

## The Role Of Customer Satisfaction In Increasing Trust And Return Intention On Shopee

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### Abstrak

This research aims to determine the role of Electronic Trust in Increasing Electronic Satisfaction and Intention to Repurchase at Shopee. This research uses a quantitative method approach. The population of this research is Palopo Muhammadiyah University Students. The sample in this research was taken using a probability sampling method, namely a purposive sampling approach. This sample size was taken as 151 samples with consideration of the minimum sample for the Structure Equation Model (SEM), namely 100 samples and an error rate of 5%, however the samples processed were only 150 samples. To test the hypothesis of this research using the Structural Equation Model (SEM) technique using the Partial Least Square (PLS-SEM) approach with the help of the Smart PLS 4 application. The results of the research show that electronic trust has a positive and significant effect on electronic satisfaction, as does electronic trust apparently. has a positive and significant influence on repurchase intentions, then electronic satisfaction also has a positive and significant influence on repurchase intention decisions in the Shopee application. This shows that all the hypotheses proposed in this research are accepted.

Keywords :electronic trust,electronic satisfaction, customer, Shopee

### 1. Introduction

Customer satisfaction has become a key factor in business success in this modern era. The rapid development of increasingly sophisticated communication technology has caused the use of the internet as a tool to market products electronically (digital marketing) to become familiar, especially through social networking (social media) (Sofya et al., 2022). In the midst of increasingly fierce competition, companies around the world are increasingly realizing the importance of maintaining customer satisfaction as the foundation of their business strategy. According to (Mawarti & Riwayati, 2019) Consumer trust will arise because there is confidence that the parties involved in the exchange will provide consistent, honest and responsible quality. Moreover, the role of customer satisfaction is not limited only to creating healthy relationships, but also has a significant impact on two important things. : trust and repurchase intention. Shows that customer satisfaction has a positive and significant influence on repurchase intentions (Wijayanto & Komita, 2021).

Customer satisfaction, which is the result of meeting their expectations and needs, is not just about ensuring that customers will continue to choose a company's products or services. High market segment competition means companies have to work extra hard to increase customer loyalty. According to (Andayani et al., 2023) more than that, customer satisfaction also has a strong attraction in building and strengthening essential trust in customer-company relationships. Customer satisfaction is a customer feeling where customers feel the best things provided by a company. However, purchasing online will also pose a risk where expectations

of the product you want do not match the product you get. Trust is the foundation of any successful relationship, and when customers are satisfied, they tend to have greater trust in companies that provide positive experiences (Business, 2023)

Not only that, customer satisfaction also has a significant impact on repurchase intentions. Satisfied customers are not only more likely to consider purchasing a company's products or services again. Having a positive customer experience can lead to customer satisfaction which is influenced by expectations. But they are also more likely to become loyal customers. This not only reduces marketing and customer acquisition costs, but also increases the company's long-term revenue (Diyanti et al., 2021)

In this context, this research will explain in detail how customer satisfaction plays a key role in increasing customer trust in a company and how this in turn influences repurchase intentions. With Customer satisfaction with good service quality has a direct impact on product or service performance. Therefore, quality is closely related to customer value and satisfaction so that they want to repurchase or reuse the service. According to (Mengwi, 2022) factors that influence customer satisfaction, mechanisms that strengthen trust, as well as the impact of these relationships on repurchase intentions. Online trust is a factor in attracting consumers to make online purchases on e-commerce sites which are third parties between sellers and buyers (Pattikawa et al., 2023)

This research will not only help companies understand the complex relationship between customer satisfaction, trust, and repurchase intent, but will also provide strategic guidance that can be used to improve their business performance in an increasingly competitive marketplace. Internet technology has played a huge role in our daily lives and the massive accumulation of information has increased, affecting transaction models and the environment which influences online shopping activities and the economy (By et al., 2022). Thus, this research has the potential to provide valuable insights for business practitioners, researchers, and readers interested in understanding how to maintain and strengthen relationships with customers in an effort to achieve long-term success.

