means individuals believe that other parties are willing and able to act in customers' interests, honest in transactions, predictable, and can deliver as promised. According to Wilson et al. (2021), trust is defined

as an assessment from customers regarding the integrity and honesty of a company and the customer's belief that the company will not disappoint them and will work hard to fulfill their interest. According to Jatimoyo et al. (2021), trust is the positive feelings individuals feel about trust, dependence, and reliability towards other parties, processes, or objects.

Perceived Usefulness

Perceived usefulness refers to a person's decision to use online services again if they get positive benefits. According to Subagio et al. (2018), perceived usefulness is the customer's belief about how much he will feel better conducting online transactions using certain sites. In the online shopping system, perceived usefulness is defined as the customer's belief that online shopping can provide access to useful information, facilitate shopping comparisons, and enable faster shopping transactions (Marinkovic & Kalinic, 2017). Customers buy products or services online based on perceived usefulness (such as increased convenience, time and cost savings, and increased selection of various products rather than conventional shopping) (Subagio et al., 2018).

According to Kripesh et al. (2020), in the context of online shopping, perceived usefulness refers to customers' belief that using an online marketplace will increase their productivity and performance, thereby enhancing their shopping experience. Perceived usefulness refers to a website's usability, meaning "it can be used advantageously". Online shopping provides many advantages, including obtaining detailed information, transaction speed, and

the availability of easy and cost-effective purchases.

Perceived Ease of Use

Users will most likely accept an easy-to-use system or technology. According to Anggraeni et al. (2020), perceived ease of use is the degree to which individuals believe that using a particular system will be free from a large effort or difficulties. Perceived ease of use refers to the extent to which using a system or technology will be free from additional efforts at the individual skill and knowledge level (Sarkar et al., 2020). According to Hussain et al. (2016), perceived ease of use is an individual's impression of the level of need needed to be able to use a technology or, in other words, the extent to which individuals believe that the use of certain innovations will be easy and smooth when used. According to Subagio et al. (2018), the characteristics of ease of use are characterized by the fact that individuals believe the system is more flexible, easy to understand, and easy to use. According to Sharma and Madan (2022), perceived ease of use is the perception of a person who assumes that using a certain electronic system will be free from cognitive efforts. When customers find it easy to understand, read, and use the online marketplace, it can reduce customer confusion in purchasing.

Relationship between perceived usefulness and trust

Perceived usefulness is based on how much customers trust that using an e-commerce site will provide facilities for their shopping, including quick purchase transactions, offering a wide variety of products, obtaining product-related information, and helping to get the product ordered

(Lin & Wang, 2018; Dutta, 2016; Shekhar & Jaidev, 2020; Sullivan & Kim, 2018). So, the perception of the benefits offered by e-commerce can lead to a tendency for users to develop their level of trust in e-commerce (Sarkar et al., 2020). There is a relationship between perceived usefulness and trust which shows a positive and significant effect, namely in research conducted by Wilson et al. (2021), Putri and Iriani (2021), and Shekhar and Jaidev (2020) which states that when the site or technology provided by the company is beneficial to customers because it can increase their value, efficiency, and performance in carrying out activities or making purchases, then they will have confidence that the company's performance will not disappoint them so that it will have a positive impact on the company because it succeeded in building and maintaining customer trust in the company. From this description, the hypothesis is formulated as follows:

H1: perceived usefulness has a significant effect on trust

Relationship between perceived ease of use and trust

Perceived ease of use is an important variable that needs to be considered by online businesses because it can affect customer trust. This is because when websites are easier to use and navigate, customers will conclude that online businesses operate in good faith, thereby increasing customer perceptions of trust (Dachyar & Banjarnahor, 2017). There is a relationship between perceived ease of use and trust, which shows a positive and significant effect, namely in research conducted by Shekhar and Jaidev (2020),

Odusanya et al. (2020), and Putri and Iriani (2021) which states that when customers feel that the website they use is easy to understand and the perceived ease of use is high, it will lead to the creation of customer trust and lower misunderstanding when using the site. This is because if the website design is too complex, they will perceive that the website owner is indirectly hiding some facts, which ultimately reduces their trust in the website. From this description, the hypothesis is formulated as follows:

H2: perceived ease of use has a significant effect on trust

Relationship between trust and repurchase intention

Trust is an important variable in affecting customer repurchase intention on online sites. A lack of trust will prevent customers from re-engaging in online shopping transactions. This is because they are unlikely to be willing to transact with companies that fail to convey a sense of trustworthiness (Setyorini & Nugraha, 2017). There is a relationship between trust and repurchase intention which shows a positive and significant effect, namely in research conducted by Yeo et al. (2021), Lin and Wang (2018), and Suleman et al. (2021) which states that with a high level of customer trust in the site due to the provision of accurate information and services, it can convince customers that the buying process is free from risk which will ultimately lead customers to decide to make repurchase transactions so that it will produce long-term customers or customer loyalty. From this description, the hypothesis is formulated as follows:

