



THE INFLUENCE OF WEBSITE QUALITY, PERCEIVED BENEFITS, E-WOM, SECURITY TOWARDS ONLINE REPURCHASE INTEREST WITH TRUST AS THE MEDIATING VARIABLE

Jennifer Katherine Tanjung¹

Rubiyatno^{2*}

Lucia Kurniawati³

^{1,3,3} Management Department, Faculty of Economics,
University Sanata Dharma Yogyakarta
Email: rubi@usd.ac.id

Informasi Naskah	Abstract
Accepted: September 5th, 2022	<i>This study aims to find out whether: 1) trust mediates the influence of website quality toward repurchase interest, 2) trust mediates the influence of the perceived benefits toward repurchase interest, 3) trust mediates E-WOM's influence toward repurchase interest, 4) trust mediates security influence toward repurchase interest, in Lazada consumers in Yogyakarta. The population in this study are the locals of Yogyakarta community who had made an online purchase at Lazada. The sampling technique used purposive sampling, data was obtained by distributing online questionnaires by using google form to 116 respondents. The data analysis technique in this study is Partial Least Square using the Warp PLS 6.0 application. The results showed that: 1) trust mediated the influence of website quality toward repurchase interest, 2) trust mediated the influence of perceived benefits toward repurchase interest, 3) trust mediated E-WOM influence toward repurchase interest, 4) trust does not mediate the influence of security toward repurchase interest</i>
Revised: September 13th, 2022	
Published: November 30th, 2022	
Kata Kunci: <i>website quality, perceived benefits, EWOM, security, trust and online repurchase interest.</i>	

INTRODUCTION

The advanced of technology and internet trigger the development of new form of network business usually called *e-commerce* or *online shop*. The growing number of *e-commerce* operating in the society results in the development of transaction processes in business, exchange information, as well as business activities conducted anytime anywhere. *E-commerce* makes anybody could make money only by sitting in front of laptops, *gadgets*, or device anything connected with the internet.

Internet and related technologies have pushed to form new and different shapes retail business especially online shopping, and the number of shopping websites *online* significantly increases (Vazquez and Xu, 2009; Celik, 2011) in Al- Debei *et al.*, (2015). *E-commerce* is an activity businesses that use application Technology Information and Communication in every transaction. Barkle *et al.*, (2007) in Chang *et al.*, (2016) define *e-commerce* as “marketing”, selling and buying, “through the internet”.

From perspective of consumers and compared with traditional shopping, shopping *online* has advantages and benefits (Kim *et al.*, 2008; Liu *et al.*, 2012) in Al- Debei *et al.*, (2015). First, shopping

online allows consumer for buy products and services at each point time and anywhere they be. Second, shopping *online* allows consumer to save money, energy, and time when buy product. For example, comparison among online retailers in terms of price of certain products can be conducted easily and efficiently. Third, shopping *online* offers consumer ability to search and collect more information as transparent and convenience as possible. Delafrooz *et al.*, (2011) in Al- Debei *et al.*, (2015) assume that this benefit has significant and positive influence towards consumer behavior to do online shopping. But on the other hand, shopping *online* also has weakness, for example, consumers can not touch or kiss the product, consumer only get information product from picture as well as details on the company's website, consumers fully put trust to website provided by the company, etc. Therefore, website plays important role for the company for it is the website which provides many information needed by the consumers. Website is expected to be useful especially in the moment when the consumer is doing online shopping.

Financial problem may rise when the company has to maintain connection with customer. This problem rise because the company should be able to acquire new customers many more than traditional retail store (Reichheld and Schefer, 2000) in Kim *et al.*, (2010). Many researchers have attempted to find answer for the problem that and have disclosed that trust is important in obtaining new customers and maintaining connection with existing customers.

Trust can be described as a situation in which other people will not make dissatisfied (Gefen *et al.*, 2003), and that seller will give what have been promised (Ganesan, 1994). Trust generally considered important in the online environment because it is closely related to the risks. Consumer experience as well as feeling safe and comfortable in the moment of online shopping will build trust in the future in doing the same activity. In this case consumer can take the benefit from website when doing online shopping.

Al- Debei *et al.*, (2015) argue that design and appearance from *online shop website* will influence behavior consumers in shopping. The more qualified the *website* the higher desire of consumer to do shopping (Zhou, 2011) in Al- Debei *et al.*, (2015). Often, consumers will be more interested to write opinion about retailer *online* with interesting products and appearance, complete information provided as well easy and useful information search.

At this moment, consumer has more power and strength than before (Labrecque *et al.*, 2013; Broniarczyk and Griffin, 2014) in Ullrich and Brunner (2015). They could share experiences and opinions, for example, through consumer review by *online (Consumer Review)* as well as from *word-of-mouth (WOM)* because it could reach widespread audience area and they can interact to one each other (King *et al.*, 2014) in Ullrich and Brunner (2015).

Product purchased by *online* can create high level of uncertainty compared with transactions made in conventional shops (Dellarocas, 2003) in Lee and Ma (2012). Because of that, to reduce perceived uncertainty, companies provide a *virtual* portal for consumers review which allows previous buyers to share experience when purchasing and consuming products and services (Park *et al.*, 2006) in Lee and Ma (2012). Consumer always depend on information *word-of-mouth (WOM)* from relatives and acquaintances for look to know about attributes and qualities of the product. Reviews from consumers usually are usually in the perspective of users and therefore it is often seen as more relevant than information provided by the manufacturer, which tends to highlight feature product (Park and Kim, 2008).

