

# EFFECTS OF E-TRUST AND PERCEIVED VALUE ON GEN-Z PURCHASE INTENTIONS IN E-COMMERCE SHOPEE

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**Abstract :** In the era of digitalization, a growing number of consumers have shifted to e-commerce platforms. E-commerce encompasses the buying and selling of goods or services through digital media, enabling transactions between producers or sellers and consumers. The increasing popularity of e-commerce is reflected in the annual rise in user visits and transaction volumes. However, this surge in online activity, especially during the pandemic, has also led to a rise in consumer complaints. As online transactions continue to grow, e-commerce businesses must consider various factors that influence consumers' willingness to make repeat purchases. Repurchase intention is a crucial factor in driving business sales growth. Key determinants of repurchase intention include e-trust and perceived value. This study seeks to investigate how e-trust and perceived value impact the repurchase intentions of Shopee users. The research population consists of Shopee users, and purposive sampling was applied to select a sample of 110 respondents. The criteria for inclusion were: (1) Shopee users aged between 17 and 65 years, and (2) consumers who have made at least 10 purchases on Shopee between April 2023 and March 2024. Multiple linear regression analysis was employed to assess the data. The results indicate that e-trust significantly affects repurchase intention, suggesting that consumers are more likely to make repeat purchases on Shopee if they have a higher level of trust in the platform. Additionally, the study finds that perceived value also significantly influences repurchase intention. This finding underscores that consumers are more likely to engage in repeat transactions when they perceive and receive the expected benefits.

## INTRODUCTION

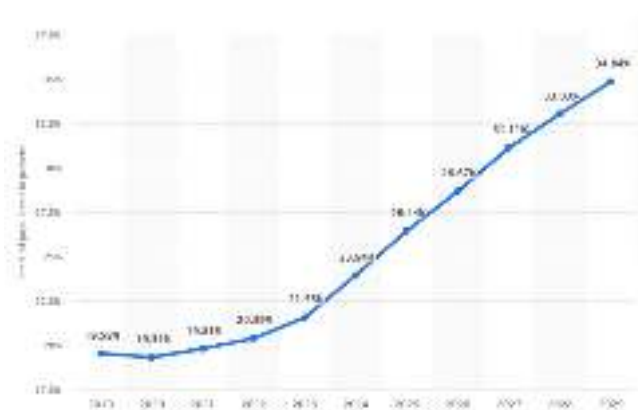
Electronic commerce, commonly referred to as e-commerce, involves the online sale or purchase of goods and services by businesses, households, individuals, governments, communities, or other organizations. Consumer trust in e-commerce has consistently risen over the years, as evidenced by the expanding user base. Based on data from Tempo.co, depicted in Figure 1, the number of e-commerce users in 2017 stood at 70.8 million. This figure rose to 87.5 million in 2018 and further to 112.1 million in 2019. Projections indicate that by 2024, the number of e-commerce users will reach 186.9

million. Market Research Ipsos Indonesia released the latest research results regarding e-commerce competition at the end of 2021 which shows that Shopee is the most widely used e-commerce in the fourth quarter of 2021 (Antara, 2022).



Source : tempo.co

Figure 1  
Number of Shopee Users in Indonesia 2017-2024



Source : Statista.com

Figure 1  
E-Commerce Penetration Rate in Indonesia 2019-2029

This study focuses specifically on repurchase intention, which is a crucial element for businesses seeking to improve their sales performance, particularly for e-commerce companies (Liu, 2012; Wang and Teo, 2020). *However, achieving repurchase intention*

*can be challenging when issues such as mismatched products, payment failures or delays in confirmation, and unsatisfactory customer service occur. Recognizing these challenges, this study focuses on analyzing the impact of e-trust and perceived value on the repurchase intention of Generation Z consumers in Shopee e-commerce.* Online shopping has replaced traditional retail as the most current way for consumers to shop. First, social media and online shopping apps have emerged as platforms for buying and selling that provide a variety of simple transactions. Applications for online purchasing have a significant market share, and the majority of people are aware of them. Online marketplaces, social media platforms, and shopping websites make it simple for customers to meet their demands. Marketplaces are thought to be more efficient and economical because purchasers can readily obtain the product information they require without having to visit the seller's location.