H3: trust has a significant effect on repurchase intention

Relationship between perceived usefulness and repurchase intention

Perceived usefulness is an important variable in affecting customer repurchase intentions on online sites because when customers feel that using media, such as the internet or websites used to make purchases, offers many benefits for themselves, such as being able to increase performance and productivity more efficiently than it can attract the customer's intention to make a repurchase on the website (Yeo et al., 2021). There is a relationship between perceived usefulness and repurchase intention, which shows a positive and significant effect, namely in research conducted by Puspitasari and Briliana (2017), Lin and Wang (2018), and Dutta (2016) which states that when online shopping sites can help customers complete their purchase transactions more efficiently, customers will be more likely to have a strong intention to repurchase. From this description, the hypothesis is formulated as follows:

H4: perceived usefulness has a significant effect on repurchase intention

Relationship between perceived ease of use and repurchase intention

Perceived ease of use is one of the variables that customers consider to make repeat purchases because if the online shopping site is easily accessible, the procedure is easy to understand, it is easy to compare products, and it is easy to find the product they like, the customer will intend to repurchase on the site

(Dutta, 2016). There is a relationship between perceived ease of use and repurchase intention, which shows a positive and significant effect, namely in research conducted by Basyar and Sanaji (2016), Suleman et al. (2021), and Trivedi and Yadav (2020) which states that when customers find it easy when shopping online because of the ease of use of the site and easy to pay online, then the customer will tend to intend to repurchase on the site. From this description, the hypothesis is formulated as follows:

H5: perceived ease of use has a significant effect on repurchase intention

Relationship between perceived usefulness, trust, and repurchase intention

The trust variable becomes a positive and significant mediator regarding the relationship between perceived usefulness and customer repurchase intentions. There is a relationship between perceived usefulness on repurchase intention through trust, which shows a positive and significant effect, namely in research conducted by Lin and Wang (2010 and Keni (2020), which states that the perception of greater benefits from electronic systems or technologies can help overcome concerns about transactional uncertainty, thereby increasing trust between the two parties and thereby increasing customer intention to reuse or repurchase the online system. From this description, the hypothesis is formulated as follows:

H6: perceived usefulness has a significant effect on repurchase intention through trust

Relationship between perceived ease of use, trust, and repurchase intention

The trust variable becomes a positive and significant mediator regarding the relationship between perceived usefulness and customer repurchase intentions. There is a relationship between perceived ease of use on repurchase intention through trust, which shows a positive and significant effect namely in research conducted by Subagio et al. (2018) and Keni (2020), which states that when customers find it easy when accessing the site to make

transactions, easy to get the product or service that customers need and easy to interact with the site, then it can increase customer trust where customers believe that the company can meet customer expectations, have the intention to provide optimal service and attention to its customers. Therefore, this trust can encourage customers to intend to repurchase on the site. From this description, the hypothesis is formulated as follows:

H7: perceived ease of use has a significant effect on repurchase intention through trust

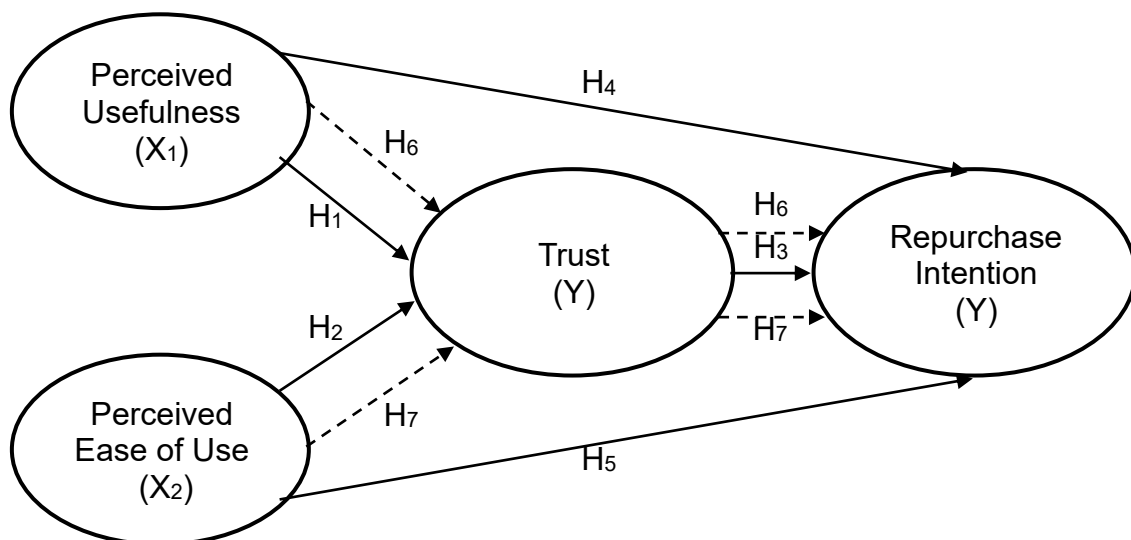


Figure 1. Hypothesis framework
Source: Data processed by author (2022)

