

The Role of Trust Mediates the Effect of Perceived Ease of Use and Perceived Usefulness on Online Repurchase Intention

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ABSTRACT : *Online Repurchase Intention is an individual's intention to buy or reuse online something that has previously been purchased or used. This study aims to explain the effect of perceived ease of use and perceived usefulness on online repurchase intention with trust as a mediating variable. This research was conducted in Denpasar. The population of this research is people who have previously u transacted through Shopee e-commerce. The sampling technique used in this study is purposive sampling method, with 157 respondents. Data collection methods using google form questionnaire. Data analysis technique used is path analysis to determine the relationship between two variables and Sobel Test to determine the role of mediation. The results of this study found that perceived ease of use and perceived usefulness have positive and significant effect on trust and online repurchase intention, trust have a significant positive effect on online repurchase intention and trust mediated the perceived ease of use and perceived usefulness of online repurchase intention. Shopee needs to improve several aspects in order to increase online repurchase intention such as clarity and ease in understanding the usage procedures, lower product prices, increase user loyalty and increase innovation and promotion..*

Keywords -online repurchase intention, perceived ease of use, perceived usefulness, trust

I. INTRODUCTION

Globalization seems to have touched many aspects of human life both in terms of technology, education, economics and others. Globalization creates various lifestyle changes whether positive or negative. Physical globalization is marked by the development of cities that are starting to become part of the world's urban network. This can be seen from the telecommunications infrastructure, transportation networks, international scale companies and their branches (Nurhaidah & Musa, 2015). Globalization has been able to erode the boundaries created by distance through various advanced technologies.

In the field of economics, an outline of the phenomenon of globalization can be seen from the growth of cross-border economic activities in various forms. Among them, two forms of economic activity that are actually increasingly globalized, which are trade flows and international capital flows. Therefore, the flow of globalization and the flow of trade and world investment go together (Zaroni, 2015). One of the effects of globalization is the emergence of smartphone that today not only used as a communication tool, but many other things can be easily accessed via smartphones such as taking pictures, tracking locations, browsing on internet and many other activities. Today there are so many online shopping sites which often called e-commerce that make it easy for consumers to shop anytime and anywhere because they can be processed and accessed through their smartphones. E-commerce is a way for consumers to be able to buy the desired goods by utilizing internet technology. The use of e-commerce technology can be felt by consumers (business to consumer) and by business people (business to business) (Mumtahana, 2017)

The lack of time to shop directly to the place of sale of goods desired makes e-commerce an alternative choice for shopping because the process does not require a long time. One positive impact of e-commerce on companies is that companies do not have to rent or buy a place to market their products, because e-commerce is done online and the company can operate its business for 24 hours. Maulana et al. (2015), e-commerce is said to be a necessity for a business that is able to help a company to improve competence and win competition for its products among competitors.

According to Firmansyah (2017), e-commerce in Indonesia can be said to be relatively new. So there are still many shortcomings encountered in its implementation. These deficiencies range from inadequate infrastructure and information technology and internet networks, regulations that still do not reach comprehensively, to the problem of tax collection on e-commerce transactions. Nevertheless, according to katadata.co.id e-commerce transactions in Indonesia continue to increase every year. E-marketer data shows that

Indonesia's e-commerce transactions reached Rp. 25.1 trillion in 2014 and rose to Rp. 69.8 trillion in 2016, with an exchange rate of Rp. 13,200 per US dollar. Likewise in 2018, the value of Indonesia's digital trade will continue to rise to Rp 144.1 trillion.

Shopee is one of the most popular e-commerce sites used in Indonesia. promotions carried out by Shopee increasingly attract consumers to use it. An example is the 11:11 promo that managed to attract many consumers. In addition, the selection of Brand Ambassadors is one of Shopee's unique promotions. For example, lately Shopee uses Black Pink as her brand ambassador. Convenience provided by Shopee also varies in addition to the ease of use that is free shipping, discounted prices and much more. Shopee users in Bali are also quite a lot. Based on the survey conducted using Instagram social media where samples taken from Denpasar stated that 97 of 156 people used Shopee more frequently than other e-commerce sites, such as Lazada 14 people, Tokopedia 20 people and Bukalapak 23 people.

Most of the people who use Shopee more often have a perception about the ease of use of Shopee and the perceived benefits of using Shopee (perceived usefulness). The ease of use referred to based on the survey conducted include ease of access, ease of use of applications and ease of conducting transactions. The benefits they feel (perceived usefulness) include the ability to shop more efficiently, the number of choices of products obtained, can make price comparisons so that they can get the lowest price, the number of discounts, free shipping and the return of the system when the product received is not in accordance with what ordered.

