



The Role of Trust in Mediating E-Service Quality on Repurchase Intention Among Shopee Customers in Denpasar City

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Abstract, *The Global Web Index indicates that online store visits account for 91 percent of internet users in Indonesia. People tend to use the internet to search for products or services to purchase online. Online transactions have now become a trend among the public. According to a report by Google, Temasek, and Bain & Company, the gross merchandise value (GMV) of e-commerce marketplaces in Indonesia is estimated to reach US\$62 billion, or approximately IDR 982.76 trillion, in 2023, reflecting a 7 percent growth from the previous year. E-service quality is increasingly recognized as a crucial aspect and a key factor in determining the competitive advantage of online businesses. Trust is defined as one party's confidence in a relationship and the belief that the actions taken will be in their best interest, resulting in positive outcomes for the trusted party. This study aims to examine and explain the role of trust in mediating the effect of e-service quality on customers' repurchase intention. The research was conducted on Shopee customers in Denpasar City, with a sample size of 100 respondents obtained through non-probability sampling methods. Data were collected using questionnaires. The analytical techniques employed in this study included path analysis with SPSS, the Sobel test, and the Variance Accounted For (VAF) test. The results of the analysis indicate that: E-service quality has a positive and significant effect on customers' repurchase intention; E-service quality has a positive and significant effect on customers' trust; Trust has a positive and significant effect on customers' repurchase intention; Trust successfully mediates the effect of e-service quality on customers' repurchase intention.*

Keywords: *Repurchase Intention, E-Service Quality, Trust*

1. INTRODUCTION

Nowadays, many online shopping applications and websites have been developed to facilitate the public in conducting online buying and selling processes. These applications and websites are also accessible via mobile devices, making them more efficient. This represents a significant business advancement driven by the progress of internet technology in society (Masarianti, 2019). Such platforms are often referred to as e-commerce and marketplaces.

The public tends to perceive e-commerce and marketplaces as the same; however, they are fundamentally different. According to Andrew and Erdiansyah (2021), e-commerce and marketplaces differ in their business models. A marketplace serves as a platform where various sellers offer a wide range of products, whereas e-commerce is typically operated by a single seller or company that focuses on selling specific types of products. This subtle difference is often overlooked by the public, leading to the misconception that e-commerce and marketplaces are identical.

In Indonesia, marketplaces are more widely used by the public. Examples of marketplaces include Tokopedia, Shopee, Lazada, Zalora, Blibli, and Bukalapak. The large number of

marketplaces in Indonesia signifies intense competition in this sector. This competition is evident through the volume of visits or usage of marketplace applications

From reports from Google, Temasek, and Bain and Company, the gross merchandise value (GMV) of online marketplaces (e-commerce) in Indonesia is estimated to reach US\$62 billion or Rp982.76 trillion in 2023. This value grew 7 percent compared to the previous year which was US\$58 billion (Data Indonesia.id, 2023).

Indonesia's e-commerce GMV is estimated to increase to US\$82 billion with a compound annual growth rate (CAGR) of 17 percent in 2025. Then, the country's e-commerce GMV is predicted to continue to increase to reach US\$160 billion in 2030. Compared to other digital sectors, e-commerce GMV is the largest in 2023. Its proportion is 75.6 percent of the total GMV of Indonesia's digital economy throughout this year.

Its position is followed by GMV from the transportation and food delivery sectors and online media which are both US\$7 billion. Meanwhile, the GMV of online travel in Indonesia is US\$6 billion. Meanwhile, the total GMV of Indonesia's digital economy is estimated to reach US\$82 billion or around Rp1,304 trillion in 2023. This value has increased by 8 percent compared to last year which was US\$76 billion.

Shopee is a subsidiary of Garena based in Singapore. Shopee was officially introduced in Indonesia in December 2015 under the auspices of PT Shopee Internasional Indonesia. Shopee is an online store website that offers everything from physical goods from fashion for all groups to non-physical goods, household needs, food and much more. Shopee is also equipped with a digital wallet ShopeePay that can store money digitally. Shopee is an online shopping platform that focuses more on the mobile platform so that people can shop, sell and search for products directly from their mobile phones more easily (Fenella et al., 2024). Shopee offers various facilities that can attract buyers, such as discounts, free shipping, and quality goods (Daulay & Mujiatun, 2021).