RESEARCH METHODS

Research Approach

This study uses a quantitative approach. According to Sugiyono (2017), the quantitative approach can be defined as an approach based on the philosophy of positivism that seeks to conduct research on a particular sample or population by utilizing research instruments to obtain data and analysis of the data, which is quantitative to conduct tests on

established hypothesis. Quantitative approach is used to determine the effect between research variables. This research was conducted from January 2022 – July 2022 to find phenomena related to the variables in this study.

Data and Sample

This study uses a purposive sampling technique. Sugiyono (2017) states that purposive sampling is a technique based on certain considerations. This

technique was chosen because the sample in this study has certain characteristics that the respondent must meet. The characteristics of the sample in this study are domiciled in Jakarta, aged 18-38 years, and have made purchases at an online marketplace at least five times in the past year. Determining the number of samples in this study refers to the formula Hair et al. (2010), which is the minimum number of samples for data analysis using SEM LISREL of 200 respondents. So, this study uses a minimum sample size of 200 respondents.

Data Collection Techniques

Data collection techniques in this study used primary data through survey methods by distributing online questionnaires via Google Forms on several social media platforms to online marketplace customers. The measurement scale used for assessing the questionnaire in this study is the Likert scale. The Likert scale measures individuals and groups' opinions, views and attitudes regarding social phenomena. This study uses a six-point Likert-type scale because, according to Wulandari (2022), using a six-point Likert-type scale can help researchers get definite information because it can prevent respondents from central tendency effect or the tendency to give neutral or hesitant answers so that it will make it difficult for researchers to obtain factual information. Six-point Likert-type scale consisting of (1 = totally disagree, 2 = disagree, 3 = slightly disagree, 4 = slightly agree, 5 = agree, 6 = totally agree).

Data Analysis Techniques

The data analysis technique used in this research is SPSS version 26.0 and SEM Lisrel version 8.8. In the data processing, using SPSS version 26.0 for descriptive analysis, validity and reliability test, and LISREL version 8.8 software for Confirmatory Factor Analysis (CFA) testing and hypothesis testing. The reason researchers use SPSS is that they get easier access to descriptive statistics and frequencies where the data display provides more information, namely SPSS can display data according to its value (displaying data labels in words) even though it is working using numbers (data code), for example, giving code 1 = STS, code 2 = TS and so on. In addition, using SPSS can provide more accurate information where when there is missing data, SPSS will provide a code of why the missing data occurs.

While the reason the researcher uses SEM is that it can test complex and multilevel hypotheses, besides that, using SEM not only analyzes the direct or indirect effect between latent variables but by using SEM is also able to determine the components involved in the formation of these latent variables along with their magnitudes. So, the researchers decided to use both software to conduct this research.

RESULTS AND DISCUSSION

The results of the questionnaires that 252 respondents filled out show that most of the questionnaires were filled out by women by 59.5% and by men by 40.5%. Based on age, most of the questionnaires were filled in by the age range of 21-24 years at 57.5%, 25-28 years at 17.1%, 29-32 years at

12.7%, 18-20 years at 6.7% and 33-38 years by 6%. Based on domicile, the questionnaire was mostly filled out by respondents who lived in East Jakarta by 27%, North Jakarta by 25%, West Jakarta by 23.4%, South Jakarta by 13.5%, Central Jakarta by 9.1%, and the Islands Thousand by 2%. Based on the latest education, the questionnaire was mostly filled by 47.6% of bachelor's degree, 42.9% of high school/equivalent, 5.6% of diplomas, 2.4% of under high school, and 1.6% of S2/S3. Based on marital status, the questionnaire was mostly filled out by respondents with 72.6% unmarried status, 26.2% married, and 1.2% separated/divorced. Based on occupation, the questionnaires were mostly filled out by private employees respondents by 38.9%, college students by 30.6%, entrepreneurs by 12.3%, civil servants by 7.9%, not yet/not working by 5.2% and other jobs by 5.2%. Based on income, the questionnaire was mostly filled by

respondents with an income range of > Rp. 5,000,000 by 32.9%, Rp. 3,000,001 - Rp. 5,000,000 by 27.8%, < Rp. 1,000,000 by 22.2%, and Rp. 1,000,000 - Rp. 3,000,000 by 17.1%.