## **LITERATURE REVIEW**

### **E-Trust**

E-trust refers to consumer confidence regarding confidence and expectations in sellers. The readiness of a customer to risk potential loss when making purchases in the hopes that the seller would satisfy them by providing the promised goods and services is known as consumer trust in e-commerce (Priambodo & Farida, 2020). Consumer trust can be increased by providing clear, complete and accurate information to customers. This makes customers feel that online stores prioritize quality service and can increase customer trust (Barkah & Nabila, 2021). According to Doney and Cannon in (Amadea & Herdinata, 2022) e-trust indicators include: (1) Trustworthy; (2) Believe in the claims of the product being sold; (3) Reliable.

### **Perceived Value**

Perceived value is the consumer's assessment of the benefits and costs offered by the seller (Kotler and Armstrong, 2018). According to Micu et al. (2019), it represents the consumer's perception of goods and services and plays a critical role in the transaction process. Perceived value is understood as a construct comprising two main elements: the benefits received, including economic, social, and relational advantages, and the sacrifices made, such as price, time, effort, risk, and comfort (Ananda et al., 2021). Juliana et al. (2022) identify five key indicators of perceived value. These include product quality,

which encompasses performance, features, consistency, and design; price, which is particularly important for price-sensitive consumers; service, which involves support and facilities provided before, during, and after the purchase; emotional relationship, highlighting the role of emotions in influencing purchase decisions; and convenience, which refers to the comfort and additional satisfaction a product offers, enhancing its perceived value.

### **Repurchase Intention**

Repurchase intention refers to a positive evaluation of previous purchasing experiences, leading to a customer's willingness to make repeat purchases (Ananda et al., 2021). Given the substantial costs associated with acquiring new customers, companies place high importance on retaining customers who engage in repeat purchases (Majeed et al., 2022). The intention to repurchase emerges when customers perceive that the product or service they have received provides satisfaction (Priambodo and Farida, 2020). Sullivan and Kim (2018) outline several indicators of repurchase intention, including the intention to repurchase from the same provider, consistent usage of the product or service, plans to revisit in the future, and the likelihood of making future purchases.

### **The Effect of Consumer Trust on Online Repurchase Behavior**

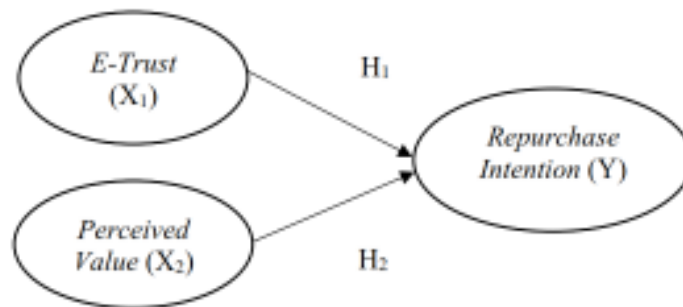
A study by Maulani and Trenggana (2020) highlights that consumers use perceived value to evaluate the benefits they receive in relation to the sacrifices made to acquire goods or services. Tan et al. (2019) explained that consumers' perceived value increases if consumers get benefits from the products they buy. This influences their buying interest, and when consumers are satisfied with the products they purchase, they are likely to develop a desire for repeat purchases. A study by Asti et al. (2021) found that perceived value has a significant impact on repurchase intention.

### **The Influence of Perceived Value on Repurchase Intention**

Online consumers rely heavily on the information provided by sellers on websites. As a result, it is essential for sellers to offer high-quality products and services to build trust and persuade website visitors, ultimately generating both purchase interest and repurchase intention (Iskandar and Bernardo, 2021). Consumers are more likely to develop a high repurchase intention when supported by a strong level of e-trust (Jayaputra and Kempa, 2022). A study by Prahiawan et al. (2021) demonstrates that e-trust has a significant impact on repurchase intention.