Interest to buy is part from behavior component consumer attitude. According to Kinnear and Taylor in Tjiptono (2003), interest to buy is a step before the respondents make purchase decision. Interest to buy is obtained from a learning and a thought process that form consumer perception. Interest to buy creates continuous motivation, it is recorded in his mind and became a a very strong desire that in the end when a consumer must fulfill his need will actualize what's there in the her mind it. According to Mowen in Oliver (2006) the hierarchy of interest to buy is used to describe the stage of beliefs. Based on the description above, the author is interested to know how much trust mediates website quality, perceived benefits, EWOM, and security to interest buy online at Lazada.co.id

LITERATURE REVIEW AND HYPOTHESIS

Website Quality

Basically perfect website will create users satisfaction. Perceived quality of the website refers to the quality and performance by whole website of the online shopping store. Peter *et al.*, (2007) in Adriany (2012) quality system defined as desired characteristics from system information. The perceived quality of this website could be defined as desired characteristics from a website shopping on line as perceived by the buyer online.

Quality perceived website is important thing in trading electronic because perception customer from quality website impact positive on intention they for use the site and can directly influence intention for buy. In this research, quality website reflects functions and facilities search from online shop website. Study previously has showed that the high perception consumer about quality a website online shop, more perception is high about the benefits that will get with use website (Liao *et al.*, 2006; Bai *et al.*, 2008; Al-Maghrabi and Dennis, 2011) in Al- Debei *et al.*, (2015).

Product or goods merchandise is part important for customer. Online shop that has many type products displayed in the catalog and complete information on each products for sale will have score more or interest more tall in the eyes customers, and will increase possibility consumer will feel satisfied. online shop could offer hyperlink to information more products wide, like comparison price, testimonial product, or search filter others who can make it easy consumers in searching and choosing desired product.

Second attribute on the characteristics online shop is service customers and promotions. Attribute this often identified as dimensions important for determine choice Among online shop and off-line shop (Jarvenpaa and Todd, 1997; Kolesar and Galbraith, 2000) in Park and Kim (2003). Service the customer in question like convenience customer in selection goods, various choice method payment provided, etc.

Promotion included in various things to do for interesting customer for buy product. Promotion could in the form of give discount on items certain, various vouchers that can obtained after customer buy something goods and get used for next purchase, provide free shipping send for customers, and various type promotion others who can offered.

The third attribute that is navigation and convenience. Convenience and "easy to use" in shopping online to be important in decision consumer for to do shop purchases that. "Ease of use" is defined as perception individual that use new technology is things that can conducted without need Secret many efforts and energy (Davis, 1989, 1993) in Monsuwe *et al.*, (2004).

Since did expenditure by online, where consumer could with easy look for information the product to be buy and give experience more on consumers for shop online (Griffith, 2001) in Park and Kim (2003), hence possibility will shrink expenses incurred consumer for search and time spent for look for information product. online shop has satisfaction certain for consumer when website feel fast, neat, and easy used. On the website it must also there is choice help when consumers feel confused with website it and will can direct ask the seller (Park and Kim, 2003).

Behavior consumer to shopping on line will be greatly influenced by the design and appearance online shop website. The higher quality website from a online shop, response will more positive from consumer to retailer online (Zhou, 2011) in Al- Debei *et al.*, (2015). It can be said that security on transactions on online shopping still dominate discussion in online electronic trading Worries consumer is about leakage privacy, information finance them, authenticity products sold, and whether their online shop choose trusted or not.

Perceived Benefits

In terms of innovation, perceived benefits could called as relative advantage. Kim *et. al* in Al-Debei *et. al* (2015) defines it feels advantage in context this as confidence consumer about how far is he will be better from online transactions with certain websites. According to Adnan (2014) in Prihandy and Hatammimi (2014), perceived benefits refers to the ease, convenience, and availability of service felt in the moment online shopping. Perceived benefits refers to the extent to which a

innovation considered give benefit more, because of that, the *perceived benefits* from online shopping is significant incentives for consumers and assistin shaping positive and beneficial behavior to do online shopping. Multiple strategies in creation *perceived benefits*, namely:

- a. Give more benefits with lower cost to customers.
- b. Give more benefits with the same cost compared with competitors
- c. Give same benefit with lower price from the competitor
- d. Give more benefits with the higher cost when compared with competitors.
- e. Give low usability to customer with higher cost

Broadly speaking, the advantages of shopping via the internet can be categorized into two, namely: *intrinsic benefit* and *extrinsic benefit*. *Intrinsic benefits* cover attractive site design and appearance. *Extrinsic benefits* cover choice of products, competitive prices and (Shang et al., in Khristianto, 2011).

Electronic Word-of-Mouth

According to Kotler & Keller (2012) *Word of mouth Communication (WOM)* or communication from mouth to mouth is a communication process in the form of positive recommendation by individual or group to to give information about product or purposeful service. Word-of-mouth communication (*WOM*) is generally recognized to play significant role in influencing and shaping consumers behavior. Study has shown that communication *WOM* is more powerful than communication through other sources such as editorial recommendation or advertisement because it is considered to give more reliable information (Gruen et al., 2006) in Jalilvand and Samiei (2012).