The validity test in this study used the Pearson Product Moment Correlation. The criteria for evaluating the validity test are using a significance level of 5%, which means that if the value of $r_{count} > r_{table}$, it is said to be valid. In this study, the value of r_{table} from the number of samples of 252 is 0.1231. The validity test results show that all indicators are said to be valid.

To perform a reliability test, it can be seen from the value of Cronbach's Alpha on each variable. If the Cronbach's Alpha value is less than 0.6 is considered not good, 0.7 is considered acceptable, and 0.8 is considered good. The following are the findings of the validity and reliability test in this study:

Table 1 . Validity & Reliability Test Result

| Code | Indicator | Factor Loading |
|-------------|--|-----------------------------------|
| PU | Perceived Usefulness | α: 0.900 |
| PU1 | Online marketplace allows me to get the information I need | 0.653 |
| PU2 | Shopping online in online marketplaces through mobile device applications is very helpful in my daily life | 0.779 |
| PU3 | Online marketplaces improve shopping performance (for example, transactions quickly) | 0.778 |
| PU4 | Using the online marketplace can increase productivity in buying products | 0.768 |
| PU5 | The transaction process in the online marketplace increases effectiveness in buying products | 0.822 |
| PU6 | Shopping services in the online marketplace will make it more efficient | 0.791 |
| PU7 | Online marketplace makes work easier | 0.769 |
| PU8 | Overall, the online marketplace is useful | 0.788 |
| PEOU | Perceived Ease of Use | α: 0.891 |
| POEU1 | Easy to learn to use online marketplace | 0.740 |

| Code | Indicator | Factor Loading |
|-------------|---|-----------------------------------|
| PEOU2 | It's easy to shop online in the online marketplace using smartphone, PC, and other applications | 0.781 |
| PEOU3 | It's easy to use online payments when making online shopping transactions in the online marketplace | 0.695 |
| PEOU4 | It's easy to find the desired product in the online marketplace | 0.706 |
| PEOU5 | It's very easy to compare the products I want to buy in the online marketplace | 0.666 |
| PEOU6 | The language used in the online marketplace is easy to understand | 0.743 |
| PEOU7 | The menu display on the online marketplace is easy to understand | 0.784 |
| PEOU8 | The guide to purchasing products in the online marketplace is clear and easy to understand | 0.718 |
| PEOU9 | It's easy to become proficient in using the online marketplace | 0.751 |
| T | Trust | α: 0.924 |
| T1 | Believe that the online marketplace is able to secure customer privacy | 0.641 |
| T2 | Believe that the performance of the online marketplace can meet customer expectations | 0.701 |
| T3 | Compared to other sites, the online marketplace is safe and reliable | 0.808 |
| T4 | Based on experience, online marketplaces provide good service | 0.742 |
| T5 | Believe that the online marketplace can commit to keep promises and obligations | 0.753 |
| T6 | Believe that the online marketplace provides sufficient and quality information | 0.822 |
| T7 | Believe that the online marketplaces are honest | 0.805 |
| T8 | Based on experience, online marketplaces can be trusted | 0.817 |
| T9 | Believing that the online marketplaces always think about the best interests of their customers | 0.836 |
| T10 | Believe that the online marketplace will not be opportunistic (earning money illegally) | 0.744 |
| RI | Repurchase Intention | α: 0.903 |
| RI1 | Prefer to shop online at the online marketplace rather than offline | 0.667 |
| RI2 | Intend to revisit the online marketplace in the future | 0.684 |
| RI3 | If I want to buy the product again, I will buy it in the online marketplace | 0.788 |
| RI4 | Have a high level of willingness to repurchase products in the online marketplace | 0.781 |
| RI5 | Would recommend shopping online at the online marketplace to others | 0.737 |
| RI6 | Will tell others about positive experiences when shopping online at the online marketplace | 0.758 |

| Code | Indicator | Factor Loading |
|------|--|----------------|
| RI7 | Intends to make the online marketplace a priority online shopping site to make purchases in the future | 0.771 |
| RI8 | Intend to continue to use the online marketplace | 0.805 |
| RI9 | Intend to obtain product-related information from the online marketplace | 0.771 |

Source: Data processed by author (2022)

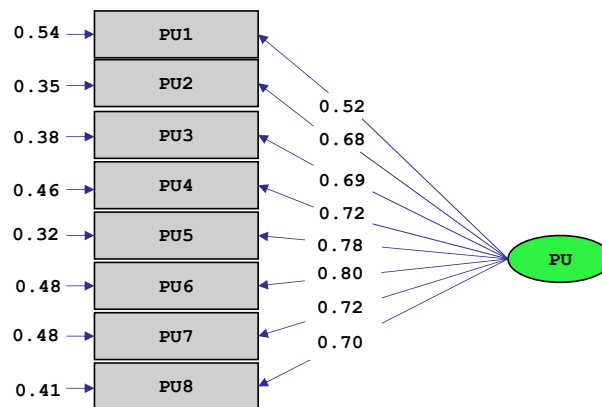
Confirmatory Factors Analysis is carried out to test whether the indicator is an indicator that has described the latent variable well. According to Hair et al. (2010), if

each indicator has a standardized solution value of ≥ 0.5 , it can be concluded that the indicator has described the latent variable well. This study uses First Order Construct.

