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THE EFFECT OF REPUTATION ON ONLINE REPURCHASE INTENTION OF FRUITS/ VEGETABLES IN INDONESIA WITH EMOTIONAL AND PERCEIVED RISK AS ANTECEDENT: BASED ON THE STIMULUS-ORGANISM-RESPONSE MODEL

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Abstract: As the trend of online business shopping began to develop it is necessary to have a number of factors anticipated, among others, fresh vegetables/fruit online repurchase intention. The aim of this study is to explain the determinant which influences repurchase intention of customer who buys fruits and vegetables by using e-commerce in Indonesia. Stimulus-Organism-Response Model are used as the basic concepts in this study. The sample collection methods in this study is convenience sampling from 331 respondents who met the criteria. Collected data is analysed using Structural Equation Model (SEM) Lisrel 8.8 and SPSS 24.0 program for all variables. The result of the findings show that there is a significant influence between emotion and risk perceived towards online repurchase intention, and perceived risk give a negative impact to online repurchase intention and emotion. The reputation of e-retailers has no significant effect on perceived risk. Perceived risk has a significant influence on emotion and online repurchase intentions.This study found that emotion significantly influences willingness to online repurchase intention toward fresh vegetables/fruits in Indonesian's e-shopper. This study will be useful to vegetables and fruits e-retailers as well as future researchers.

Keywords: online repurchase intention, e-commerce, stimulus-organism-response model, reputation, emotion, perceived risk

Abstrak: *Seiring tren belanja online yang mulai berkembang saat ini maka perlu adanya beberapa faktor yang diantisipasi antara lain minat pembelian kembali sayur/buah segar secara online. Tujuan dari penelitian ini adalah untuk menjelaskan faktor-faktor yang mempengaruhi niat pembelian kembali pelanggan yang membeli buah / sayuran dengan menggunakan e-commerce di Indonesia. Stimulus-Organism-Response Model digunakan sebagai konsep dasar dalam penelitian ini. Metode pengumpulan sampel dalam penelitian ini adalah convenience sampling dari 331 responden yang memenuhi kriteria. Data yang terkumpul dianalisis menggunakan Structural Equation Model (SEM) Lisrel 8.8 dan program SPSS 24.0 untuk semua variabel. Hasil temuan menunjukkan bahwa ada pengaruh yang signifikan antara emosi dan risiko yang dirasakan terhadap niat pembelian kembali online, dan risiko yang dirasakan memberikan dampak negatif terhadap niat dan emosi pembelian kembali secara online. Reputasi dari e-retail tidak memiliki pengaruh signifikan terhadap risiko yang dirasakan. Risiko yang dirasakan memiliki pengaruh signifikan terhadap emosi dan niat pembelian kembali online. Studi ini juga menemukan bahwa emosi secara signifikan mempengaruhi keinginan untuk membeli kembali secara online terhadap sayuran / buah segar di e-shopper Indonesia. Studi ini berguna untuk e-retailer sayur/buah serta peneliti di masa depan.*

Kata kunci: *niat pembelian kembali secara online, stimulus-organism-response model, reputasi, emosi, risiko yang dirasakan*

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INTRODUCTION

An online vegetables and fruits business operates anywhere in the word with the same principle. There is no deviation to the core of its operation. Online vegetables and fruits business is a startup that is growing very fast now especially in Indonesia. Many young entrepreneurs are contemplating to start their online vegetables and fruit selling. The e-commerce business as a whole has increased tremendously over the last few years.

Internet marketing is known as e-commerce. One of these services is online retail, which has been widely described as internet retail, e-retail, or e-tailing (Anderson, 2000), as part of interactive shopping at home (Alba et al. 1997) and with broader terms also called as e-trade or electronic commerce (Daniel & Klimis, 1999) and e-commerce (Boscheck, 1998). At present there are not many e-commerce in the field of agricultural products marketing in Indonesia. Business through e-commerce platforms in general is a new startup business (infant) and not yet widely known by consumers.