Reviews on the internet can be valuable for other party, whether they are customers or businesses. Review can have an impact on a product's selling, depending on the consumer who provided it, whether it is good or negative. Positive evaluations will spur more consumers to purchase a product. Consumers, in particular, rely more on E-WOM when taking action to gather market data or make purchasing decisions because they weigh the potential danger (Richins and Shaffer, 1987; Kim and Song (2010). This is what prompts many active customers to search for information about E-WOM, read reviews of items, and consult other users or administrators before making a purchase decision in an online store. According to a prior study cited by Al-Debei et al. (2008), internet users may be trusted to treat reviews and recommendations as credible (2015). Research has shown that review products in some categories are much better than websites that don't have a system for reviewing products, even though the right influence of reviews on behavior purchases is still not fully understood (Creamer, 2007) in Lee and Ma (2012).

Trust

The major factor or focal point of interactions between sellers and buyers is trust. According to Gefen et al. (2003), trust is the belief that other individuals won't behave in a disappointing way and that the seller will fulfill their end of the bargain (Ganesan, 1994). Concerns for consumers while shopping online include the fact that they frequently are unaware of the identity of the seller. For the majority of consumers in Patokorpi and Kimpp, trust is paramount, along with knowledge of the reputation of merchants (Gefen, 2000; Corritore et al., 2003; Lowry et al., 2005). (2006). Consumer experience in addition to feeling safe and comfortable while shopping online will increase confidence in the following day's performance of the same activity.

It is also possible to refer to trust as the belief that someone else will act with integrity, virtue, and competence (McKnight et al. and Lin, in Al-Debei et al., 2015). The most important factors for a buyer to think about while doing activity buying online are whether they trust online stores that offer facilities and services and whether they believe in the sellers who already operate there.

Trust in an online store is assurance that the environment will be safe, the information offered will be accurate, and the goods and services will be of high quality, fulfilling customer expectations and aspiring consumers' beliefs to have faith in and rely on the transactions Heu (2008) in Kim and Song (2010).

Security

One challenge that users of user systems in e-commerce must deal with is security. Crime in e-commerce is widespread and takes many different forms for a variety of reasons. First, it is simple to spoof someone's identity, or that of an organization, in the world of the internet (Jarvenpaa and Grazioly, 1999). Second, the lack of a power source makes it very economical to commit crimes online. Third, users who could become victims have easy access to the internet. Fourth, online crime, name of criminal unknown, and difficult legal pursuit of perpetrator. Chiu et al. (2004) included the construct personal awareness of importance security for testing influence on interest usage e-commerce in their research relating to online purchases at a service. Use of the Modified Technology Acceptance Model (TAM) has been shown to significantly increase people's interest in using e-commerce.

Interest in Purchasing

According to Kotler (2005), interest in purchasing anything arises once a person accepts stimulation from a product they have seen. If the customer already feels interested in or responds well to what the vendor is offering, interest will only arise from the customer on their own. Interest-based purchasing is also a self-instruction consumer to buy a product, plan ahead, perform the appropriate activities, such as suggest, recommend, vote, and eventually decide to buy Rossiter and Percy (1997). Behavior interest in purchasing is the outcome of the brand evaluation process. Final stages of decision-making include buying the desired brand, evaluating a different brand, and storing knowledge that will be used later., Sylvana (2006). Interest purchases are a part of consumer decision-making processes that began with introduction of the need, information search, evaluation of alternatives, decision to purchase, and behavior following the purchase.

Consumers form their purchasing intentions during the evaluation stage by ranking brands. Consumers typically make purchases of their most chosen brands, but there are two factors that can come into play between decision and intention purchases. The second factors that affect consumer interest are as follows (Kotler and Armstrong, 2008): (1) The attitude of others, the degree to which the attitude of others reduces preferred alternative somebody will depend on two things, that is, the intensity of other people's negative preferred alternative consumers and the motivation consumer for obeying the wishes of others; and (2) Factor the situation is not anticipated, factor this latter will be able to change position consumers. This all hinges on how the consumer thinks, specifically whether or not he believes in his own ability to make purchasing decisions.

Hypotheses Development

The quality of website influences trust.

The findings of a study on Lazada customers in Yogyakarta indicated that website quality influence meaningful trust and that a higher-quality Lazada website will lead to greater consumer belief. This implies that Lazada is able to provide customers with a positive shopping experience through an acceptable and high-quality website. According to study, the information, convenience, and quality service of this website can all be measured, as well as trust, using the metrics of guarantee satisfaction, kindness, and directness. According to Tatik's idea, Suryani 2013 (Adinata 2015:4), a quality website is one of the variables that influence consumer trust.

H₁: Website quality influence trust.

Perceived benefits influence trust.

The findings of a study on Lazada customers in Yogyakarta by academics demonstrate that meaningful trust is influenced by perceived benefits, and that consumers' levels of trust increase as perceived benefits increase. This indicates that Lazada can provide good benefits for customers in order to win their trust. According to research, these perceived benefits could be measured using metrics such as user system capability to increase individual productivity, level of individual productivity, and performance, as well as usefulness for individuals and belief that it can be measured

using metrics such as guarantee satisfaction, caring, and directness. According to Ghazizadeh et al (2012), affect perception of favorable and major benefits linked to trust. This implies that the higher the amount of trust, the higher the perceived benefits will be.

H2: Perceived benefits influence trust

EWOM influences trust.

