The Role of Trust as Mediation between Perceived Usefulness and Perceived Ease of Use on Repurchase Intention

Dannia P. Syaharani and N. N. Kerti Yasa

ABSTRACT

The rapid growth of online stores encourages intense competition between e-commerce. It is difficult to keep customers using e-commerce. This study aims to determine the effects of perceived usefulness and ease of use on repurchases intention in Zalora e-commerce mediated by trust. The research was focused in Denpasar with 120 respondents. Data collection with google forms questionnaires. Then analyzed using path analysis and Sobel test. The result show perceived usefulness and ease of use have significantly and positively affects repurchase intention. Perceived usefulness and Perceived ease of use have a significant positive effect on trust. Trust has a significant positive effect on repurchase intention. Trust significantly mediate perceived usefulness and ease of use on repurchase intention.

Keywords: Perceived Ease of Use, Perceived Usefulness, Repurchase Intention, Trust

I. INTRODUCTION

The development of digital technology and the internet has a significant impact on society. In this era of the easy access to information, the internet is not only a means for the world of entertainment and engineering but also a medium to increase business profits such as e-commerces. E-commerces described as forms of marketing, buying and selling products/services using the internet network (Dong et al., 2017). E-commerces users in Indonesia hits 88.1 percents the internet user. Based on these data, it can be seen that e-commerce is one of the dominant sectors (CNN Indonesia, 2021).

In Indonesia, a lot of e-commerce has started to established, this has caused the competition between e-commerce to be getting tougher. The e-commerce factor can grow rapidly in recent years not only because the number of e-commerce companies continues to increase every year or the number consumers who buy products from e-commerce continues to increase, but also because consumers return to the same company for buying a product or service and keep repeating the same buying activity from the same company. This is known as an attitude of loyalty, the main factor that allows e-commerce companies to prosper and have positive impacts on e-commerces (Keni, 2020). Loyalty itself is often associated with consumer intentions to repurchase. Through online communities and SNS (Social Networking Sites), consumers will find it easier to share information (Pradana & Rahanatha, 2019). Consumers have access to various sources of information that can be shared or published with other consumers. This makes it difficult to build and maintain customer loyalty for e-commerce companies because consumers can compare similar products or services with minimum costs, time, also efforts.

The rise of e-commerce today encourages consumers to be more selective in choosing which e-commerce they will use and makes the competition tougher. Several names such as Shopee, Tokopedia, Lazada, and Zalora are online markets that are currently being used by Indonesian consumers. Data on Indonesia's e-commerce competition map in 2020 by iprice.co.id shows that the number of monthly web visitors Zalora ranks 11th with a total visitor of 2.9 million, then viewed based on downloads on the AppStore Zalora is ranked 4th, while in PlayStore is ranked 8. Because Zalora's ranking is still below competitors, Zalora needs to keep consumers from turning to other e-commerce. Building relationships with consumers makes consumers believe in a specific website. Thus consumer loyalty will increase which is considered as the
main driving force for long-term profitability for e-commerce.

Research on online shopping behavior on consumers’ needs to be done considering that the rapid growth and development of e-commerce can affect how consumers buy online behavior, especially regarding repurchase intention behavior. Repurchase intention is a form of embodiment of loyalty (Han et al., 2019). Repurchase intentions play a vital part in affecting the success of companies in industries, this is because repurchase intention not only allows companies to continue to retain consumers, encourage consumers to make buying habits from companies or take maximum advantage of the same consumers for a long time, but it also prevents consumers from purchasing similar products or services from competitors (Lukito & Ikhsanb, 2020). Various things can affect the Repurchase intention including perceived usefulness, perceived ease of use, and the trust owned by consumers (Trivedi & Yadav, 2018).

Consumer behavior in making online repurchase decisions is predicted with Technology Acceptance Model (TAM) (Oentario et al., 2017), a theory regarding personal perception on objects that are determined by behavior interests and attitude. TAM refers to two main variables, perceived usefulness with perceived ease of use. Perceived usefulness can be improved when the e-commerce site can provide benefits or facilitate online shopping activities for its users. When an e-commerce site is equipped with fast access, easy product search, and can provide what needed by the users, leads to positive attitude from users towards the site, thereby increasing consumer repurchase interest. There are various benefits that consumers can feel by shopping online including it can provide convenience in shopping, the creation of better shopping decisions, and an easier and more flexible buying process. Wilson (2019) obtained the results which is perceived usefulness has significant positive effects towards repurchase intentions. Luh et al. (2020); and Lukito & Ikhsanb (2020) state that perceived usefulness has positive significant effects towards repurchase intention. But Subagio et al. (2018); Sullivan and Kim (2018) stated perceived usefulness could not affect the repurchase intentions.

Perceived ease of use described as perception of the ease felt by consumers in using a system. E-commerce sites that are easy to use and easy to understand by consumers will be preferred by consumers because it takes less time to learn the site. If individuals believe the technologies are easy to use, that person will use it. Perceived ease of use can describe the simplicity of technologies when consumers make purchases online. Research conducted by Apriyani and Suharti (2017) obtained the results that perceived ease of use had a positive and significant effect on repurchase intention. Keni (2020) state that perceived ease of use significantly affects repurchase intentions. However, Oroh and Rumokoy (2015) give the result that perceived ease of use does not affect repurchase intentions.

E-commerce faces significant challenges in creating consumer confidence so that consumers can make online transaction, in which that the product should have appealing visual. Trust described in TAM as an antecedent that plays significant role on the retention of consumers, also able to explain intention also purpose of consumer behaviour. Trusts can create a strong foundation to predicts the survivability of the e-commerce in the future. A business transaction will run better when both parties trust each other (Saraswati & Rahyuda, 2021).