Table 2. Perceived Usefulness First Order Construct

| Goodness of Fit Indices | Cut-off Value | Result | Model Explanation |
|-------------------------|---------------|--------|-------------------|
| Chi Square | < 3.00 | 0.00 | <i>FIT</i> |
| RMSR | ≤ 0.05 | 0.03 | <i>FIT</i> |
| GFI | ≥ 0.90 | 0.96 | <i>FIT</i> |
| RMSEA | ≤ 0.08 | 0.07 | <i>FIT</i> |
| AGFI | ≥ 0.90 | 0.92 | <i>FIT</i> |
| CFI | ≥ 0.90 | 0.99 | <i>FIT</i> |
| NNFI | ≥ 0.90 | 0.98 | <i>FIT</i> |

Source: Data processed by author (2022)



Chi-Square=45.98, df=20, P-value=0.00081, RMSEA=0.072

Figure 2. Perceived Usefulness First Order Construct Model

Source: Data processed by author (2022)

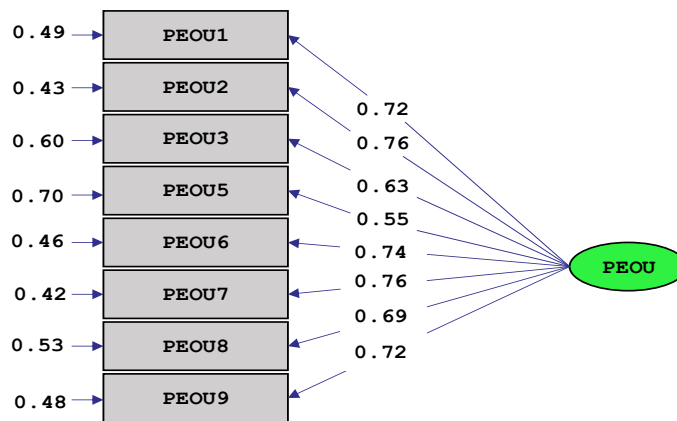
Based on instrument testing on eight indicators of the perceived usefulness variable with the first-order construct, the results show that all indicators have met the standardized solution value

requirements, namely ≥ 0.5 . In addition, the Goodness of Fit Indices value of the perceived usefulness variable can be said to be good because it has met the cut-off value requirements.

Table 3. Perceived Ease of Use First Order Construct

| <i>Goodness of Fit Indices</i> | <i>Cut-off Value</i> | <i>Result</i> | <i>Model Explanation</i> |
|--------------------------------|----------------------|---------------|--------------------------|
| Chi Square | < 3.00 | 0.00 | <i>FIT</i> |
| RMSR | ≤ 0.05 | 0.03 | <i>FIT</i> |
| GFI | ≥ 0.90 | 0.95 | <i>FIT</i> |
| RMSEA | ≤ 0.08 | 0.07 | <i>FIT</i> |
| AGFI | ≥ 0.90 | 0.91 | <i>FIT</i> |
| CFI | ≥ 0.90 | 0.98 | <i>FIT</i> |
| NNFI | ≥ 0.90 | 0.97 | <i>FIT</i> |

Source: Data processed by author (2022)



Chi-Square=49.99, df=20, P-value=0.00022, RMSEA=0.077

Figure 3. Perceived Ease of Use First Order Construct Model

Source: Data processed by author (2022)

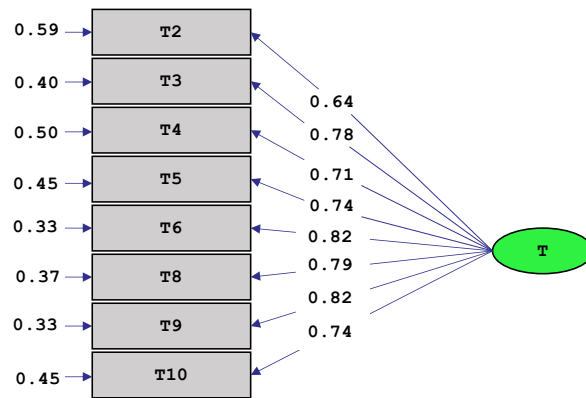
Perceived ease of use has nine indicators, but after testing the model, two results from the value of Goodness of Fit Indices are not fit, namely RMSEA and AGFI. So it is necessary to retest by modifying indices according to the advice given

by the Lisrel software. After retesting, some indicators must be removed to meet the model fit requirements, namely, the PEOU4 indicator and the results of the Goodness of Fit Indices value have met the cut-off value requirements.