Technological developments and high internet penetration encourage businesses to market their products and services online. Currently there are not many e-commerce in the field of marketing of agricultural products in Indonesia, generally are new startup businesses and not many known by consumers, including: Regopantes, Sayur Box, Kecipir, LimaKilo, TaniHub, and others. Consumers can easily obtain agricultural products by using e-commerce. Agricultural products offered are fresher, quality is guaranteed, and the price is relatively competitive with traditional markets and modern markets such as supermarkets. Literally, the startup is a startup that has just started or has not been operating for a long time. Startup which is often reported at this time is identical and the majority refers to digital companies. "Startup is a formed to search temporary organization repeatable and scalable business model" (Blank, 2010). Marketing of fresh fruits/vegetables is part of marketing agricultural products through the internet is one solution to facilitate consumers to obtain the agricultural commodities they need. Today's healthy lifestyle, which is increasingly leaning towards vegetarianism, is increasingly favored by various generations in various countries in the world including Indonesia. This affects the increase in demand for horticulture products, especially fresh vegetables / fruit. Rachmawati et al. (2018) conducted research on website of Sayur Box to analyze the factors influencing organic fruits and vegetables purchase intention based on WebQual and theory of behaviour and consumer behaviour. The result shows that online purchase intention was affected by attitude and perceived behaviour control (Shabrina et al. 2018; Setiawati et al. 2018).

Reputation has often been suggested as a factor that reduces the risk perceived by consumers in sales organizations (Doney & Cannon, 1997). According to Chilis and McMackin (1996), companies with good reputation are considered reluctant to endanger their reputation assets by not fulfilling promises and obligations. Consumers consider a smaller risk in purchasing from retailers who have a reputation for providing good service and quality products than from unknown retailers (Purohit & Srivastava, 2001). The reputation of the company can also reduce consumer concerns with self-disclosure (Andrade et al. 2002). This risk taker was found to limit a range of alternatives to well-known brands with good reputation (Dowling & Staelin, 1994).

Chang et al. (2011) conducted a study based on the Stimulus-Organism-Response (SOR) model to examine the direct and indirect effects of retail environmental characteristics on the impulse of buying behavior. The three characteristics (ambient, design, and social) of the retail environment affect the positive emotional response of consumers who, in turn, are influenced by the encouraging behavior of buying. This study found a direct effect of (a) environmental characteristics / design of the retail environment on consumer positive emotional responses to the retail environment and (b) consumer positive emotional responses to the retail environment on impulsive buying behavior. Hedonic motivation moderates the relationship between social characteristics of the retail environment and positive consumer emotional responses. According to Mehrabian and Russell (1974), consumer emotions lead to various consumer response behaviors such as purchase intentions as researched by Ha and Lennon (2010) and approach behavior (Eroglu et al. 2003, Menon and Kahn, 2002). A number of studies have found that consumer emotions play a major role in purchasing behavior, evaluation, and decision-making processes (Ladhari et al. 2008). Research conducted by Baker et al. (1992) found that the emotional state of consumers is positively related to the desire to buy.

The research conducted by Thakur and Srivastava (2015) shows that consumers' perceived risk of online shopping intention has a negative effect and from five dimensions of perceived risk that has a very high influence is time risk (time risk). Masoud's research (2013) shows that of the six dimensions of perceived risk, only four dimensions have a significant influence on online shopping intention, namely: financial risk, product risk, delivery risk and personal data security risk. The perceived risk dimension that has a strong influence is financial risk. For the other two dimensions such as time risk and social risk does not have a significant effect on online shopping intention. The results of the Mwencha et al. (2014) shows that perceived attributes, perceived risk, and perceived value have a significant influence on online retailing usage. Perceived attributes and perceived value have a positive effect on online retailing usage with a strong influence on perceived attributes. Perceived risk has a negative effect on online retailing usage, so that it can be interpreted that the greater the risk perception, the less likely consumers are to use online retail services in the future.

The approach to solve the problem are integrative review and testing of old theories takes the form of conceptual paper with propositions. The research design used in this study is hypothesis testing. This hypothesis test is used to obtain clarity of relationships between variables after a survey was conducted on respondents through a questionnaire made based on the indicators. The research approach uses quantitative studies, from the Stimulus-Organism-Response model. To fulfill the research objectives, a series of explicit objectives have been developed as follows: analyze the factors that influence the interest of consumer repurchase through e-commerce as a new market chain for marketing fresh vegetables / fruits and to formulate managerial implications in an effort to increase interest in online repurchase of consumers of fresh vegetables/ fruits. This research includes the interest in online repurchase of fresh vegetable/fruit consumers based on an integrated model approach from the Stimulus-Organism-Response Model. The subject of this study includes consumers (end users) of fresh vegetables/ fruits who shop through e-commerce.