Hypotheses
H1: Perceived usefulness affects repurchases intentions.
H2: Perceived ease of use affects repurchases intentions.
H3: Perceived usefulness affects trust.
H4: Perceived ease of use affects trust.
H5: Trust affects repurchases intentions.
H6: Trust mediates the effect of perceived usefulness on repurchases intentions.
H7: Trust mediates the effect of perceived ease of use on repurchases intentions.
II. METHODS

Study was done with online questionnaire on 120 respondents. The questionnaire was measures with Likert scale. Sample criteria’s were as follows: at least a high school graduate lives in Denpasar, has made transactions at least 2 times on Zalora e-commerce.

III. RESULT AND DISCUSSION

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficient B</th>
<th>Unstandardized Coefficient Std Error</th>
<th>Standardized Coefficient Beta</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>-0.359</td>
<td>0.089</td>
<td>-4.033</td>
<td>0.000</td>
</tr>
<tr>
<td></td>
<td>Perceived Usefulness</td>
<td>0.323</td>
<td>0.041</td>
<td>0.318</td>
<td>7.878</td>
</tr>
<tr>
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<td>Perceived Ease of Use</td>
<td>0.759</td>
<td>0.045</td>
<td>0.687</td>
<td>17.039</td>
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<tr>
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<td>Dependent Variables: Trust</td>
<td>R Square: 0.956</td>
<td>SigF: 0.000</td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>(Constant)</td>
<td>-0.031</td>
<td>0.085</td>
<td>-0.369</td>
<td>0.713</td>
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<tr>
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<td>Perceived Usefulness</td>
<td>0.183</td>
<td>0.045</td>
<td>0.185</td>
<td>4.042</td>
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<tr>
<td></td>
<td>Perceived Ease of Use</td>
<td>0.367</td>
<td>0.074</td>
<td>0.343</td>
<td>4.954</td>
</tr>
<tr>
<td></td>
<td>Trust</td>
<td>0.459</td>
<td>0.082</td>
<td>0.474</td>
<td>5.569</td>
</tr>
<tr>
<td></td>
<td>Dependent Variables: Repurchase Intention</td>
<td>R Square: 0.963</td>
<td>SigF: 0.000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sobel Test

\[
Z = \frac{ab}{\sqrt{b^2s_a^2 + a^2s_b^2 + s_a^2s_b^2}}
\]

\[
Z = \frac{0.687 \times 0.474}{\sqrt{0.0045^2 + 0.0045^2 + 0.0045^2 + 0.0045^2}}
\]

\[
Z = 5.396
\]

Effects of perceived usefulness (X1) on repurchases intentions (Y) is 0.185; perceived usefulness has a positive and significant effect on repurchases intentions. This means that the higher the level of customers’ perceived usefulness, the higher chance that repurchases intentions will occur. The result supported by Puspitasari & Briliana (2018); Dewi et al. (2017); Dewi et al. (2020); Rahmayanti et al. (2021)

The effect of perceived ease of use (X2) on repurchases intentions (Y) is 0.343; perceived ease of use has a positive and significant effect on repurchases intentions. This means that the higher the level of customers’ perceived ease of use, the higher chance that repurchases intentions will occur. The result supported by Yasa et al. (2014); Wida et al. (2016); Puspitasari & Briliana (2018); Subagio et al. (2018); Keni (2020); Rahmayanti et al. (2021); Miandari et al. (2021)

Effect of perceived usefulness (X1) on trust (M) is 0.318; perceived usefulness has a positive significant effects on consumers’ trust. Higher the level of consumers’ perceived usefulness, the level of consumers’ trust will increase. The result supported by Ramos et al. (2018) and Daud et al. (2018)

The effect of perceived ease of use (X2) on trust (M) is 0.687; perceived ease of use has a positive significant effects on repurchases intentions. Higher the level of perceived ease of use by customers, the trust will increase. The result supported by Subagio et al. (2018); Sana et al. (2019); Nelwan et al. (2021); Daud et al. (2018)

The effect of trust (M) on repurchases intentions (Y) is 0.474; trust has a positive and significant effect on repurchases intentions. This means that the higher the level of trust that customers have towards the company or products, the higher chance that repurchases intentions will occur. The result supported by Puspitasari & Briliana (2018); Christina & Yasa (2021).

The tabulation results Z = 4.601 > 1.96, trust significantly mediates perceived usefulness and repurchases intentions at Zalora. Higher the level of customers’ perceived usefulness, the level of consumers’ trust will increase and the higher chance that repurchases intentions will occur. The result supported by Yudiarti et al. (2018); Ramos et al. (2018); Puspitasari & Briliana (2018)

The tabulation results Z = 5.396 > 1.96, trust mediates perceived ease of use and repurchases intentions at Zalora. Higher the level of customers’ perceived ease of use, the level of customers’ trust will increase and the higher chance that repurchases intentions will occur. The result supported by Yudiarti et al. (2018)
IV. CONCLUSION

To maximize the perceived usefulness of customers, it is necessary to provide websites and mobile applications that are easily accessible to save customers time. E-commerce providers are expected to offer customer service in the form of price discounts and free shipping, where consumer behavior tends to favor cost savings in shopping. To increase customer trust, e-commerce businesses must show goodwill to customers by fulfilling the promises they make in the promises and commitments to customers, by ensuring the security of customer personal data, so that customers will make repeat purchases in the future.

For future researchers, it is hoped that they will be able to expand the research are scopes, as examples in the whole area of Bali, or even throughout Indonesia, and the time scope is expanded to the longer terms.

CONFLICT OF INTEREST

Authors declare that they do not have any conflict of interest.

REFERENCE