The findings of a study on Lazada customers in Yogyakarta by researchers indicate that E-WOM affects meaningful trust and that the more convincing E-WOM on Lazada, the higher the level of trust. It means that E-WOM on Lazada can persuade customers to make them more likely to shop there and have a positive shopping experience. According to study, this E-WOM might be measured using the indicators of homophily, expertise, trustworthiness, and information influence. Indicators of guarantee satisfaction, care, and directness could also be used to gauge trust. This is in line with research presented by Syafaruddin Z, et al (2016: 70), which claims that trust is significant and beneficial, implying that improving communication using E-WOM will raise trust. The next study Safitri, (2015) supports this by stating that EWOM has a major impact on consumer trust.

H3: *EWOM influences trust.*

Security influences trust.

The findings of a study on Lazada customers in Yogyakarta reveal that security has a significant impact on trust; the more customers feel comfortable doing business with Lazada, the higher their level of confidence. This indicates that Lazada can provide customers with enough protection to boost their level of confidence while shopping. According to study, security could be evaluated using a guarantee of data protection and secrecy, while trust could be evaluated using a guarantee of satisfaction, compassion, and candor. According to Firmansyah (2017:7) customers will be more likely to make purchases from online stores if they have appropriate security measures in place. Internet users can become more trustworthy by partial variable security, which is important and good for online transactions to purchase and sell.

H4: *Security influences trust.*

Quality website influences Repurchase Interest.

The findings of this study by researchers on Lazada customers in Yogyakarta demonstrate that website quality affects interest in significant repeat purchases. The higher the website quality on Lazada, the higher the amount of repeat customer interest. According to research, this website's quality could be assessed using indicators such as information, convenience, and quality service. It could also be assessed using indicators such as interest in repeat business, interest in transactions, interest in references, interest in preferences, and interest in exploration. According to Winowoda (2016), this phenomenon is the result of study showing that Indonesia's zalora has computed a substantial value using the method of multiple linear analysis despite its website's varied quality.

H5: *Quality website influences Repurchase Interest.*

Perceived benefits influences Repurchase interest.

The findings of this study by researchers on Lazada customers in Yogyakarta indicate that strong perceived benefits to interest purchase meaningful repetition that is, the stronger perceived benefits that Lazada offers to customers, the stronger level interest buy repeat customers are important. According to research, this perceived benefit's usefulness to individuals can be assessed using the indicators user system capable increase individual performance, add level productivity individual, increase individual effectiveness performance, and useful for individuals. It can also be assessed using the indicators interest transactional, interest referential, interest preferential, and interest exploratory. This fact supports the notion advanced by Suhir et al (2014:4) that perceptual benefits significantly impact online buying decisions.

H6: *Perceived benefits influences Repurchase Interest.*

E-WOM influences Repurchase Interest.

The findings of this study by researchers on Lazada customers in Yogyakarta demonstrate that E-WOM has an impact on interest in buying and that the more persuasive E-WOM consumers, the higher the level of repeat interest in buying. According to study, this E-WOM may be quantified using the indicators homophily, expertise, trustworthiness, and information influence. It can also be quantified using the indicators interest buy repeat, interest referential, interest preferential, and interest transactional. This action is in keeping with According to Naufal (2017) argument, there is strong E-WOM against interest in buying Bulldalk Bokkeummyeon in the city of Bandung if testing data are used to draw that conclusion. According to research findings, interest in purchasing will rise as E-WOM rises.

H7: E-WOM influences Repurchase Interest.

Security influences Repurchase Interest

The findings of a study on Lazada customers in Yogyakarta by researchers indicate that security does not affect customers' interests in making substantial repeat purchases and that the better the security measures in place at Lazada do not encourage customers to make further purchases. Numerous causes could be to blame for the findings of the author's survey of Lazada customers in Yogyakarta, which included respondents between the ages of 19 and 34. Age is typically associated with a greater tendency to select things that are realistically priced, practical, and provide a wide variety of options. The results of this study support those from a previous study by Mulyana (2016:77) Use publicly available information about yourself on an e-commerce site if you feel confident conducting business there and when security is ensured and suitable for what clients desire. As a result, keep in mind that security has a significant effect on repurchase interest.

H8: Security influences the Repurchase Interest.

Trust influences Repurchase Interest.

The findings of a study on Lazada customers in Yogyakarta by academics indicate that trust affects interest in meaningful repeat purchases and that the higher the level of consumer trust in Lazada, the higher the level of interest in repeat purchases. According to study, trust can be gauged using indicators like promise satisfaction, kindness, and directness, while interest in repeat purchases can be gauged using indicators like interest in transactions, interest in references, interest in preferences, and interest in exploration. According to a study by Rosdianan (2016:172), consumer trust has a favorable and considerable impact on interest in recurrent online purchases.

H9: Trust influences Repurchase Interest.

Trust mediates the influence of website quality to Repurchase Interest.

The findings of the researcher's study of Lazada customers in Yogyakarta demonstrate that trust mediates influence quality website to interest buy meaningful repeat quality Lazada website is influential to interest buy repeat with mediated by trust. This indicates that Lazada is concerned with the quality of your website in order to increase consumer confidence and encourage repeat purchases from you. Trust is not the only person who can partially mediate interest purchase repeat (mediation), but trust here mediates influence quality website to interest buy repeat. This is reinforced by Tatik's theory, which claims that a great website is one of the variables that influence consumer trust (Adinata 2015:4). Additionally, the idea advanced by Al-Debei et al. (2015) that a quality website is one of the aspects that might affect trust and increase interest in a purchase is also backed by this.

H10: Trust mediate influences website quality towards repurchase interest.

Trust mediates the influence of perceived benefits towards Repurchase Interest.