METHODS

Data collection takes place from November to December 2018. Respondents are consumers of e-commerce users who shop for fresh vegetables / fruits domiciled in the Jakarta, Depok, Bogor, Tangerang and Bekasi regions. Research uses primary data with online methods using a google form survey that is distributed via email or whatsapps. The sample collection methods that has been used in this study is convenience sampling from 331 respondents who met the criteria. Sample that has been chosen is people who have known, tried or used fresh vegetable/fruits e-commerce and live in five cities in Indonesia. Collected data is analysed using Structural Equation Model (SEM) and SPSS 24.0 program for all variables.

In this study, in order to measure indicator variables, Likert scale rules are used on a scale of 1 to 5. According to Oei (2010) a Likert scale is a scale that measures the level of agreement or not respondent's agreement to a set of indicators that measure an object. Provisions for a five-point Likert scale are: 1 = Strongly disagree; 2= Disagree; 3 = Enough to agree; 4 = Agree; and 5= Strongly agree. Descriptions and measurements of variables as shown in Table 1. The research hypotheses are summarized as Table 2. The research model used in this study is based on the modified Stimulus - Organism–Response model. Figure 1 shows the conceptual model of research.

Table 1. Operationalization of Variables

Latent Variables	Operational Variables Definition	Code	Indicator Variables	Questionnaire Refference
Reputation (Repu) (Herbig dan Milewicz, 1995)	All previous transactions are from retailers and require the consistency of retailer's actions for a long period of time	Repu1	E-commerce fresh vegetables / fruits are managed by a reliable company	Doney dan Cannon (1997)
		Repu2	Fresh vegetable / fruit e-commerce site has been known to many people	
		Repu3	E-commerce fresh vegetables / fruits have a good reputation	
		Repu4	Professional management	

Table 1. Operationalization of Variables (Continue)

Latent Variables	Operational Variables Definition	Code	Indicator Variables	Questionnaire Refference
Perceived Risk (PR) Ko et al. (2010)	Potential losses in pursuing desired results when involved in online shopping, this is a combination of uncertainties with the possibility of serious consequences			
1.Financial Risk (Fin) (Maignan & Lukas, 1997)	The perception that some value of money can be lost and other than that consumers feel about insecurity regarding the use of credit cards when conducting online shopping transactions, which has been proven to be a major obstacle to online purchases	Fin1	Shopping for fresh vegetables / fruits online is just a waste of money	Almousa (2011) dan Javadi et al. (2012)
		Fin2	Credit card numbers may not be safe for transactions shopping for fresh vegetables / fruits online	
		Fin3	You will be charged more for shopping for fresh vegetables / fruits online	
2.Product Risk (Prod) (Bhatnagar et al. 2000; Kim et al. 2008)	The perception that a product purchased might not work as expected	Prod1	Fresh vegetables / fruits do not match what is ordered online	Almousa (2011) dan Javadi et al. (2012)
		Prod2	Difficulty in assessing the quality of fresh vegetables / fruits purchased online	
		Prod3	Difficulty to taste & hold the product	
3.Social Risk (Sosial)(Li dan Zhang, 2002)	The perception that the product purchased can result in disagreement with family or friends	Sosial1	Vegetables / fruits purchased online can make the family disagree	Almousa (2011) dan Javadi et al. (2012
		Sosial2	Shopping for fresh vegetables / fruit online can affect your self-image in the surrounding environment	
		Sosial3	Shopping for vegetables / fruit online will reduce the judgment of others	
		Sosial4	Shopping for vegetables / fruit online is not recognized by family / friends	
4. Privacy Risk (Priv) (Youn, 2009)	Information and privacy security risks related to uncertainty from personal data information handled by agencies online and have access	Priv1	The risk of personal data will be exposed	Almousa (2011) dan Javadi et al. (2012)
		Priv2	One shop online, it will make you feel uncomfortable	
		Priv3	Feel insecure when shopping only	
5.Delivery Risk (Deli) (Dan et al. 2007)	Potential shipping losses are related to items lost, damaged goods and items sent to the wrong address after buying	Deli1	Risk of not receiving vegetables / fruit purchased online	
		Deli2	It is difficult to cancel shopping for fresh vegetables / fruit online	
		Deli3	Switching / returning vegetables / fruit purchased online may have to wait for a long time	
6. Time Risk (Time) (Hanjun et al. 2004)	The perception that the value of time, comfort, or effort might be in vain when the product purchased must be repaired or replaced / exchanged	Time1	Shop for fresh vegetables / fruits online for a long time until the product is received	Almousa (2011) dan Zhang et al. (2012)
		Time2	It takes a long time to exchange inappropriate products	
		Time3	Communicating with online sellers of fresh vegetables / fruit may take a lot of time	