Overall, the proportion of e-commerce influencers in total sales turnover in Indonesia has increased significantly. Shopee's existence was threatened by the emergence of other marketplaces such as Tiktok Shop, where the number of Tiktok Shop influencers also increased to peak in December 2022. The increasing number of Tiktok Shop influencers has also resulted in tight competition in Indonesia. In the fourth quarter of 2022, the percentage of sales generated by Tiktok Shop influencers was 34 percent of total sales at Tiktok Shop Indonesia. This makes Indonesia the country with the largest proportion among other countries (Kumparanbisnis, 2023). The presence of Shopee's competitors has caused a decrease in repurchase intention on the Shopee marketplace, where Tiktok Shop transactions in Southeast

Asia as a competitor to Shopee are estimated at US\$ 4.4 billion or around IDR 66.7 trillion in 2021 (Septiani, 2023). This is a problematic issue in the Shopee marketplace that could have an impact on repurchase intention.

Research on online shopping behavior among customers needs to be conducted considering the growth and development of marketplace usage regarding repurchase intention behavior or repurchase intention. Repurchase intention is one form of loyalty manifestation (Subagio et al., 2018). Repurchase intention plays an important role in influencing the success and survivability of companies in the industry, this is because repurchase intention not only allows companies to continue to retain customers, but also prevents customers from purchasing similar products or services from competitors. Repurchase intention can be influenced by various things including perceived usefulness, perceived ease of use, and trust held by consumers (Wen et al., 2011). A pre-survey was conducted on 20 respondents regarding repurchase intention on the Shopee marketplace in Denpasar City as shown in Table 1.

Table 1. Results of the Pre-Survey of Repurchase Intention on the Shopee Marketplace

No	Question	Answer	
		Yes	No
1	Have you ever shopped online?	20	0
2	Have you ever shopped on the Shopee marketplace more than 2 times in the last month?	9	11
3	Do you feel that the Shopee website and application are effective in helping you with your shopping?	9	0
4	Do you have confidence?in shopping on the Shopee marketplace?	6	3
5	Do you feel that Shopee's service, warranty and shipping features are good?	7	2

Source: Appendix 3 (Processed data, 2024)

The pre-survey results prove that people have made purchases online. In the pre-survey conducted, only 9 out of 20 people stated that they had shopped at the Shopee marketplace more than 2 times, this shows that the repurchase intention of respondents at the Shopee marketplace is more likely to answer no than yes for the respondents concerned. Buyers who answered that they had shopped at the Shopee marketplace more than 2 times felt helped

because the Shopee site/website and application were considered effective for buyers in shopping.

The pre-survey results of 9 respondents showed that only 6 out of 9 respondents stated that they had confidence in shopping online on the Shopee marketplace, meaning that the other 3 people did not yet have confidence in the Shopee marketplace.

The pre-survey results also stated that only 7 out of 9 people felt that the service, warranty and shipping features were good from the Shopee marketplace. E-service quality is a website service that facilitates consumers to make purchases and obtain products effectively and efficiently (Hsin et al., 2009). According to Parasuraman, E-service quality is the level at which a website effectively and efficiently facilitates shopping, purchasing, and the process of delivering products and customer service (Daryanti & Shihab, 2019).

Good service quality tends to lead to positive repurchase intention behavior and can increase consumer purchase intention and frequency of visits to the same product or service provider as the first purchase location (Wang, 2010). Electronic service quality (e-service quality) creates an impact on repurchase intention, if online sales service providers do not pay much attention to e-service quality, it will cause a decrease in the level of repurchase intention for a service or product, and vice versa. E-service quality is a theory that comes from service quality or service quality that runs with the help of an internet network connection. Service quality is the main strength in supporting the sustainability of a business and becoming an advantage in competing (Puriwat & Tripopsakul, 2017).