Table 4. Trust First Order Construct

| <i>Goodness of Fit Indices</i> | <i>Cut-off Value</i> | <i>Result</i> | <i>Model Explanation</i> |
|--------------------------------|----------------------|---------------|--------------------------|
| Chi Square | < 3.00 | 0.00 | <i>FIT</i> |
| RMSR | ≤ 0.05 | 0.03 | <i>FIT</i> |
| GFI | ≥ 0.90 | 0.96 | <i>FIT</i> |
| RMSEA | ≤ 0.08 | 0.07 | <i>FIT</i> |
| AGFI | ≥ 0.90 | 0.92 | <i>FIT</i> |
| CFI | ≥ 0.90 | 0.99 | <i>FIT</i> |
| NNFI | ≥ 0.90 | 0.98 | <i>FIT</i> |

Source: Data processed by author (2022)



Chi-Square=45.44, df=20, P-value=0.00096, RMSEA=0.071

Figure 4. Trust First Order Construct Model

Source: Data processed by author (2022)

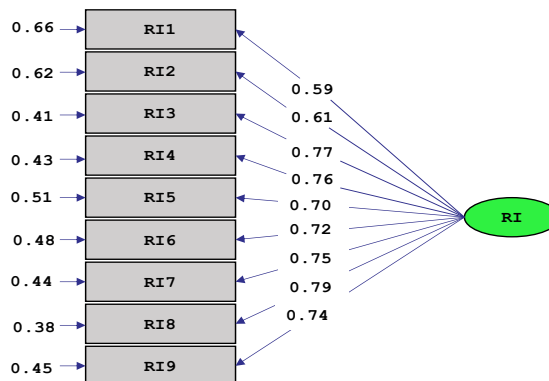
Trust has ten indicators, but after testing the model, two results from the value of Goodness of Fit Indices are not fit, namely RMSEA and AGFI. So it is necessary to retest by modifying indices according to the advice given by the Lisrel software.

After retesting, some indicators must be removed to meet the model fit requirements, namely the T1 and T7 indicators, and the results of the Goodness of Fit Indices value have met the cut-off value requirements.

Table 5. Repurchase Intention First Order Construct

| Goodness of Fit Indices | Cut-off Value | Result | Model Explanation |
|--------------------------------|----------------------|---------------|--------------------------|
| Chi Square | < 3.00 | 0.00 | <i>FIT</i> |
| RMSR | ≤ 0.05 | 0.03 | <i>FIT</i> |
| GFI | ≥ 0.90 | 0.96 | <i>FIT</i> |
| RMSEA | ≤ 0.08 | 0.05 | <i>FIT</i> |
| AGFI | ≥ 0.90 | 0.93 | <i>FIT</i> |
| CFI | ≥ 0.90 | 0.99 | <i>FIT</i> |
| NNFI | ≥ 0.90 | 0.99 | <i>FIT</i> |

Source: Data processed by author (2022)



Chi-Square=48.53, df=27, P-value=0.00669, RMSEA=0.056

Figure 5. Repurchase Intention First Order Construct Model

Source: Data processed by author (2022)

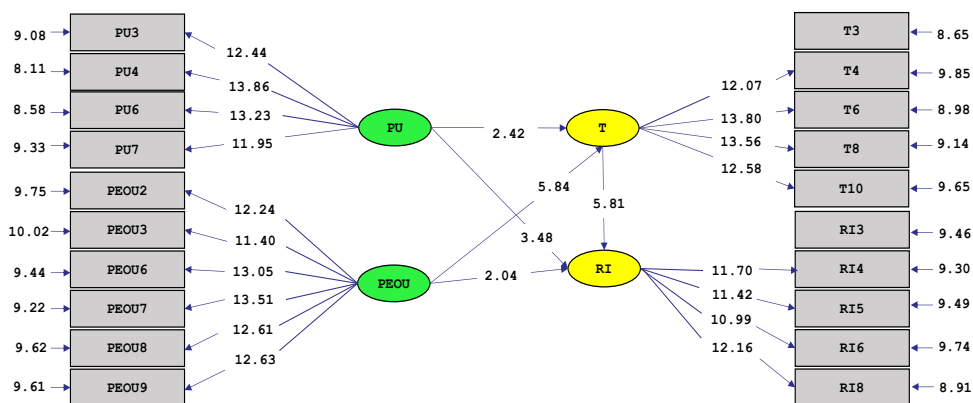
Based on instrument testing on nine indicators of the repurchase intention variable with the first order construct, the results show that all indicators have met the standardized solution value requirements, namely ≥ 0.5 . In addition, the Goodness of Fit Indices value of the repurchase intention variable can be said to be good because it has met the cut-off value requirements