Table 1. Operationalization of Variables (Continue)

Latent Variables	Operational Variables Definition	Code	Indicator Variables	Questionnaire Refference
Emotion (Emosi) (Rook dan Gardner, 1993)	A sense of happiness or joy in the shopping experience	Emosi1	Shopping online is excited because it can be anytime	Beatty dan Ferrell (1998)
		Emosi2	Feeling very enthusiastic if you can shop online (enthusiastic) because it can be done anywhere	
		Emosi3	Shopping online is very fun (Fun) because it's easy	
		Emosi4	Online shopping is pleasure (Joyful)	
Online Repurchase Intention (Rep) Venkatesh et al. (2003) Lin et al. (2011)	The intention to buy / repurchase online effectively by consumers of products or services in the future	Rep1	Intention to continue to buy back at least the same amount	Zarmpou et al.(2012)
		Rep2	Intention to buy back as often as possible	
		Rep3	Intention to recommend to others for purchase	

Table 2. Research hypotheses & relationships between variables

Hyphoteses	Description	Path
H1	Reputation has a significant effect on Emotion	Repu→Emosi
H2	Reputation has a significant effect on Perceived Risk	Repu→Risk
H3	Perceived Risk has significant effect on Emotion	Risk→Emosi
H4	Perceived Risk has a significant effect on Online Repurchase Intention	Risk→Rep
H5	Emotion has a significant effect on Online Repurchase Intention	Emosi→Rep

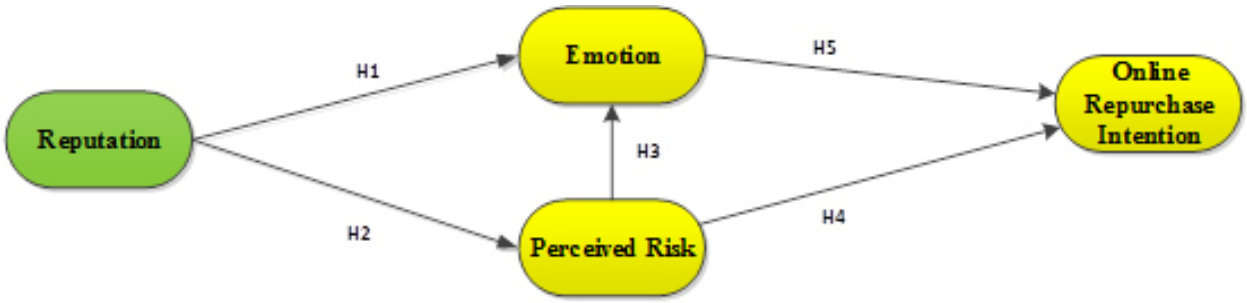

Figure 1. Conceptual research model

RESULTS

Characteristic Respondents

The results of this research indicate that from 331 respondents, 25.6% of respondents were male and 74.4% of respondents were female. Gen Y (birth 1981-1994) dominated with a percentage of 46.8 percent. Education owned by respondents was dominated by undergraduate graduates (S1) as much as 55.6%. As many as 58.6% of respondents were married with 58% of respondents having jobs as private employees. The domicile of the dominant respondent lives in Jakarta as 61.3%.