Marketplacefacing significant challenges in building consumer trust so that consumers make online transactions, where their products must appear visually appealing. Trust plays an important role in customer retention and has been integrated with TAM in explaining the intent and purpose of customer behavior (Wen et al., 2011). Trust can create a strong foundation to determine the success or failure of the marketplace in the future. A business transaction will run better when both parties trust each other. Research by Trivedi and Yadav (2018); Chen and Chou (2012); Bulut (2015) provides research results that trust has a positive and significant influence on repurchase intention. Trust must be owned by a marketplace that is integrated with E-service quality and perceived ease of use to create repurchase intention. Based on research by Wen et al. (2011) found that trust can positively and significantly mediate the influence of perceived ease of use on repurchase intention.

Based on the existing phenomena and research gaps from previous studies, it is necessary to conduct research involving trust as a mediating variable. With that, researchers are interested

in conducting research and making the problems that occur as a research topic with the title "The Role of Trust Mediating the Influence of E-service Quality on Repurchase Intention".

2. RESEARCH METHODS

Based on the problems studied, this study is associative in the form of a causal relationship to determine the influence or relationship between independent and dependent variables using a quantitative approach. This study was conducted in order to determine the effect of e-service quality on repurchase intention with trust as a mediating variable. This study was conducted in Denpasar City, as it is known that Denpasar City is the city center and the capital of Bali Province with a population of more than 900 million people and has high mobility and consumption levels so that its people have a great opportunity to try to find alternatives to facilitate their shopping activities, one of which is by using an online shopping platform such as Marketplace in shopping.

The method used to determine the sample in this study is the non-probability sampling technique, namely a decision-making technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample (Rahyuda, 2017:51). This technique was chosen because the population size is not known for sure. The non-probability sampling technique chosen is purposive sampling, namely a sample determination technique by determining certain considerations.

The number of respondents needed to conduct this research is 100 respondents. Data collection was done by distributing questionnaires. The analysis techniques used in this study were path analysis with SPSS, Sobel test, and VAF test.

3. RESULTS AND DISCUSSION

Research Data Analysis Results

Classical Assumption Test

The classical assumption test is used to determine the feasibility of the regression model and to determine whether there is a violation of the classical assumption in the regression model (Ghozali, 2018:159). The following is the classical assumption test used.

1) Normality test

Table 2. Normality Test Results

Equality	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z
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Sub-structural 1	0.200
Sub-structural 2	0.200

Source: Appendix 8 (Processed data, 2024)

Based on the normality test using the One-Sample Kolmogorov-Smirnov Test shown in Table 4.6, it shows that the value of Asymp. Sig. (2-tailed) Kolmogorov-Smirnov is 0.200 and 0.200 respectively in sub-structural 1 and sub-structural 2. The Kolmogorov-Smirnov value is greater than the alpha value of 0.05, indicating that the data used in this study is normally distributed, so it can be concluded that the model meets the assumption of normality.

2) **Multicollinearity test**

Table 3. Multicollinearity Test Results

Equality	Model	Collinearity Statistics	
		Tolerance	VIF
Sub-structural 2	E-Service Quality	0.539	1,857
	Trust	0.539	1,857

Source: Appendix 8 (Processed data, 2024)

Based on Table 3, it is shown that there are no independent variables that have a tolerance value of less than 0.10 and there are also no independent variables that have a VIF value of more than 10. Therefore, the regression model is free from multicollinearity symptoms.

3) **Testheteroscedasticity**

Table 4. Test ResultsHeteroscedasticity

Equality	Variables	t	Sig.
Sub-structural 1	E-Service Quality	-1,067	0.289
Sub-structural 2	E-Service Quality	- 0.089	0.929
	Trust	-1,600	0.113

Source: Appendix 8 (Processed data, 2024)

Based on Table 4, it is shown that each has a significance value greater than 5% (0.05). This shows that the independent variables used in this study do not significantly affect the dependent variable, namely the LN of the squared residual, therefore, this study is free from heteroscedasticity symptoms.