One platform is Shopee which can be identified as one of the fastest growing e-commerce in Indonesia. This online shopping platform offers a variety of products, ranging from electronics, household appliances, clothing, accessories to fashion (Irfan et al., 2023). Shopee's main advantage is the ability of buyers to return goods or funds if the goods received are not according to their wishes. Apart from that, users can also easily find items through the search column by simply entering an image of the item they are looking for (Richardson & Cokki, 2023). Shopee also features free shipping for sending goods. By ranking fourth in the e-commerce search category that users are most interested in, Shopee has succeeded in attracting the attention of 34,510,800 visitors every month, making it one of the most popular e-commerce in Indonesia (Meidita & Rokhmawati, 2018)

Several findings from previous research have provided important information that there is a relationship between e-satisfaction, e-trust, and repurchase intention. Miaomiao's research e-satisfaction has a significant effect on repurchase intention (Miao et al., 2022). Then Miaomiao's research on e-trust has a significant effect on repurchase intention (Miao et al., 2022). The research results show that e-satisfaction and e-trust have a significant and direct relationship to e-loyalty (Ave & Zone, 2020) Then many factors influence repurchase

intentions, including the quality of e-services which also influence repurchase intentions (E-grocery et al., 2022). However, several previous results provide different information. According to (E-grocery et al., 2022). It is important to remember that the impact on e-satisfaction and e-trust depends on the context of e-satisfaction repurchase intention. Defined as a customer's sense of satisfaction on the basis of previous purchasing experiences, certain electronic trust can result in favorable responses, such as purchasing and repurchasing allowing companies to develop better relationships and their electronic customers' satisfaction is the value of repurchasing which refers to the possibility or opportunity of using a service provider. or previous service. Product-oriented innovation has an influence on marketing effectiveness. Further according (Diyanti et al., 2021) satisfaction and e-trust have a significant impact role on repurchase intention in customer satisfaction which is influenced by customer trust expectations by comparing performance based on customer perceptions of the performance provided by the company increasing e-satisfaction and e-trust encouraging intention and repurchase reactive and proactive market orientation also have an influence which affects market efficiency. Therefore, to better understand this area of research, this study aims to examine the relationship between innovation orientation, marketing communications and marketing effectiveness.

## 2. Methodology

This research uses quantitative and population methodology by collecting data through online-based questionnaires. The questionnaire was created via Google Forms and distributed via online social media such as WhatsApp. This research was conducted in Palopo City, because it has a good level of welfare and high levels of activeness and technological sensitivity, so it can be assumed that the level of online consumption is high on the Palopo Muhammadiyah University Campus. Considering that the overall sample frame of this study is unknown and the number of respondents is difficult to determine, it is impossible for this study to use non-probability sampling to obtain a random and representative sample. The sample in this study used a non-probability method. Namely the purposive sampling technique. Among them, purposive sampling is a technique for sampling data sources with certain considerations. Considering that the minimum sample for the structural equation model (SEM) is 100 samples and the error rate is 5%, the sample size chosen is 150 samples. The data used in this research is original data obtained by distributing questionnaires to respondents, namely people in Palopo City, customers of the leading Shopee online business who have previous experience in Shopee online shopping [1].

This research adopts measurement items from previous empirical research. To collect data, the research used an online questionnaire which was distributed to respondents via social media using snowball sampling techniques. Eleven measurement items related to the constructs of e-satisfaction, e-trust, repurchase intention using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly disagree) strongly agree). Hypothesis testing was carried out using Partial Least Squares (PLS-SEM), a Structural Equation Modeling (SEM) technique.

This research uses SMART PLS as a software package. In this research we use PLS-SEM because it is more suitable for theory development and involves complex models. This method is widely used in management research aimed at analyzing causal relationships

between latent concepts, and is very effective when estimating causal relationships in theoretical models based on empirical data. Operational definitions and measurement indicators of research constructs are presented in Table 1.