Respondent Shopping Behavior

E-shopper of fresh vegetables / fruit was dominated by "A" socio-economic status of 76.7%, with only 63.7% bought when needed; online transaction media through smart phones as much as 89.7% Compared to vegetables, respondents bought more fruits as much as 77.9%; respondents were more familiar with "Sayur Box" as e-commerce providers of fresh vegetables/

fruits as much as 28.7%; respondents who are familiar with fresh vegetable/fruit e-commerce through social media as much as 44.7%; expenditure in a shopping transaction of Rp100,000–Rp150,000 as much as 37.2%.

Overall Fit Model Test Result

Overall fit model test was reviewed based on several goodness-of-fit indicators, namely Root Mean Square Error of Approximation (RMSEA), Normed Fit Index (NFI), Non-Normed Fit Index (NNFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Relative Fit Index (RFI), Goodness of Fit Index (GFI), and Adjusted Goodness of Fit Index (AGFI). The following Table 3 results of data processing regarding the size of the goodness-of-fit in the research model.

Measurement Model Fit Result

Based on Table 4, the standardized value of loading factors of each indicator is known to have exceeded 0.5 with an absolute t-value above 1.96, meaning that all measurement indicators reflect latent constructs on the model so that all indicators for each latent construct are considered valid for measurement of latent constructs. Except product risk indicator questions third (Prod46). Table 4 shows the results of the validity test for each indicator.

Unlike the construct validity test, the construct reliability test aims to measure the reliability and internal consistency of the measured variables representing latent constructs. Reliability assessment is divided into two main measurements namely Variance Extracted (VE) and Construct Reliability (CR). According to Hair et al. (2014), latent constructs are said to be reliable if the minimum value of VE is 0.5 and the minimum value of CR is 0.7. Based on Table 5, it is known that all major latent variables that affect repurchase intention have VE values ≥ 0.5 and CR values ≥ 0.7. Similar to the main latent variable, the indicator variable used as a measure of latent variables has a value of VE ≥ 0.5 and CR value ≥ 0.7. This shows that all variables and indicators are reliable to be used as measurement tools for the latent construct.

Structural Fit Model Result

In this study, the significance level used was 0.05 with a confidence level of 95 percent thus, the significance of t-value must be ≥ 1.96. Evaluation of structural models will be carried out on fruits emotion and perceived risk in the online repurchase intention. Based on t value ≥ 1.96 which has a significant relationship are H1, H3, H4 and H5. While H2 is not significant because it t-value ≤ 1.96. The result of structural structural models of SEM is presented in Table 6 and Figure 2.

R-squared indicates the percentage of the variance in the dependent variable that the independent variables explain collectively. Small R-squared values are not always a problem, and high R-squared values are not necessarily good. If R-squared value is low but the statistically significant predictors, it still draw important conclusions about how changes in the predictor values are associated with changes in the response value. Regardless of the R-squared, the significant coefficients still represent the mean change in the response for one unit of change in the predictor while holding other predictors in the model constant. Obviously, this type of information can be extremely valuable.

Table 3. Goodness of fit result

Goodness of fit measures	Cut off value	Result	Conclusion
Root Mean Square Error of Approximation (RMSEA)	≤ 0.08	0.076	Good fit
Normed Fit Index (NFI)	≥ 0.9	0.94	Good fit
Non-Normed Fit Index (NNFI)	≥ 0.9	0.96	Good fit
Comparative Fit Index (CFI)	≥ 0.9	0.96	Good fit
Incremental Fit Index (IFI)	≥ 0.9	0.96	Good fit
Relative Fit Index (RFI)	≥ 0.9	0.93	Good fit
Goodness of Fit Index (GFI)	≥ 0.9	0.82	Marginal fit
Adjusted Goodness of Fit Index (AGFI)	≥ 0.9	0.78	Marginal fit