Path Analysis Results

The analysis technique used in this study is path analysis. Path analysis is used in analyzing the relationship between variables to determine the direct or indirect influence of exogenous variables on endogenous variables. Path analysis does not determine the causal relationship and also cannot be used as a substitute for researchers to see the causal relationship between variables. The basis for calculating the path coefficient is correlation and regression analysis in calculations using software with the SPSS program. In this study, the path analysis technique is used to see the influence of the causal relationship of each independent variable consisting of e-service quality on the dependent variable consisting of repurchase intention. This study also tests the mediating variable, namely trust in mediating the relationship between e-service quality variables and repurchase intention.

1) Formulating hypotheses and structural equations

The first step of path analysis is to formulate hypotheses and equation models based on existing theories.

- (1) The e-service quality variable (X) influences the trust variable (M).
- (2) The trust variable (M) influences the repurchase intention variable (Y).
- (3) The e-service quality variable (X) influences the repurchase intention variable (Y).
- (4) The e-service quality variable (X) influences the repurchase intention variable (Y) through the trust variable (M).

Based on the hypothesis that has been formulated, the equation can be formulated as follows.

- (1) E-service quality(X) influences trust (M)

Sub-structural equation 1, namely:

$$M = \beta_2 X + e_1 \dots\dots\dots(1)$$

- (2) E-service quality(X) and trust (M) influence repurchase intention (Y).

Sub-structural equation 2, namely:

$$Y = \beta_1 X + \beta_3 M + e_2 \dots\dots\dots(2)$$

In this study, the influence of e-service quality on trust is calculated through the SPSS 25.0 for Windows program. The following shows the results of the first sub-structural calculation in Table 5.

Table 5. Path Analysis Results on Sub-Structural 1

	Unstandardized	Standardized	t	Sig.
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Model	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	1,408	0.281		5,019	0,000
E-Service Quality	0.622	0.068	0.679	9,164	0,000
R2 : 0.461					

Source: Appendix 9 (Primary Data processed 2024)

Based on the results of the path analysis in table 5, the structural equation that is formed can be formulated as follows::

$$M = \beta_2 X + e_1$$

$$M = 0.679X$$

The structural equation is intended if the e-service quality variable has a coefficient of 0.679, which means that e-service quality has a positive influence on trust, this means that if e-service quality increases, trust will increase, and vice versa.

Table 6. Results of Path Analysis on Sub-structure 2

Model	Unstandardized		Standardized	T	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	0.159	0.400		0.399	0.691
E-Service Quality	0.415	0.118	0.355	3,529	0.001
Trust	0.501	0.128	0.393	3,904	0,000
R2 : 0.471					

Source: Appendix 9 (Primary Data processed 2024)

This study calculates the influence of e-service quality and trust on repurchase intention through the IBM SPSS program. Table 6 shows the results of the second sub-structural calculation. The results of the path analysis in Table 6 can be formulated as follows.

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0.355X + 0.393M$$

The structural equation can be interpreted if the e-service quality variable has a coefficient of 0.355 which means that e-service quality has a positive influence on repurchase intention, this means that if e-service quality increases, repurchase intention will increase, and vice versa. The trust variable has a coefficient of 0.393 which shows

that trust has a positive influence on repurchase intention, this means that if trust increases, repurchase intention will increase, and vice versa..

2) Path coefficient diagram form

(1) Direct effect

Direct influence occurs when a variable influences another variable without any mediating variable.

- a) The influence of e-service quality on repurchase intention is 0.355.
- b) The influence of e-service quality on trust is 0.393.
- c) The influence of trust on repurchase intention is 0.679.

(2) Indirect effect

Indirect influence occurs when there is another variable that mediates the relationship between the two variables.

- a) The effect of e-service quality on repurchase intention with trust mediation is $0.679 \times 0.393 = 0.267$.

(3) Total effect

The total effect occurs if it is done by adding the direct effect of e-service quality on repurchase intention of 0.355 and the indirect effect of e-service quality on repurchase intention through trust of 0.267, then the result is $0.355 + 0.267 = 0.622$.