## Conceptual Framework

A conceptual framework of the research model is developed below in Figure 2 based on the explanation above, which indicates that repurchase intention is significantly impacted by perceived value and e-trust.



Picture 2  
Research model

## Hypothesis

In this study, two hypotheses have been created. The following are the two theories:

H1 : E-trust has a significant effect on Repurchase Intention.

H2 : Perceived Value has a significant effect on Repurchase Intention.

## RESEARCH METHODS

To analyze the impact of e-trust and perceived value on repurchase intention, this study employs a quantitative research methodology. The population for this research consists of Shopee users, and a purposive sampling technique was utilized to select the sample. The inclusion criteria for the sample are as follows: (1) Shopee users aged between 17 and 65 years, and (2) consumers who have made at least ten purchases on Shopee between April 2023 and March 2024. A total of 120 respondents were included in the study. The data analysis was conducted using multiple linear regression techniques.

## RESULTS AND DISCUSSION

### The Effect of E-Trust on Repurchase Intention

The repurchase intention variable is significantly influenced by the e-trust variable, indicating that each of the indicators of e-trust has a substantial effect on repurchase intention. The findings of this study align with the research conducted by Murdifin et al. (2020), which concluded that e-trust significantly impacts repurchase intention. Additionally, these results are reinforced by the study of Prahawan et al. (2021), who also found a significant effect of e-trust on repurchase intention. This suggests that as e-trust levels increase, customers' intention to repurchase is likely to grow, the more often customers make repurchase intentions. The research results show that it is important for Shopee to sell products that are trustworthy and also include appropriate claims. Therefore, Shopee can select sellers and also products sold in the application. Another thing that can be done is that Shopee can provide counseling to users on how to choose good quality products through reviews from other users as well as reviewing and improving the security system related to the user database so that data leaks can be avoided in the Shopee application.

### **The Influence of Perceived Value on Repurchase Intention**

The repurchase intention variable is significantly influenced by the perceived value variable, with each indicator of perceived value having a notable impact on repurchase intention. The findings of this study are consistent with the research by Wiryana and Erdiansyah (2020), which demonstrated that perceived value significantly affects repurchase intention. Furthermore, a study by Asti et al. (2021) revealed a positive and significant relationship between perceived value and repurchase intention. This suggests that when customers experience benefits that align with their expectations, they are more likely to develop an intention to repurchase.

The results of this research show that it is important for Shopee to pay attention to more features to make transactions easier for customers so that consumers can get more information about the products being sold and make it easier for consumers to get additional information on the products being marketed. On the other hand, Shopee can also pay attention to product photos and also provide clear information regarding the details of the products being sold so that the products can be accepted by consumers. Therefore, by paying attention to this, Shopee can provide value for consumers so that it

will be perceived as an e-commerce that provides solutions and is responsive to problems experienced by consumers.

## CONCLUSIONS AND RECOMMENDATIONS

This study demonstrates that both e-trust and perceived value significantly impact repurchase intention, with a combined effect of 55.3%, leaving 45.7% influenced by other factors. Specifically, e-trust and perceived value each play a crucial role in shaping consumers' intentions to make repeat purchases.

Based on these findings, it is recommended that Shopee focus on building and maintaining consumer trust by ensuring transparency and reliability in the product claims process. Strengthening its position as a trustworthy e-commerce platform is essential. Additionally, Shopee should prioritize improving product quality, competitive pricing, customer service, emotional connection, and overall convenience to enhance consumer satisfaction and increase repurchase intentions.

For future research, it is suggested to examine other potential independent variables that may influence repurchase intention. Expanding the scope to include different e-commerce platforms, such as Tokopedia, Bukalapak, Lazada, Blibli, and Bhinneka, could provide a more comprehensive understanding of the factors driving repurchase intention across various platforms.

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