Results of a study on Lazada customers in Yogyakarta by the researcher indicate that trust mediates perceived advantages to interest buy meaningful repeat — that influencing perceived benefits to interest buy repeat with mediated by trust Lazada customers. The results demonstrate that Yogyakarta residents who responded believe Lazada can be helpful and desire to make additional purchases there. Thus, trust here mediates impact seen benefits take effect to interest buy repeat (partial mediation), though trust is not the only one who may do so). According to Faradila (2016), who supported this claim, perceptual benefits have a beneficial influence on both interest in buying and belief in his research. This study provides evidence that trust affects how people perceive the benefits of online purchases. More positive perceptions lead to increased trust, which in turn boosts online shopping interest.

H₁₁: Trust mediates the influence of perceived benefits towards repurchase interest.

Trust mediates the influence of E-WOM towards repurchase interest.

The findings of the researcher's study of Lazada customers in Yogyakarta indicate that trust mediates the effect of word-of-mouth (WOM) against an interest in buying something meaningfully repeated. The findings indicate that Yogyakarta residents believe Lazada has reviews from persuading E-WOM customers to make it easier for customers to choose the products they want to buy. Trust is not the only person who can partially mediate interest purchase repetition (mediation), but trust does mediate influence E-WOM towards repurchase interest. According to Syafaruddin et al. 2016:68, which cites Sin Lin et al. 2012, the relationship between form influence trust and E-WOM is positive and substantial, implying that building trust will boost E-WOM. The following study was done by Chunling and Xu (2010), who discovered that trust influences E-WOM when people are making purchasing decisions.

H₁₂: Trust mediates the influence of E-WOM towards repurchase interest.

Trust mediates the influence of Security towards Repurchase Interest.

The findings of a study conducted by the author on Lazada customers in Yogyakarta indicate that consumers are not compelled to make more purchases from Lazada despite the company's good security measures. Numerous causes could be to blame for the findings of the author's survey of Lazada customers in Yogyakarta, which included respondents between the ages of 19 and 34. Age is typically associated with a greater tendency to select things that are realistically priced, practical, and provide a wide variety of options. This thing left behind with findings study previously conducted by Jin and Park 2006 (in Mulyana 2016) indicates trust, may also take impact positively to security or, in other words, trust can be an important factor that can influence security consumers in transactions business through internet.

H₁₃: Trust mediates the influence of security towards Repurchase Interest.

METHOD

The population used in this study is Yogyakarta residents who have ever made an online transaction on Lazada. Purposive sampling was used to take samples from Yogyakarta residents who had made a purchase on Lazada within the previous six months and were between the ages of 15 and 34. As many as 100 respondents are required as samples for the study. Question items are scored on a Likert scale with a maximum of five.

Google Forms were used to collect the data for this study through a distributed questionnaire. Partial Least Square (PLS) is one of the analytical techniques employed in this study; WarpPLS 6.0 is used. The outer model and the inner model (outer relation/ measurement model) are the two models used in PLS analysis. connection specification a variable and an indication are included. The latent variable, or the connection between an exogenous or independent variable and an endogenous or dependent variable, is shown explicitly in the inner model (also known as the inner relations or structural model) (Ghozali, 2008).

RESULTS AND DISCUSSION

Contemporary technology advances in tandem with the growth of a more modern world. Modern technology forces every organization to follow its goals and develop its business plan. Internet usage came after sophisticated technologies. One way to change the corporate environment is through the internet, which also creates new opportunities and difficulties. The emergence of e-commerce caused a network of businesses to proliferate. E-Commerce, often known as online shopping, is the marketing, sales, and purchasing done via the internet.

One well-known online retailer is Lazada. Lazada began operating in Indonesia in 2012. Lazada gives any person, small business, and brand the chance to run their online store. This is a sample survey of Yogyakarta residents who have ever aged 15 to 34, to make an online purchase on Lazada within the previous six months. Based on the characteristics of the respondents, 116 people who completed a widely circulated survey using Google Forms were retrieved.

According to the description of respondent characteristics based on type of gender, it can be inferred that, of the 116 respondents that served as the sample for the study, 38 men and 78 women make up the level type of respondent sex. According to the characteristic data of the respondent, there is only one person who is 19 years old. There are six people, eleven at age 20, twenty-four at age twenty-one, twenty-six at age twenty-two, eleven at age twenty-three, thirteen at age twenty-four, seven at age twenty-five, eight at age twenty-six, three at age twenty-seven, one at age twenty-eight, one at age twenty-eight, and two at age thirty-four. Based on the respondent's purchasing patterns over the previous six months and demographic data, Finally, 25 persons made 1 purchase, 59 made 2 purchases, 16 made 3 purchases, 5 made 4 purchases, 3 made 5 purchases, 4 made 7 purchases, and 4 made 10 purchases.

Based on the findings of the PLS data analysis, it was discovered that the empirical indicators employed had an outer model that included convergent validity, discriminant validity, and composite reliability for the Fulfill testing process. Gozhali (2008) affirmed Measurement correlation is convergence validity. among score indicators with latent scores. This loading factor of 0.5 to 0.6 is thought to be sufficient for investigation. Additionally, the score is smaller than the 0.05 p value. If these two requirements have been accomplished, it can be said that the indicators being used are currently valid. All indicators that make up the variables in question have convergent validity since the value of the outer loading variable in the study has an original sample value that is greater than 0.5. It is valid evidenced by this thing's signs.