3) Testing the value of the coefficient of determination (R²) and the error variable

(e)

This test can show the value of each determination coefficient for substructure 1 and substructure 2 as well as the value of each error variable in each structure with the aim of compiling the following final path diagram model which is the result of calculating the value of the error variable in each structure.

$$e_i = \sqrt{1 - R_i^2}$$

$$e_1 = \sqrt{1 - R_1^2} \sqrt{1 - 0,461} = 0.734$$

$$e_2 = \sqrt{1 - R_2^2} \sqrt{1 - 0,471} = 0.727$$

The calculation of the influence of error (e) then obtained the results for the influence of error structure 1 (e1) of 0.774 and the influence of error structure 2 (e2) of 0.590. Next, the total determination coefficient will be calculated as follows.

$$\begin{aligned} R^2_m &= 1 - (e_1)^2 - (e_2)^2 \\ &= 1 - (0.734)^2 - (0.727)^2 \\ &= 1 - (0.539) - (0.529) \end{aligned}$$

$$= 1 - 0.285 = 0.715$$

The calculation of the total determination coefficient value is obtained at 0.715, so the conclusion is that 71.5% of the repurchase intention variable on Shopee customers in Denpasar City is influenced by e-service quality and trust, while the remaining 28.5% is influenced by other factors that are not included in the research model or outside the research model. Based on the explanation of the structural equation, the results of the path coefficient calculation are shown through the standardized coefficient beta value for each influence of the relationship between variables.

The magnitude of the influence of e-service quality on the trust and repurchase intention variables, as well as the magnitude of the influence of the trust variable on repurchase intention, each of which is obtained from the standardized Beta coefficient and the magnitude of each error variable from each structural equation.

4) **Summarize and conclude**

Table 7. Direct Influence, Indirect Influence of E-Service Quality (X), on Trust (M) and Repurchase Intention (Y)

Influence of variables	Direct influence	Indirect influence through M	Total Influence	Significant t	Results
X→M	0.679		0.679	0,000	Significant
M→Y	0.393		0.393	0.001	Significant
X→Y	0.355	0.267	0.622	0,000	Significant

Source: Appendix 9 (Processed data, 2024)

(1) **The influence of e-service quality on trust**

The results of the calculation of the influence of e-service quality on trust show that e-service quality has a direct positive influence on trust of 0.679 and a significance value of 0.000.

(2) **The influence of trust on repurchase intention**

The calculation results of the influence of trust on repurchase intention show that trust has a direct influence on positive repurchase intention of 0.393 and a significance value of 0.001.

(3) The influence of e-service quality on repurchase intention

The results of the study on the influence of e-service quality on repurchase intention, obtained the results that e-service quality has a direct influence on positive repurchase intention of 0.355 and a significance of 0.000.

(4) Trustin mediating the influence of e-service quality against repurchase intention

The calculation results of trust in mediating the influence of e-service quality on repurchase intention, then get the result that e-service quality has a direct influence on repurchase intention is positive at 0.355 and a positive indirect influence of 0.267 with a total positive influence of 0.622.

Sobel test

According to Utama (2016:169), testing the mediation hypothesis can be done using a procedure developed by Sobel (1982) and known as the Sobel Test. This Sobel Test is done by testing the strength of the indirect influence of the exogenous variable (X) on the endogenous variable (Y) through the mediating variable (M). Testing the mediation hypothesis can be done using the Sobel Test. The Sobel test is used to test the strength of the indirect influence of the variable e-service quality (X) against repurchase intention (Y) through the trust variable (M). The indirect effect of e-service quality (X) on repurchase intention (Y) through the trust variable (M) is calculated by multiplying the path coefficient of X to M (a) by the path coefficient of M to Y (b) or ab. The standard error of the coefficients a and b are written as Sa and Sb, the magnitude of the indirect standard error (indirect effect). If the Z calculation value is greater than 1.96 (with a 95 percent confidence level), then the mediating variable is considered to significantly mediate the relationship between the dependent variable and the independent variable, indicating that Ho is rejected and Ha is accepted.

Ho: trust does not mediate the influence of e-service quality on repurchase intention.