Table 4. The results of the validity test for each indicator

Latent Variables	Indicator Variables	Loading Factor	t-value
Reputation	Repu37	0.820	17.63*
	Repu38	0.560	10.59*
	Repu39	0.880	19.64*
	Repu40	0.870	19.02*
Financial Risk	Fin41	0.580	
	Fin42	0.730	9.01*
	Fin43	0.580	9.18*
Product Risk	Prod44	0.860	
	Prod45	0.780	13.53*
	Prod46	deleted	
Social Risk	Sosial47	0.690	
	Sosial48	0.690	11.11*
	Sosial49	0.820	12.94*
	Sosial50	0.880	13.41*
Privacy Risk	Priv51	0.720	
	Priv52	0.870	14.98*
	Priv53	0.870	15.05*
Delivery risk	Deli54	0.810	
	Deli55	0.740	14.62*
	Deli56	0.870	17.79*
Time Risk	Time57	0.800	
	Time58	0.640	11.28*
	Time59	0.570	9.99*
Emotion	Emosi60	0.870	
	Emosi61	0.930	25.45*
	Emosi62	0.930	25.49*
	Emosi63	0.890	22.68*
Online Repurchase Intentions	Rep64	0.920	
	Rep65	0.870	21.48*
	Rep66	0.820	20.32*

Note : *) Significant at t-value ≥ 1.96, valid

Table 5. The results of the reliability test for latent constructs

Laten Variables	Indicator Variables	Reliability Test		Conclusion
		VE≥0.5	CR≥0.70	
Reputation	repu37-repu40	0.629	0.869	Reliable
Financial Risk	fin41-fin43	0.500	0.666	Reliable
Product Risk	pro44-prod45	0.674	0.805	Reliable
Social Risk	sosial47-sosial50	0.600	0.856	Reliable
Privacy Risk	priv51- priv53	0.677	0.862	Reliable
Delivery Risk	deli54-deli56	0.648	0.846	Reliable
Time Risk	time57-time59	0.500	0.713	Reliable
Emotion	emosi60-emosi63	0.822	0.948	Reliable
Online Repurchase Intention	rep64-rep66	0.759	0.904	Reliable

Table 6. Path coefficient value, t-value, and significance of hypotheses

Hyphoteses	Path	Path coefficient value (β)	t-value ≥ 1.96	Hypotheses decision
H1	Reputation→Emotion	0.50	8.77	Accepted
H2	Reputation→Perceived Risk	-0.066	-1.09	Unaccepted
H3	Perceived Risk→Emotion	-0.14	-2.60	Accepted
H4	Perceived Risk→Online Repurchase Intention	-0.11	2.55	Accepted
H5	Emotion→Online Repurchase Intention	0.80	15.42	Accepted

Note *) Significant at t-value ≥ 1.96.