The discriminant validity test comes next in the partial least squares analysis. If the score cross loading indicator to the construct is the largest in comparison to other constructs, it will fulfill discriminant validity, according to an indicator. Every indication has the highest loading factor on the variables that make it up, according to the output cross loading values, when compared to the value of another variable. because it can be inferred from the data that all empirically employed indicators have cross loading that satisfies criteria for discriminant validity. The data processing findings demonstrate that every variable in the study has a score composite reliability more than 0.7, leading one to believe that the structural model was an excellent choice. Besides *outer model*, PLS also does testing to *inner models*. Result of this *inner model* could be seen through score *R-square*.

Table 1. R-square. value

No	Variable	R-square
1	Trust	0.843
2	Repurchase Interest	0.836

Table 1 demonstrates that score R-square 0.843, which means 84.3 percent of the variable trust could be influenced by together through variable quality website, perceived benefits, E-WOM, and security, and that score R-square 0.836, which means 83.6 percent of the variable repurchase interest could be influenced by together, respectively.

According to the results of the data processing, website quality affects interest in buying again and again, with a coefficient of 0.185 and a significant level of 0.020. It means that the higher the website quality, the higher the repurchases interest. This is in line with research from Winowoda, who discovered the importance of excellent websites in attracting recurring customers to Zalora Indonesia. This suggests that a higher quality website on Zalora potentially enhance interest from returning customers (Ardewi Thessalonica Winowoda, 2016). The quality website take effect to trust with a coefficient of 0.236 and significant at 0.004 are further findings from research. In other words, customers will have more faith in high-quality websites.

This is in line with research by Adinata (2015), which found that a high-quality website is one of the elements that affect consumer trust. Therefore, customers are more likely to trust websites that are of higher quality. Consumer trust has a considerable effect on repurchase interest rates with a coefficient of 0.246 and a 0.003 significance level. It implies that a taller client would show more desire in buying more. This is in line with research from 2016 by Rosdiana, which found that recurring business is positively impacted by trust.

Table 2. Direct and Indirect Effect

No	Track	Direct Effects		Indirect Effect	
		Coefficient	p-value	Coefficient	p-value
1	KW-MB	0.26	0.002	0.185	0.020
2	PB - MB	0.394	<0.001	0.331	<0.001
3	EWOM - MB	0.203	0.012	0.166	0.033
4	K - MB	0.104	0.127	0.041	0.329
5	KW - KN			0.236	0.004
6	PB - KN			0.275	0.001
7	EWOM - KN			0.193	0.016
8	K - KN			0.268	0.001
9	KN - MB			0.246	0.003

According to table 2, Test findings indicate that the significant coefficient direct effect quality website to repurchase interest on model (1) is 0.261. The estimation result for model (2) reveals a coefficient indirect effect quality website to repurchase interest down to 0.185. Furthermore, the criteria track quality website against confidence in model (2) is of 0.236 with a P - value of 0.004, which is significant, showing that trust mediates influence quality website against repurchase interest.

According to additional test results, the direct influence perceived benefits to repurchase interest on model (1) has a significant coefficient of 0.394. The estimation result for model (2) shows that, while still statistically significant, the coefficient indirect influence perceived benefits to repurchase interest is only 0.331. And the criteria track perceived benefits to confidence in model (2) is of 0.275 with a P-value of 0.001, which is significant, showing that trust mediates perceived benefits to repurchase interest.

Other test results indicate a direct effect of 0.203 and significance of E-WOM against repurchase interest on model (1). The estimation result for model (2) shows a coefficient indirect influence E-WOM to repurchase interest down to 0.166. Furthermore, the requirements track E-WOM versus confidence in model 2 is 0.193 with a significant P-value of 0.016, demonstrating that trust mediates the influence of E-WOM to repurchase interest.

Other test findings indicate that because P-value 0.127 surpasses the threshold of 0.05, the direct effect security to repurchase interest on model (1) is 0.104 and not significant. The model (2) estimation result suggests a coefficient indirect influence security to repurchase interest down to 0.041, but permanent no significant since P-value 0.329 surpasses the threshold of 0.05. Additionally, the criteria track security to confidence in model (2) is of 0.268 with a P-value of 0.001, which is

significant, shows that trust has no mediating on Influences security to repurchase interest.

Other test findings indicate that the indirect effect model estimation has score coefficient of 0.246 and P-value of 0.003, both of which indicate significant. This demonstrates how trust influence to repurchase interest. This proves that trust can directly affect repurchase interest while also mediating the effects of quality websites, perceived benefits, and E-WOM.

Research also gets that trust no mediate influence security to repurchase interest, indicated that Lazada customers feel the security provided same level with security provided with other e-commerce so want to shop at Lazada or no security is the same, and also research this about repurchase interest where the respondent is already once to purchase so consumers who have experienced did not consider security.

CONCLUSION

Based on the findings of the data analysis, it can be stated that (1) quality websites influences trust, (2) perceived benefits influences trust, (3) security influences trust, (4) security influences trust (5) quality website influences repurchase interest, (6) perceived benefits influences repurchase interest (7) E-WOM influences repurchase interest, (8) Security does not influence repurchase interest. (9) Trust influences repurchase interest, (10) Trust mediates influences quality websites toward repurchase interest, (11) Trust mediates the effects of perceived rewards on repurchases interest. (12) Trust mediates influence E-WOM toward repurchase interest (13) Trust does not mediate influence security toward repurchase interest.