Ha: trust mediates the influence of e-service quality on repurchase intention.

$$Z = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}}$$

Information :

$$a = 0.679$$

$$S_a = 0.068$$

$$b = 0.393$$

$$S_b = 0.128$$

$$Z = \frac{0,679 \cdot 0,393}{\sqrt{(0,393^2 \cdot 0,068^2) + (0,679^2 \cdot 0,128^2) + (0,068^2 \cdot 0,128^2)}}$$

$$Z = \frac{0,267}{0,091}$$

$$Z = 2.921$$

Based on the results of the Sobel Test, it shows that the result of $Z = 2.921 > 1.96$, it can be said that H_0 is rejected and H_a is accepted, which means that the trust variable is a mediating variable with a significant influence between e-service quality and repurchase intention on Shopee customers in Denpasar City, so that the fourth hypothesis in this study is proven true.

VAF Test

Variance Accounted For(VAF) is a measure of how much the mediating variable is able to absorb direct influence. The VAF test is a test used to calculate the correlation of the path coefficient value compared to the total path coefficient value. The formula for calculating the VAF value is as follows.

$$\begin{aligned} \text{VAF} &= \frac{\text{Indirect Effect}}{\text{Direct Effect} + \text{Indirect Effect}} \\ &= \frac{0,267}{0,355 + 0,267} \\ &= 0.429 \text{ (42.9\%)} \end{aligned}$$

There are criteria for the form of mediation influence using VAF values (Sholihin & Ratmono, 2013: 82), namely:

- 1) If the VAF value is above 80%, it indicates the role of mediation as a full mediator (full mediation).
- 2) If the VAF value is between 20% - 80%, then it can be categorized as partial mediation.
- 3) If the VAF value is less than 20%, it indicates almost no mediation effect.

Based on the VAF test, the calculated value of 42.9 percent, which is between 20 percent - 80 percent, can be categorized as a partial mediation (Sholihin & Ratmono, 2013: 82), so it can be concluded that trust partially mediates the influence between e-service quality and repurchase intention of Shopee customers in Denpasar City.

4. DISCUSSION OF RESEARCH RESULTS

The Influence of E-Service Quality on Repurchase Intention of Shopee Customers in Denpasar City

Based on the results of the first hypothesis test in this study regarding the effect of e-service quality on repurchase intention, it can be seen that there is a positive and significant effect between e-service quality on repurchase intention on Shopee customers in Denpasar

City. The results of this study indicate that the better the e-service quality obtained by Shopee customers, the higher the repurchase intention of Shopee customers in Denpasar City..So the first hypothesis in this research can be proven true.

E-service quality is the extent to which a website or application can facilitate efficient and effective shopping, purchasing, and delivery of products and services. According to Fiqri & Octavia (2022), e-service quality is defined as the level of efficiency and effectiveness of a website or application in facilitating shopping, purchasing, and the process of delivering products and services. The assessment of the quality of the service is carried out during the interaction with the website, and also after receiving the service.

This is in accordance with the consumer behavior theory model put forward by Howard & Sheth which is influenced by personal internal factors such as perception and experience, in this case, the e-service quality of the Shopee website and application is able to facilitate and provide a good experience for Shopee customers in Denpasar City.

The results of this study are in line with the results of the study by Sari & Febriyanti (2023) which stated that e-service quality has a positive and significant effect on repurchase intention. Research conducted by Wiatna & Sanaji (2022) stated the same thing where the results of the study showed that there was a positive influence of the e-service quality variable on repurchase intention in the use of the E-Grocery application. This is in line with research conducted by Ginting et al. (2022) which stated that the e-service quality variable has a positive and significant effect on repurchase intention.

The Influence of E-Service Quality on Shopee Customer Trust in Denpasar City

Based on the results of the second hypothesis test in this study regarding the effect of e-service quality on trust, it can be seen that there is a positive and significant effect between e-service quality on trust in Shopee customers in Denpasar City. The results of this study indicate that the better the e-service quality obtained by Shopee customers, the more it will increase trust in Shopee customers in Denpasar City. So that the second hypothesis in this study can be proven true.