In testing the hypothesis, it is seen from the t-value and the standardized total effects value to determine whether the hypothesis is accepted or rejected. If the t-value > 1.96 , the relationship between the variables is said to be significant, and if the standardized total effects value shows a positive result, the relationship between the variables is positive.

Table 6. The Result of Structural Equation Model

| Hypothesis | Variable | | Standardized Total Effect | t-values | Explanations |
|------------|----------|----------|---------------------------|----------|----------------------|
| H1 | PU | → T | 0.21 | 2.42 | Positive Significant |
| H2 | PEOU | → T | 0.53 | 5.84 | Positive Significant |
| H3 | T | → RI | 0.48 | 5.81 | Positive Significant |
| H4 | PU | → RI | 0.28 | 3.48 | Positive Significant |
| H5 | PEOU | → RI | 0.18 | 2.04 | Positive Significant |
| H6 | PU | → T → RI | 0.10 | 2.30 | Positive Significant |
| H7 | PEOU | → T → RI | 0.25 | 4.22 | Positive Significant |

Source: Data processed by author (2022)



Chi-Square=192.91, df=164, P-value=0.06086, RMSEA=0.027

Figure 6. T-values SEM
Source: Data processed by author (2022)

Based on the results of the SEM test in table 6 and figure 6, seven hypotheses are tested. The following is an explanation for each hypothesis in this study. The perceived usefulness variable on the trust variable obtains a standardized total effects value of 0.21 and a t-value of $2.42 > 1.96$, so there is a positive and significant relationship between the perceived usefulness variable and the trust variable. Based on these results, the first hypothesis (H_1) is accepted. These findings, in line with previous research by Wilson et al. (2021), Putri and Iriani (2021), and Shekhar and Jaidev (2020), show that the perceived usefulness variable has a positive and significant effect on the trust variable. This shows that the higher the perceived usefulness by customers in the online marketplace, the higher the customer's trust in the online marketplace.

The perceived ease of use variable on the trust variable obtains a standardized total effects value of 0.53 and a t-value of $5.84 > 1.96$, so there is a positive and significant relationship between the perceived ease of use variable and the trust variable. Based on these results, the second hypothesis (H_2) is accepted. These findings are in line with previous research by Shekhar and Jaidev (2020), Odusanya et al. (2020), and Putri and Iriani (2021) show that the perceived ease of use variable has a positive and significant effect on the trust variable. This shows that when customers feel that it is easy to use an online marketplace, their trust will increase when they believe that the online marketplace can provide the best service for them.

The trust variable on the repurchase intention variable obtains a standardized total effects value of 0.48 and a t-value of $5.81 > 1.96$, so there is a positive and significant relationship between the trust variable and the repurchase intention variable. Based on these results, the third hypothesis (H_3) is accepted. These findings, in line with previous research by

Yeo et al. (2021), Lin and Wang (2018), and Suleman et al. (2021), show that the trust variable has a positive and significant effect on the repurchase intention variable. This shows that having a high level of trust in online marketplaces can help customers overcome their perceptions of the uncertainty and risk associated with online transactions, thereby increasing repurchase intentions.

The perceived usefulness variable on the repurchase intention variable obtains a standardized total effects value of 0.28 and a t-value of $3.48 > 1.96$, so there is a positive and significant relationship between the perceived usefulness variable and the repurchase intention variable. Based on these results, the fourth hypothesis (H_4) is accepted. These findings, in line with previous research by Puspitasari and Brilliana (2017), Lin and Wang (2018), and Dutta (2016), show the results that the perceived usefulness variable has a positive and significant effect on the repurchase intention variable. This shows that when customers get higher perceived usefulness of an online marketplace which provides a smooth buying process, it can increase their repurchase intention.

The perceived ease of use variable on the repurchase intention variable obtains a standardized total effects value of 0.18 and a t-value of $2.04 > 1.96$, so there is a positive and significant relationship between the perceived ease of use variable and the repurchase intention variable. Based on these results, the fifth hypothesis (H_5) is accepted. These findings, in line with previous research by Basyar and Sanaji (2016), Suleman et al. (2021), and Trivedi and Yadav (2020), shows the results that the perceived ease of use variable has a positive and significant effect on the repurchase intention variable. This shows that when customers feel that the online marketplace uses language that is commonly used and easy to understand

and provides convenience when transacting where the payment process is easy because it can use various transaction tools, this will be a consideration for customers to intend to repurchase in the online marketplace.