Based on the mentioned data, it is possible to suggest that the statement item on the variable trust about "me feel that Lazada doesn't completely comply with the answer to customer" has average score is 4.15 in comparison to the other items' average scores. The response given in terms of this is that Lazada must be able to guarantee that customers can complete transactions so they can be certain that their orders will be sent and received. However, this is not nearly enough. Because of this, the author offers advice to the Lazada company about how to better serve customers in the future and take responsibility for responding to every transaction they make. This will prevent customers from feeling anxious or disappointed about their purchases and encourage them to make more purchases in the future.

REFERENCES

- Adinata, Elwin Novaris. 2015. "Pengaruh Pengalaman, Kualitas *Website* dan Kepercayaan Terhadap Niat Pembelian Ulang Secara Online Di Situs OLX Indonesia". Artikel Sekolah Tinggi Ilmu Ekonomi Perbanas.
- Adriany, Fitri. 2012. Pengaruh Kepuasan Pengguna Sim-Kas Terhadap Kinerja Individ. Skripsi. Universitas Indonesia.
- Akroush, Mamoun N.; Al-Debei, Mutaz M. 2015. "An Integrated Model of Factors Affecting Consumer Attitudes Towards Online Shopping", *Business Process Management Journal*, Vol. 21 Iss 6 pp. 1353 – 1376.
- Al-Debei, Mutaz M; Akroush, Mamoun N; Ashouri, Mohamed Ibrahiem. 2015. "Consumer Attitudes Towards Online Shopping: The Effects of Trust, Perceived Benefits, and Perceived Web Quality", *Internet Research*, Vol. 25 No. 5, pp. 707-733.
- Chang, Shu-Hao; Chih, Wen-Hai; Liou, Dah-Kwei; Yang, Yu-Ting. 2016. "The Mediation of Cognitive Attitude for Online Shopping", *Information Technology & People*, Vol. 29 Iss: 3, pp.618 – 646.
- Chunling, Yu; Xu, Tang. 2010. "The construct and Influence of word of mouth: Receiver Perspectives". School of Economics and Management, Tsinghua University, Beijing, P.R.China 182-186.
- Chiu, S. I., Lee, J. Z., and Huang, D. H. (2004). Video game addiction in children and teenagers in Taiwan. *Cyberpsychol. Behav.* 7, 571–581
- Corritore, C. L., Kracher, B. and Wiedenbeck, S. .2003. On-line trust: concepts, evolving

- themes, a model, International Journal of Human-Computer Studies, Vol. 58 No. 6, pp. 737-758.
- Faradila, Selli Nisrina ; Harry Soesanto. 2016. “Analisis Pengaruh Persepsi Kemudahan Penggunaan dan Persepsi Manfaat Terhadap Minat Beli Dengan Kepercayaan Sebagai Variabel Intervening (studi pada Pengunjung Toko *Online* Berrybenka.com di Kalangan Mahasiswa Universitas Diponegoro) Jurnal Studi Manajemen & Organisasi Universitas Diponegoro.
- Firmansyah, Diyan. 2017. “Pengaruh Pengalaman, Reputasi, Privasi, dan Keamanan Terhadap Kepercayaan (*Trust*) Pengguna Internet Dalam Melakukan Transaksi Jual Beli *Online* (studi empiris masyarakat di Surakarta)” Skripsi Universitas Muhammadiyah Surakarta.
- Ganesan, S. 1994. “*Determinants of Long-Term Orientation in Buyer-Seller Relationships*”, *The Journal of Marketing*, Vol. 58 No. 2, pp 1 – 19.
- Gefen, D.; Karahanna, E.; Straub, D. W. 2003. “*Trust and TAM in Online Shopping: an integrated model*”, *MIS Quarterly*, Vol. 27 No. 1, pp. 51 – 90.
- Ghazizadeh, Mahtab, Yiyun Peng , John D. Lee , Linda Ng Boyle. 2012. Augmenting the Technology Acceptance Model with Trust: Commercial Drivers’ Attitudes towards Monitoring and Feedback. Proceeding of the Human Factors and Ergonomics Society 56th Annual Meeting
- Ghozali, Imam. (2008). *Structural Equation Modelling*, Edisi II, Universitas Diponegoro, Semarang
- Jalilvand, Mohammad Reza; Samiei, Neda. 2012. “*The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention*”, *Marketing Intelligence & Planning*, Vol. 30 Iss 4 pp. 460 – 476.
- Jarvenpaa, S. L., and Grazioli, S. 1999. Surfing Among Sharks: How to Gain Trust in Chyberspace. In *Financial Times*, Mastering Information Management, 7 March 15: 2-3.
- Kim, HyeKyoung; Song, Jihoon. 2010. “*The Quality of word-of-mouth in The Online Shopping Mall*”, *Journal of Research in Interactive Marketing*, Vol. 4 No. 4, 2010, pp. 376-390.
- Khristianto, Wheny. 2011. Pengaruh Kualitas Informasi, Kualitas Sistem dan Kualitas Layanan Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan Dalam Melakukan Online Shopping. Skripsi. Universitas Brawijaya.
- Kotler, Philip. 2005. *Manajemen Pemasaran*. Jilid 1 dan 2. Jakarta : PT Indeks Kelompok Gramedia.
- Kotler, Philip dan Gary Armstrong. 2008. *Prinsip-prinsip Pemasaran*. Edisi 12 Jilid 1. Jakarta: Erlangga.
- Kotler Phillip, Kevin Lance Keller. 2012. *Marketing Management* 14th edition. Jakarta:PT. Indeks Kelompok Gramedia.
- Lee, Hyun-Hwa; Ma, Yoon Jin. 2012. “*Consumer Perceptions of Online Consumer Product and Service Reviews: Focusing on Information Processing Confidence and Susceptibility to Peer Influence*”, *Journal of Research in Interactive Marketing*, Vol. 6 No. 2, 2012, pp. 110-132.
- Lowry, P. B., T. Roberts and B. E. Caine .2005. Familiarity effects on trust with mobile computing device websites. 11th International Conference on HumanComputer Interaction (HCI 2005), Las Vegas, July 22-27.
- Mulyana, Yusuf Fitri. 2016 “Pengaruh Kepercayaan, Persepsi Risiko, dan Keamanan Terhadap Minat Beli Konsumen Pada Toko *Online* (studi pada toko online OLX.co.id)” Skripsi Universitas Negeri Yogyakarta.
- Monuwe, Tonita Perea Y; Dellaert, Benedict G. C; Ruyter, Ko de. 2004. “What Drives Consumers to Shop Online? A Literature Review”, *International Journal of Service Industry Management*, Vol. 15 No. 1, 2004, pp. 102-121.
- Mowen, John, C., dan Minor, M., 2002. *Perilaku Konsumen* Jilid 1, Edisi Kelima, Jakarta: Erlangga.
- Naufal, Ahmad; Devilia Sari, S.T., M.S.M, 2017. “Pengaruh *Electronic Word Of Mouth (e-wom)* Terhadap Minat Beli Buldalk Bokkeummyeon (Samyang) pada masyarakat di Kota Bandung” Jurnal Unvertitas Telkom Bandung.
- Oliver, Richard L. 2006. *Satisfaction: A Behavioral Perspective on The Consumer*. McGraw- Hill. New York.
- Prihandy, Aditya; Hatammimi, Jury. 2014. “Pengaruh *Perceived Benefits, Perceived Risks,*