E-service quality can be explained using consumer behavior theory. This theory emphasizes how consumers' experiences with e-services affect their perceptions of trust and their decisions to transact in the future. In the context of e-commerce, trust refers to customers' beliefs that service providers will fulfill their promises, deliver quality products or services, and operate properly.

The results of this study are in line with the results of previous research. Edhi & Heryjanto (2023) stated that e-service quality has a positive and significant effect on trust.

Research conducted by Meriana & Nawangsari (2023) stated the same thing where the results of the study showed that there was a positive influence of the e-service quality variable on trust in users of the Seek Australia application. This is in line with research conducted by Purnamasari & Suryandari (2023) which stated that the e-service quality variable has a positive and significant effect on trust.

The Influence of Trust on Repurchase Intention of Shopee Customers in Denpasar City

Based on the results of the third hypothesis test in this study regarding the effect of trust on repurchase intention, it can be seen that there is a positive and significant effect between trust and repurchase intention on Shopee customers in Denpasar City. The results of this study indicate that the higher the trust of Shopee customers, the higher the repurchase intention of Shopee customers in Denpasar City. So that the third hypothesis in this study can be proven true.

Trust refers to consumer confidence that service providers will fulfill their promises, provide quality products or services, and operate well. This trust is important because it can reduce the uncertainty experienced by consumers when transacting online. Based on the theory of consumer behavior, how the experience that has been felt by customers will gain the trust they have in service providers, the greater the possibility they will make repeat purchases in the future.

The results of this study are in line with the results of the study by Safitri et al. (2022) which stated that trust has a positive and significant effect on repurchase intention. Research conducted by Fiqri & Octavia (2022) stated the same thing where the results of the study showed that there was a positive influence of the trust variable on repurchase intention on e-commerce applications during the Covid-19 pandemic in Jambi City.

The Role of Trust in Mediating the Influence of E-Service Quality on Repurchase Intention of Shopee Customers in Denpasar City

Based on the results of the fourth hypothesis test in this study regarding the role of trust in mediating the influence of e-service quality on repurchase intention, it can be seen that there is a positive and significant role of trust in mediating the influence between e-service quality on repurchase intention on Shopee customers in Denpasar City. The results of this study indicate that the better the e-service quality obtained by customers, the more it will increase the trust of Shopee customers in Denpasar City so that it can further influence the repurchase intention of Shopee customers in Denpasar City. So that the fourth hypothesis in this study can be proven true.

The results of this study are in line with the results of the study by Jogja & Widowati (2023) which stated that trust is able to mediate the influence of e-service quality on repurchase intention. Research conducted by Alvin & Qomariah (2022) stated the same thing where the results of the study showed that trust is able to mediate the influence of e-service quality on repurchase intention in Tokopedia users. This is in line with research conducted by Haryanti et al. (2023) which states that the trust variable is able to mediate the influence of e-service quality on repurchase intention.

5. CONCLUSION

Based on the research results obtained, several conclusions can be drawn as follows.

- 1) E-service quality has a positive and significant effect on repurchase intention of Shopee customers in Denpasar City. This shows that the better the e-service quality provided, the higher the level of repurchase intention of Shopee customers in Denpasar City.
- 2) E-service quality has a positive and significant effect on trust in Shopee customers in Denpasar City. This shows that the better the e-service quality provided, the more it will increase trust in Shopee customers in Denpasar City.
- 3) Trust has a positive and significant effect on repurchase intention of Shopee customers in Denpasar City. This shows that the higher the trust held by customers, the higher the repurchase intention of Shopee customers in Denpasar City.
- 4) Trust positively and significantly able to mediate the influence of e-service quality on repurchase intention on Shopee customers in Denpasar City with a mediation effect, namely complementary partial mediation. This means that the more e-service quality provided is able to increase consumer trust in online shopping applications, then through this it will increase consumer desire to make repeat purchases using the online application. The complementary partial mediation in the results of this study means that e-service quality can influence repurchase intention with or without trust. However, if supported by trust, its influence will increase on the level of repurchase intention of Shopee customers in Denpasar City.

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