

THE INFLUENCE OF SITE QUALITY AND TRUST ON REPURCHASE INTEREST OF TOKOPEDIA THOROUGH PERCEIVED USEFULNESS

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ABSTRACT

Purpose: this study aims to examine the relationship between site quality variables and trust in Tokopedia consumer repurchase interest in Surabaya through the mediating variable of perceived usefulness.

Design/methodology/approach: This is a quantitative study and the data will be analysed through partial Least Square (PLS).

Findings: 5 out of 7 hypotheses cannot be proved and supported by this study.

Research limitations/implications: The respondent of this study are 95 Tokopedia user.

Practical implications: Only 2 out of 7 hypotheses can be proved and supported.

Paper type: This study is categorised as a case study.

Keyword: *Perceived usefulness, Repurchase interest, Site quality, Tokopedia, trust.*

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I. INTRODUCTION

In today's society, there are more and more choices for consumers to choose where to shop from and without special reasons, according to (Venkatesh, Thong and Xu, 2012). they will switch places to shop, both online and offline. Al-Maghrabi *et al.* (2011) argued that finding new customers will cost five more times than retaining the existing customers. Therefore, understanding the factors that can encourage consumer loyalty to certain shopping site is a priority.

E-shopping is a combination of product information searching and purchasing activities. Therefore, the measurement of actual purchases will narrow the assessment of e-shopping activities because gathering product information is essential in this activity (Kim, Mirusmonov and Lee, 2010).

This research is based on technology acceptance model (TAM) which is a representation of Theory of Reason Action (TRA) and Expectation Confirmation Theory (ECT) TAM discusses user acceptance of information systems that will help researchers explain the factor that influences user acceptance of computer technology and analysing user behaviour on a large scale in a population that applies computer technology (Holden and Karsh, 2010). According to Marangunić and Granić, (2014), one of the main factors is perceived usefulness in which will influence the attitude formation.

On the other hand, according to Udo, Bagchi and Kirs, (2010), ECT helps predict consumer behaviour in the time period of before, during and after the repurchase of the products and/or services. In the ECT approach, consumers will define repurchase interests by determining whether the product/service meets their initial expectations. Comparison between perceived benefits and real expectations of consumers will determine consumers' decision to make a repeat purchase.

Continuous intentions depend on cognitive beliefs about perceived usefulness—which will make consumers more willing to use new information systems (Brown, Dennis and Venkatesh, 2010). Perceived usefulness is a strong predictive factor in TAM and in continuance intentions—when combined with ECT—so it

can be concluded that perceived usefulness plays an important role in the sustainable decisions making process. According to Kim, Chung and Lee, (2011), building consumers’ trust is a priority for e-retailers, because describing trust behaviour will also affect consumers’ interest in using the site. Therefore, this study aims to examine the relationship between site quality variables and trust in Tokopedia consumer repurchase interest in Surabaya through the mediating variable of perceived usefulness.

II. METHODOLOGY

A. Previous Studies

Research on the relationship between the site quality, trust, perceived usefulness and interest in repurchase has been conducted before. Baskara and Sukaatmadja, (2016), examined the effect of online trust, perceived enjoyment on shopping satisfaction and repurchase intention, which produce the statement that trust has a significant and positive influence on repurchase intentions of the consumers. In addition, (Basyar and Sanaji, 2016) argue that the perception of benefits has a major influence on online repurchase intentions.

Al-Maghrabi *et al.*, (2011) stated that site quality influences trust and perceived benefits, trust also has a positive and significant influence on perceived benefits, while perceived benefits also have the same influence on repurchase intentions. According to Saidani, Lusiana and Aditya, (2019), site quality and consumer’s trust have a positive influence on repurchase interests.

B. Hypothesis

H1: Site quality positively influences perceived usefulness

H2: Trust positively influences perceived usefulness

H3: Site quality positively influences repurchase interest

H4: Trust positively influences repurchase interest

H5: Perceived usefulness positively influences repurchase interest

H6: Site quality influences repurchase interest through perceived usefulness positively

H7: Trust influences repurchase interest through perceived usefulness positively

The effect of each variable used on consumers’ repurchase interest, directly or indirectly. This study is categorised as a cross-sectional study, which the data sourced from the sampling that happened only once. Because the variables are analysed together and did not go through the control and/or manipulation process by the researcher, this study can be categorised as ex-post-facto research (Kerlinger and Lee, 2010); (Seniati *et al.*, 2011). The conceptual framework of this study is depicted in Figure 1.