### Table of variables and indicators

Table 1. Table of indicators and definitions

| Variable                | Definition                                                                                                                                      | Indicator                                                                                                                                                                                                                                                                                                                  | Source |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| Electronic Trust        | Electronic trust is consumer confidence in the security and integrity of the system in online transactions.                                     | <ul style="list-style-type: none"> <li>• The site has a good reputation</li> <li>• The site provides security in transactions</li> <li>• Confidence that the site will help if violations or fraud occurs</li> </ul>                                                                                                       | [2]    |
| Electronic Satisfaction | Electronic satisfaction is the level of user satisfaction with their experience in interacting with a product or service electronically.        | <ul style="list-style-type: none"> <li>• Fulfillment of expectations provided by the product</li> <li>• Satisfied with the transaction experience on the site</li> <li>• Feeling happy to have chosen the site over other sites</li> </ul>                                                                                 | [2]    |
| Intention to repurchase | Repurchase intention is a consumer's willingness or desire to purchase products or services from the same brand or company again in the future. | <ul style="list-style-type: none"> <li>• Ready to consume again</li> <li>• Willing to repurchase the product</li> <li>• Willing to share the positive value of the product with others</li> <li>• Willing to recommend to others</li> <li>• Always look for information about the product you are interested in</li> </ul> | [3]    |

### 3. Result and Discussion

#### 3.1. Result

##### Validity test

Convergent validity is related to the principle that the measure (manifest variable) of a construct must have a high correlation. Convergent validity was tested by examining the factor loading values and comparing them with the rule of thumb ( $>0.60$ ). In addition, the average value of the variance extracted (AVE) is also considered, and this value must exceed the rule of thumb ( $> 0.50$ ). The validity test used to assess the level of validity of the SEM model in this study is convergent validity. There are two ways to determine the validity of the PLS-SEM model using convergent validity techniques, namely looking at the outer loading (factor loading) value and the average variance extracted (AVE) value.

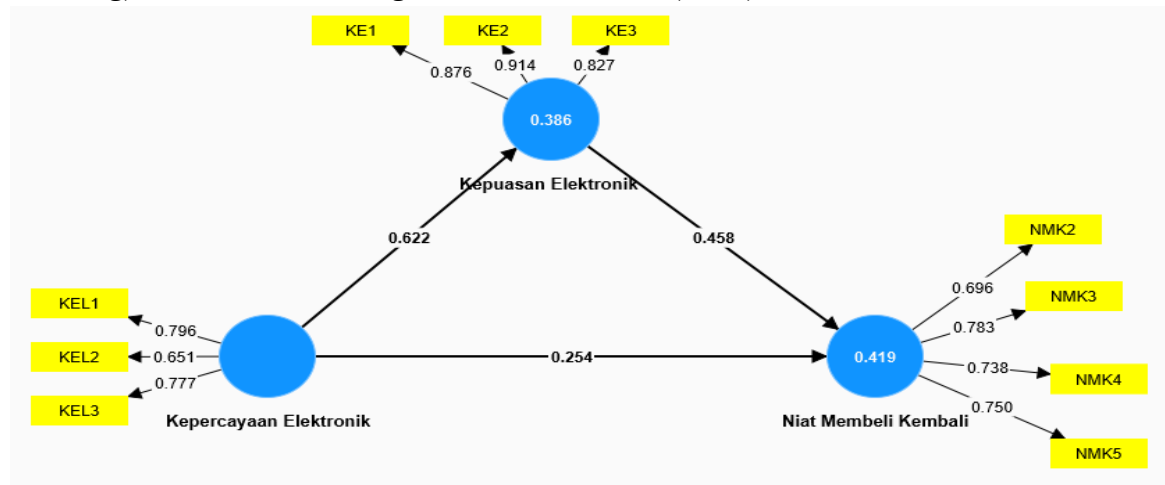


Figure 2. Image of outer loading

##### Outer loading

Table 2. outer loading table

|         | Electronic Trust | Electronic Satisfaction | Repurchase Intention |
|---------|------------------|-------------------------|----------------------|
| NUMBER  |                  |                         |                      |
| 1       |                  | 0.876                   |                      |
| 2ND     |                  | 0.914                   |                      |
| THE 3RD |                  | 0.827                   |                      |
| KEL1    | 0.796            |                         |                      |
| KEL2    | 0.651            |                         |                      |
| KEL3    | 0.777            |                         |                      |
| NMK2    |                  |                         | 0.696                |
| NMK3    |                  |                         | 0.783                |
| NMK4    |                  |                         | 0.738                |
| NMK5    |                  |                         | 0.750                |