Psychological Factors, Hedonic Motivations, dan Website Design terhadap Perilaku Belanja Online (Online Shopping Behavior) di JABODETABEK Tahun 2014”, Jurnal Telekomunikasi Bisnis dan Informatika, Telkom University, halm. 1 – 17.

- Park, Chung-Hoon; Kim, Young-Gul. 2003. “Identifying Key Factors Affecting Consumer Purchase Behavior in an Online Shopping Context”, *International Journal of Retail & Distribution Management*, Vol. 31 Iss 1, pp. 16 – 29.
- Patokorpi, Erkki; Kimpp, Kai K. 2006. “Dynamics of The Key Elements of Consumer Trust Building Online”, *Journal of Information, Communication and Ethics in Society*, Vol. 4 Iss 1, pp. 17 – 26.
- Richins, M.L. and T. Root-Shaffer, .1988. “The Role of Involvement and Opinion Leadership in Consumer Word-Of-Mouth: An Implicit Model Made Explicit,” *Advances in Consumer Research*, Vol. 15: 32–36.
- Rosdiana, Riski; Iyus Akhmad Haris. 2016. “Pengaruh Kepercayaan Konsumen Terhadap Minat Beli Ulang Produk Pakaian Secara *Online*” *Jurnal Universitas Pendidikan Ganesha, Singaraja*.
- Rossiter, John. R And Larry Percy. 1997. *Advertising And Promotion Management. Graw-Hill Inc. All Rights Reserved Printed In The United States Of America*.
- Safitri, Eci Pitaloka 2016. “ Pengaruh EWOM Terhadap Keputusan Pembelian yang Dimediasi Kepercayaan Konsumen (studi pada Pelanggan Produk Herbalife Melalui Aplikasi Blackberru Massanger)” Skripsi Universitas Lampung.
- Suhir, Moch, *et al*, 2014. “Pengaruh Persepsi Risiko, Kemudahan dan Manfaat Kepada Keputusan Pembelian secara *online* (survei terhadap pengguna situs *website* www.Kaskus.co.id)” *Jurnal Univerisitas Brawijaya Malang*.
- Sylvana, A. 2006. Pengaruh Kualitas Pelayanan Dan Kepuasan Mahasiswa Terhadap Intensi Meregistrasi Ulang Mahasiswa. *Jurnal Organisasi dan Manajemen*, Volume 2, Nomor 1, Maret 2006, p. 60-78.
- Syafaruddin Z, *et al*. 2016 “Pengaruh Komunikasi *Electronic Word Of Mounth* Terhadap Kepercayaan (*Trust*) dan Niat Beli (*Purchase Intention*) Serta Dampaknya Pada Keputusan Pembelian (survey pada konsumen *online shopping* Zafertech.Com) Tesis Universitas Brawijaya Malang.
- Tjiptono. Fandy. 2003. *Marketing Scales*. ANDI. Yogyakarta.
- Ullrich, Sebastian; Brunner, Christian Borris. 2015. “*Negative Online Consumer Reviews: Effects of Different Responses*”, *Journal of Product & Brand Management*, Vol. 24 Iss 1, pp. 66 – 77.
- Winowoda, Ardewi Tesalonika. 2016. “Pengaruh Kualitas Website dan Kepercayaan Terhadap Minat Pembelian Online Di Situs Zalora Indonesia (Studi pada mahasiswa aktif di Administrasi Bisnis UPN “veteran” Yogyakarta angkatan 2011-2015)” Skripsi Universitas Pembangunan Nasional.