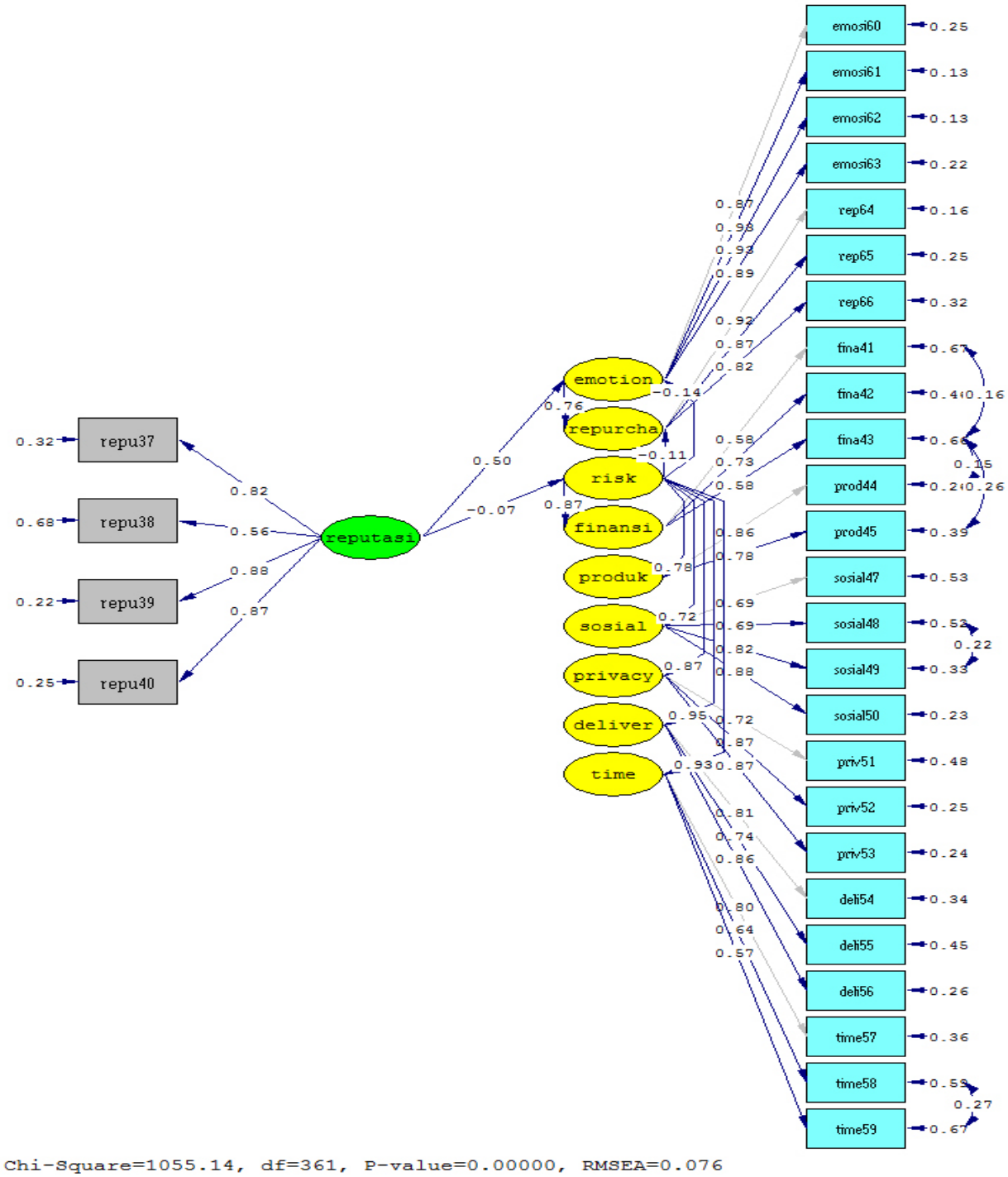

Figure 2. Analysis of SEM Model on fresh vegetables/fruits repurchase intention

The emotion R-square model (Table 7) value is 0.280, which means that 28% of emotion diversity is able to be explained by reputation, and perceived risk, the remaining 72% is explained by other factors outside the model. The online repurchase intention R-square value is 0.610, which means that 61% of online repurchase intentions can be explained by emotion, perceived risk, the remaining 39% is explained by other factors outside model. The R-square value of perceived risk model is 0.0044 which means that 0.44% of diversity of perceived risk can be explained by reputation, the remaining 99.56% is explained by other factors outside the model. Results suggest that the conceptualized model captures the decision making process, and that reputation toward risk have independent effects on consumer acceptance. However, the effect from risk perception is lower in intensity because reputation is no significant effect on perceived risk. Hence, besides a relatively lower risks aversion level, e-shopper who reveal repurchase intention of fresh vegetables/fruits tend to perceive fewer risks.

Table 7. Adjusted R-square value of SEM results

Laten Variable	R^2 Value
Emotion	0.280
Perceived Risk	0.0044
Online Repurchase Intentions	0.610

Effects of Reputation on Emotion

The effect test results show that reputation variable has influenced on emotion with path coefficient value of 0.50 and t-value 8.77. This shows that the higher the reputation of the e-commerce, the emotion from e-shopper will increase. The results of this study are consistent with the research of Lee and Shavitt (2006) that store reputation will affect the perception of online e-commerce sites. Jin et al. (2008) found a significant positive relationship between company reputation, e-satisfaction and e-trust.

Effect of Reputation on Perceived Risk

The results of the testing of the effect show that reputation variables has not influence on perceived risk with the path coefficient value of -0.066 and t-value -1.09. The results of this study are different from the results of Purohit and Srivastava's (2001) study with significant influence where consumers consider smaller risks in purchases from retailers who have a good reputation for service and product quality than from unknown retailers.