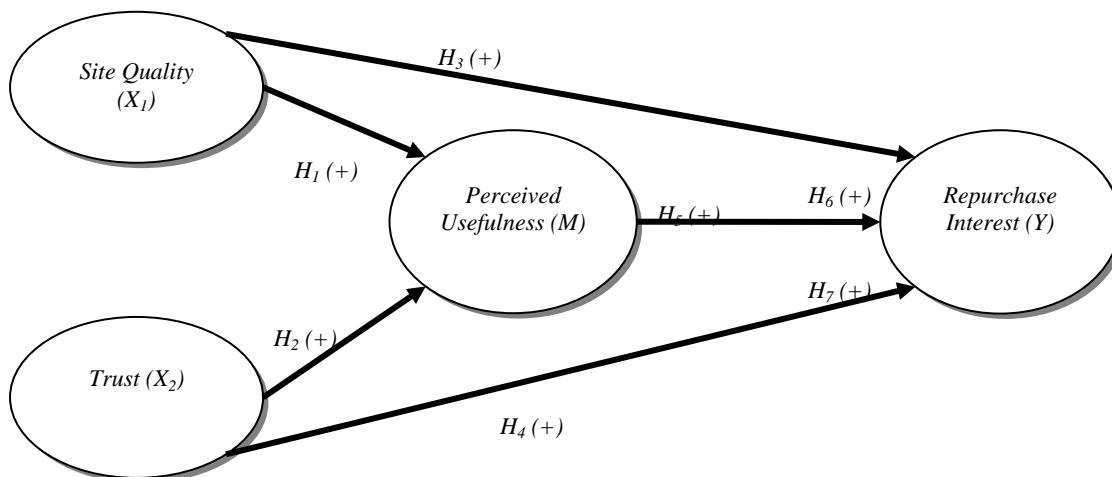


Figure 1. Conceptual Framework

C. Population and Sample

The population of this study are the consumer of Tokopedia in Surabaya and the sample is a part of the population mentioned. Sampling technique is adapted from (Joseph F. Hair *et al.*, 2014) on the minimal sample of multivariate analysis, which is five times of the parameter used (19 indicators). In total, there is 95 respondent used in this study.

The respondent of this study must fulfil the requirements set by the researcher, which are: 1) is a consumer of Tokopedia and have shopped at least once; 2) Aged 18 or above; 3) currently living in Surabaya.

Operational Definition of Research Variable

X1 : Site quality

The characteristics of an online shop platform wanted by the customers

X2 : Trust

The expectation of the other party will not be disappointing and will give what has been promised

M : Perceived Usefulness

The belief that by using a certain technology, the performance of a person's work will improve

Y : Repurchase Interest

A decision making process done by the consumer after purchasing a product proposed by the seller or needed.

D. Data Analysis Method

The data will be analysed through Partial Least Square (PLS) technique. The outer model will be analysed through convergent and discriminant validity from its indicators and composite reliability for the block indicators. The inner model will be evaluated through the percentage of the variance—which can be seen through the R2 (R squared) of latent dependent constructs. The stability of this estimate can also be evaluated through the bootstrapping procedure (Ghozali, 2018).

III. RESULTS AND DISCUSSION

A. Reliability and Validity

In order to be accepted as reliable and valid, the correlation of latent variable and its indicators must have the minimum value of convergent validity, which is >0.7. From the research, it can be concluded that the convergent validity value of each indicator is greater than 0.7, which means each indicator are reliable and valid to be used in this research.

The discriminant value needed for each variable is *outer loading* > 0.7. The same with the convergent validity before, all of the variables passed with the score depicted in Table 1.

Table 1. AVE criteria for each variables

Variables	AVE
Site Quality (X1)	0.909
Trust (X2)	0.842
Repurchase interest (Y)	0.931
Perceived Usefulness (M)	0.946

Source: PLS

To determine the composite reliability if the construct has the value >0.8, then it can be said that a construct is highly reliable. From the research, the value of the composite reliability of each construct exceeds 0.8, which means each variable are suitable to be used to analyse its influence on the dependent variable. The reliability test with Cronbach's Alpha will give a good result if the value is above or equals 0.6. All of the variables in this research scored above the minimum in this reliability test.

B. Hypotheses Testing

Hypotheses testing through PLS is carried out in two stages, which are: 1) measuring directly the influence of independent variables on the dependent; 2) measuring the influence of independent variables on the dependent variable through the mediator, perceived usefulness. The criteria for the hypotheses to be supported by the research with 5% significance level (α) are the t-count of each hypothesis must exceed the t-table, 1.96. If the t-count did not exceed the determined minimum value, the hypothesis cannot be supported and therefore rejected. Here is the output (PLS bootstrapping) of said hypotheses:

Table 2. Hypothesis bootstrapping

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard deviation (STDEV)	Standard Error (STERR)	Statistics (O/STERR)
H1	X1 → M	0.184	0.193	0.119	0.119	1.541
H2	X2 → M	0.076	0.071	0.109	0.109	0.697
H3	X1 → Y	0.029	0.030	0.075	0.075	0.382
H4	X2 → Y	-0.200	-0.198	0.070	0.070	2.856
H5	M → Y	0.811	0.811	0.033	0.033	24.183
H6	X1*M→Y	1.583	1.541	0.578	0.578	2.737
H7	X2*M→Y	-1.188	-1.1727	0.725	0.725	1.638

Source: PLS

From the table above, we can infer that:

1. H1 is not supported because the value of t-statistic is lower than the value of t-table (1.96)
2. The t-statistic of H2 is less than the t-table determined, therefore the H2 is not supported.
3. The value of the t-statistic of H3 is smaller than the t-table.
4. H4 has greater value than the t-table, so H4 is supported by the findings of this research
5. The t-statistic of H5 is greater in value than the determined t-table.
6. The table shows that the t-statistic for H6 has more value than the value of t-table
7. The t-statistic of H7 in the table shows that it is less in value than the t-table.

IV. CONCLUSION

It can be inferred the study proves that:

1. Tokopedia’s site quality has no significant influence on its perceived usefulness.
2. Consumer’s trust has no influence on Tokopedia’s perceived usefulness.
3. The site quality has no influence on the consumer’s repurchase interest—which mean that the consumers are not satisfied by Tokopedia’s site quality.
4. Trust has a positive influence on Tokopedia consumers’ repurchase interest.
5. Perceived usefulness has a positive and significant influence on repurchase interest.
6. Site quality has a positive influence on repurchase interest. If Tokopedia, as the object of the research, can provide and maintain sufficient information on their site—repurchase interest of its consumers will be consistent from time to time.
7. Trust has no positive or significant influence on Tokopedia’s repurchase interest through the mediator, perceived usefulness. This shows that the consumers did not trust the company enough to repurchase things on Tokopedia.

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