The perceived usefulness variable on the repurchase intention variable through the trust variable obtains a standardized total effects value of 0.10 and a t-value of 2.30 > 1.96 so that there is a positive and significant relationship between the perceived usefulness variable on the repurchase intention variable through the trust variable. Based on these results, the sixth hypothesis (H_6) is accepted. The perceived usefulness variable affects the repurchase intention variable indirectly by 0.10, where this value is the effect of the intervening/mediation variable with partial mediation of the trust variable. The findings, in line with previous research by Lin and Wang (2018) and Keni (2020), show that the perceived usefulness variable positively and significantly affects the repurchase intention variable through the trust variable. This shows that when customers have a positive perception of the system adopted by the company because of the perceived usefulness of using the online marketplace, the level of customer trust will tend to increase and thus increase customer intention to repurchase from the same company in the future.

The perceived ease of use variable on the repurchase intention variable through the trust variable obtains a standardized total effects value of 0.25 and a t-value of 4.22 > 1.96 so that there is a positive and significant relationship between the perceived ease of use variable on the repurchase intention variable through the trust variable. Based on these results, the seventh hypothesis (H_7) is accepted. The perceived ease of use variable indirectly affects the repurchase intention variable by 0.25, where this value is the effect of the intervening/mediation variable with partial mediation of the trust variable. The findings, in line with previous research by

Subagio et al. (2018) and Keni (2020), show that the perceived ease of use variable has a positive and significant effect on the repurchase intention variable through the trust variable. This shows that when customers positively perceive the system adopted by the company because of the perceived ease of use from using the online marketplace, the level of customer trust will tend to increase and thus increase the customer's intention to repurchase from the same company in the future.

CONCLUSION

The study's results show that all hypotheses in this study, namely the first and seventh hypotheses, can be accepted because the standardized total effects are positive and have a t-value > 1.96 .

Implications to Management. In the perceived usefulness variable, some indicators get the highest negative response of 11.1% with the statement that "using the online marketplace can increase productivity in buying products". The high percentage of negative responses is due to the incomplete product variants available in the online market, so customers feel that using the site cannot increase their productivity where the site cannot be used amid busyness while carrying out various activities that, make customers still have to keep looking for the products they need on the offline stores or other online marketplaces. Therefore, online marketplaces must be able to add more diverse products and services according to customer needs so that customers can feel the benefits of using the site, where even though customers carry out various activities, they can still fulfill their needs which ultimately customers will assume that the online marketplace can increase productivity in buying products so that it can increase customer trust in the online marketplace because the performance and services provided can meet

customer needs which in turn can reduce their worries about transactions made online thereby increasing customer intention to make repeat purchases in the online marketplace.

In the perceived ease of use variable, some indicators get the highest negative response of 11.1% with the statement that "it is easy to find the desired product in the online marketplace". The high percentage of negative responses is because sometimes online marketplaces present product search results that do not match what customers are looking for or want. Therefore, online marketplaces can improve product search features with a more precise and accurate level of relevance, and online marketplaces can also provide product recommendations that are in accordance with customer desires so that customers can feel the ease of using online marketplaces because customers find it easy to find the products they want. So that this can increase customer trust in the online marketplace where customers believe that the online marketplace can meet customer needs, is responsible for managing their business because of the ease of use of the site and has the intention to provide the best service to their customers which can ultimately increase customer intention to make a repurchase in the online marketplace.

In the trust variable, some indicators get the highest negative response of 15.1%, stating that "compared to other sites, the online marketplace was safe and reliable". The high percentage of negative responses is because customers feel that the online marketplace cannot secure customer data on the site. This is indicated by the number of orders that come suddenly to the customer's address even though they are not making a purchase transaction in the online marketplace. In addition, customers feel that the online marketplace customer service is unreliable in handling customer inquiries regarding order status, order

cancellations, returns of goods or funds, etc. Therefore, the online marketplace can improve the security of customers' personal data so that irresponsible parties cannot misuse data. Also, the online marketplace customer service is more responsive and more appropriate in providing answers to questions from customers when they are about to make a purchase or experiencing problems in the transaction process. Increasing customer data security and reliability in the online marketplace customer service can increase customer trust in the online marketplace because customer concerns about uncertainty and risks associated with online transactions are lower so. That this increased trust can encourage customers to intend to repurchase in the online marketplace

Academic Implications. In further research, other variables can affect trust and repurchase intention, such as customer satisfaction, perceived security, perceived risk, and perceived value. In addition, it can increase the number of respondents to more than 252 with different sample characteristics and use the same variables with different objects.

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