Effect of Perceived Risk on Emotion

The results of the influence testing show that the perceived risk variable has a negative effect on emotion with the path coefficient value of -0.14 and t-value -2.60. This shows that the higher perceived risk, the online repurchase intention will decrease. The results of this study are the same as the research conducted by Juniwati (2014) stating that perceived risk is quite significant for emotion and also attitude.

Effect of Perceived Risk Variables on Online Repurchase Intention

Testing the fifteenth hypothesis is about the effect of perceived risk variables on the online repurchase intention. The results of the influence testing show that the perceived risk variable has a negative effect on repurchase intention with the path coefficient value of -0.11 and t–value 2.55. This shows that the higher perceived risk, the online repurchase intention will decrease This research produced the same results as Gerrard and Cunningham (2003); Kim and Forsythe (2010) which states that perceived risk on online shopping is felt to be an obstacle in conducting internet-based transactions and thus it will affect the choice of consumers to shop online.

Effect of Emotion on Online Repurchase Intention

The test results show that the emotion variable has a t positive effect on repurchase intention with a path coefficient of 0.80 and t-value of 15.42. This shows that the higher the emotion, the online repurchase intention will increase. The results of this study are in line with the research conducted by Baker et al. (1992) found that the emotional state of consumers is positively related to repurchase intention.

Indirect Effects Between Variables

In testing the indirect effect, it is known that reputation has a significant effect on online repurchase intention with path coefficient values of -0.11 and t-value -2.58. This shows that the lower reputation, the online repurchase intention will decreased.

Managerial Implications

The emotional factors of e-shopper and the reputation of e-retailers provide the biggest influence of all other significant variables on the intention to repurchase vegetables / fresh fruit online. Marketing strategies that can be built by e-retailers to foster positive emotions (excited, enthusiastic, fun and joyful) for e-shopper, among others, by making an online shopping application that is user friendly that can be used anywhere and anytime. Besides that, it is also necessary to build a community of e-shopper fresh vegetables/ fruits by using social media such as Facebook, Twitter, Instagram, linked in and others, and can also be a medium of communication between sellers, buyers and other e-shopper communities that can be an evaluation of a product or services. In addition, building an online community using social media is one of the online marketing strategies that can be done by marketing managers through the provision of discounts, free gifts, and free shipping that directly impact the repurchase intention.

Strategies to build reputation from e-retailers to foster interest in e-shopper repurchases can be done through professional management, including using domain. co.id; accept cash on delivery with terms and conditions in effect. Domain.co.id is the official domain used by local websites in Indonesia. A website using this domain certainly has a high trust value because it means that e-retailers are serious about working on their business. This type of domain can be trusted because e-retailers must have official documents such as a Trading Business License (SIUP), manager's identity and other supporting documents and also a statement that the domain registered is different from the company name. Whereas Cash on Delivery (COD) will strengthen e-shopper's trust that e-shopper will not commit fraud, the product will be received according to the order and on time.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The result of this research found of five hypotheses prepared, there is one unsupported hypotheses that is reputation has no significant effect on perceived risk; and four hypotheses are supported that are consist of reputation has a significant effect on emotion; perceived risk has significant effect on emotion; perceived risk has a significant effect on online repurchase intention and emotion has a significant effect on online repurchase intention.

The reputation variable has positive influenced on emotion, this shows that the higher the reputation, the emotion from e-shopper will increase. The perceived risk variable has a significant negative effect on emotion, this shows that the higher perceived risk, the emotion will decrease. Then perceived risk has a negative effect on emotion, it means that the higher perceived risk, the online repurchase intention will decrease. The perceived risk variable has a negative effect on repurchase intention, this show that the higher perceived risk, the online repurchase intention will decrease. This study also found that emotion is significantly influences willingness to online repurchase intention toward fresh vegetables/fruits in Indonesian's e-shopper.

Recommendations

Subsequent research is expected to be able to consider other factors that can influence the intention to repurchase online (besides the variables in this study, including customer service) and post-purchase experiences, these variables are assessed has an influence on consumer intentions for interest in repurchasing online. Further research can take other cities with different characteristics such as large cities, provincial capitals on the island of Java or outside the island of Java.

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