Based on the output factor loading value for the electronic satisfaction variable with 3 measurement indicators, namely KE1 = 0.876; KE2 = 0.914; KE3 = 0.827. Then the electronic trust variable with 3 measurement indicators, namely KEL1 = 0.796; KEL2 = 0.651; KEL3 = 0.777. Next is the repurchase intention variable with 4 measuring indicators,

namely NMK2 = 0.696; NMK3 = 0.783; NMK4 = 0.738; NMK5 = 0.750. Thus, the indicators forming the construct of electronic satisfaction, electronic trust, and repurchase intention are categorized as valid.

#### **Average Variance Extracted(AVE)**

Table. 3 AVE tables

|                         | Cronbach's<br>alpha | Composite<br>reliability (rho_a) | Composite<br>reliability (rho_c) | Average<br>variance<br>extracted<br>(AVE) |
|-------------------------|---------------------|----------------------------------|----------------------------------|-------------------------------------------|
| Electronic Trust        | 0.7                 | 0.710                            | 0.787                            | 0.554                                     |
| Electronic Satisfaction | 0.8                 | 0.853                            | 0.906                            | 0.762                                     |
| Repurchase Intention    | 0.7                 | 0.730                            | 0.830                            | 0.551                                     |

From the table above it can be concluded that the AVE value for each construct, namely electronic satisfaction = 0.762, electronic trust = 0.554, repurchase intention = 0.551, all three already have value. more than a value of 0.50 means that the three constructs are declared valid.

#### **Reliability test**

Reliability is a measure of an indicator's consistency in measuring its variables. The values used to determine the level of reliability of the SEM model are Composite reliability and Cronbach Alpha. This type of reliability functions to determine the level of internal reliability of variable indicators.

#### **Composite Reability**

Table.4 Composite Rabilitiy Table

|                         | Cronbach's<br>alpha | Composite<br>reliability (rho_a) | Composite<br>reliability (rho_c) | Average<br>variance<br>extracted<br>(AVE) |
|-------------------------|---------------------|----------------------------------|----------------------------------|-------------------------------------------|
| Electronic Trust        | 0.79                | 0.710                            | 0.787                            | 0.554                                     |
| Electronic Satisfaction | 0.84                | 0.853                            | 0.906                            | 0.762                                     |
| Repurchase Intention    | 0.72                | 0.730                            | 0.830                            | 0.551                                     |

The composite reliability output results for the construct are electronic satisfaction = 0.906, electronic trust = 0.787, repurchase intention = 0.830. all composite reliability values are above 0.70. So, thus the indicators forming the construct of electronic satisfaction, electronic trust, and intention to repurchase already have good reliability or are categorized as reliable.

Cronbach's alpha

The results of Cronbach's alpha values can be seen in table d below

Table. 5 Cronbach's Alpha Table

|                         |   | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
|-------------------------|---|------------------|-------------------------------|-------------------------------|----------------------------------|
| Electronic Trust        | 6 | 0.79             | 0.710                         | 0.787                         | 0.554                            |
| Electronic Satisfaction | 3 | 0.84             | 0.853                         | 0.906                         | 0.762                            |
| Repurchase Intention    | 8 | 0.72             | 0.730                         | 0.830                         | 0.551                            |

Judging from the table above, it shows that the value of electronic satisfaction = 0.843, electronic trust = 0.796, repurchase intention = 0.728. Because each of the values above has exceeded 0.70, it can be said that the values above have met Cronbach's alpha requirements.

### Inner Model Evaluation

#### Path Coefficient

The path coefficient is an important number that shows the direction and strength of the relationship between variables in a study. The range of path coefficient values is from -1 to 1. When the value is between 0 to 1, it indicates a positive relationship between the variables, while when the value is between -1 to 0, it indicates a negative relationship between the variables.

Table 7. Coefficient Patch Table

|                                                 | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ( O/STDEV ) | P values |
|-------------------------------------------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| Electronic Trust -> Electronic Satisfaction     | 0.622               | 0.624           | 0.067                      | 9,327                    | 0,00     |
| Electronic Trust -> Repurchase Intention        | 0.254               | 0.260           | 0.094                      | 2,688                    | 0,00     |
| Electronic Satisfaction -> Repurchase Intention | 0.458               | 0.458           | 0.101                      | 4,517                    | 0,00     |

Based on the output, it can be concluded that electronic trust has a significant positive effect on electronic satisfaction as shown by the parameter coefficient value of 0.622. The significant value is 0.000, which is smaller than the 5% alpha level. This is shown by the T statistic value of 9.327. greater than 1.989 (t table). Then, electronic trust has a significant positive effect on repurchase intention as shown by the parameter coefficient value of 0.254. The significance value is 0.007, which is smaller than the 5% alpha level. This is shown by the T statistic value of 2.688. greater than 1.989(t table ). Furthermore, electronic satisfaction turns out to have a significant positive effect on repurchase intention, which is shown by the parameter coefficient value of 0.000.003, which is smaller than the alpha level of 5%. This is shown by the T statistic value of 4.517 which is greater than 1.989 (t table).



### 3.2. Discussion

#### **The influence of e-trust on e-satisfaction**

Based on the resultsThe Coefficient Patch shows that electronic trust directly has a positive and significant effect on electronic satisfaction.The trust in question is consumers' confidence in the security, privacy and integrity of the electronic systems they use. When consumers believe that their personal information is safe and that electronic transactions can be carried out smoothly without the risk of fraud, their level of satisfaction with the experience of shopping or interacting electronically will increase. Thus, this trust becomes the main foundation for consumer satisfaction in the electronic context. This is in accordance with research conducted by[4]which states that electronic trust has a significant effect on electronic satisfaction.

#### **The influence of electronic trust on repurchase intention**

Based on the resultsPatch Coefficient shows thatElectronic trust directly has a positive and significant effect on repurchase intention. Repurchase intention is extremely important in the context of the modern digital economy. This trust includes consumer confidence in the security, quality of service, and integrity of the electronic systems they use. When consumers feel confident that their personal information is safe, transactions can be carried out smoothly, and the services provided are reliable, this trust will increase their intention to repurchase in the future. Factors such as brand reputation, transaction security, and positive user experience will strengthen this trust, thereby prolonging a consumer's relationship with a particular brand or electronic platform. This is in line with previous research which states that electronic trust has a significant effect on intention to buy furniture [1]

#### **Influenceelectronic satisfaction on repurchase intention**

Based on the resultsPatch Coefficient shows thatElectronic satisfaction directly has a positive and significant effect on repurchase intentions. When consumers are satisfied with their experience, whether in terms of product quality, customer service, or transaction process, they are more likely to purchase from the same brand or company again in the future. Consumer satisfaction creates a strong emotional bond between consumers and brands, so they feel more comfortable and confident to interact again. Apart from that, consumer satisfaction can also help in strengthening brand image and expanding brand reach through positive recommendations from satisfied consumers. Previous research has found that the satisfaction variable has an influence on repurchase intentions [5] and also research conducted by[6]who stated the same thing that satisfaction is important in deciding to buy a product again.

### 4. Conclusion

The role of e-trust cannot be ignored in the context of significantly increasing consumer satisfaction and driving their intention to repurchase. This trust includes consumers' confidence in the security, privacy and integrity of the electronic systems they use. When consumers feel confident that their personal information is secure and that electronic transactions can be conducted without the risk of fraud, their level of satisfaction with the electronic experience will increase significantly. This trust builds a solid foundation for long-term relationships between consumers and brands or e-platforms. In addition, strong trust also



strengthens consumers' intentions to repurchase products or services from the same brand in the future. With a reputation built on trust, the brand or platform can retain existing customers and attract new ones through positive recommendations. Therefore, building and maintaining consumer trust is a key strategy in creating satisfying e-experiences and driving continued repurchase intentions.

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