TAM (Technology Acceptance Model) has two main things that affect the use of information technology systems, namely perceived usefulness and perceived ease of use. Perceived usefulness as usefulness of perception explains that with the attitude of user acceptance of information technology systems (Perangin et al, 2016). TAM is also a theory about the actions and perceptions of individuals about a matter in order to determine attitudes and interests in behavior (Oentario et al., 2017). According to Haryani et al. (2014) many researchers have used TAM to predict the use of technology.

Perceived ease of use is based on the extent to which prospective users expect the new system to be used free from difficulties (Aditya & Wardana., 2016). The definition of perception of ease as the extent to which individuals believe using technology will be free of effort. If the individual considers the information media easy to use then he will use it. Conversely, if an individual considers the media information is not easy to use then he will not use it. Based on a survey through social media Instagram conducted in Denpasar in 2019, 57 out of 99 people agreed that Shopee is an easy-to-use e-commerce site.

Perceived usefulness or perceived value of benefits or benefits felt by consumers is also an important factor in attracting consumers' intention to continue to choose to use an e-commerce site. Aditya & Wardana (2016) also said that perceived usefulness is defined as the usefulness of a technology so that if the effectiveness of a technology is doubted, one's intention will not appear to use it. Based on a survey through social media Instagram conducted in Denpasar in 2019, 30 out of 99 people stated that they felt the benefits of using Shopee and the rest did not give an answer. Some reasons for those who agree are because it is easy to find the item they are looking for, free shipping, discounted prices, accessible anywhere and several reasons for other benefits.

Perceived ease of use and perceived usefulness are important factors owned by an e-commerce to increase consumer confidence so that consumers will be loyal to re-use the e-commerce site. According to Wen et al. (2011) explained that TAM is the most popular framework used to explain consumer intentions and behavior because TAM can be integrated with other factors to strengthen its explanation, where these factors include Perceived enjoyment or playfulness, trust, satisfaction and confirmation. Online vendors face significant challenges in creating an environment that can give customers the confidence to make online transactions where their products must look visually appealing to consumers. Wen et al. (2011) also stated that trust has an important role in customer retention and has been integrated with TAM in explaining customer intentions and behavior. Trust must be owned by e-commerce that is integrated with perceived ease of use and perceived usefulness to create customer's online repurchase intention.

Based on research by Wen et al. (2011) in his research found that trust is able to mediate positively and significantly the effect of perceived ease of use and perceived usefulness on online repurchase intention by being mediated by trust. When experiencing developments as well as technology, therefore this study wants to examine the results of the influence of perceived ease of use and perceived usefulness on online repurchase intention through trust as a mediator.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Puspitasari & Briliana (2017) state that online repurchase intention is influenced by consumers' perceived ease of use on a website where perceived ease of use has a positive and significant effect on online repurchase intention. Similarly, research by Subagio et al. (2018) who conducted research on Go-Jek in Malang where the results of the study stated that perceived ease of use had a positive and significant effect on online repurchase intention. Cho (2015) in his research also states that perceived ease of use has a positive and significant effect on online repurchase intention. Aren et al. (2013) also states that there is a relationship between

perceived ease of use and online repurchase intention, where perceived ease of use has a positive and significant effect on online repurchase intention. Juniawati (2015) states that perceived ease of use has a significant positive effect on online repurchase intention. From the results of previous studies regarding the effect of perceived ease of use on online repurchase intention, the researchers put forward the following hypothesis:

H1: Perceived ease of use has a positive and significant effect on online repurchase intention.

Puspitasari & Briliana (2017) state that Perceived usefulness has a positive and significant effect on online repurchase intention, similar to Pramesti (2013) statement which also states the same thing that perceived usefulness does have a positive and significant effect on online repurchase intention. Aren et al. (2013) also argues the same thing that perceived usefulness has a positive and significant effect on online repurchase intention. Ali (2016) states it is different from the three statements above, where in his research it is explained that perceived usefulness has no significant positive effect on online repurchase intention. Based on this research gap, the researcher proposes the following hypothesis:

H2: Perceived usefulness has a positive and significant effect on online repurchase intention.

According to Wen et al. (2011) states that trust has a relationship with perceived ease of use wherein the results of his study explain that perceived ease of use has a significant positive effect on trust. Also supported by the research results of Subagio et al. (2018) which explains that the perceived ease of perceived consumers will lead to a trust in the company providing goods or services where the research states that the perceived ease of use has a positive and significant effect on trust. Daud et al. (2018) also states that perceived ease of use has a positive effect on significant trust. Based on the results of previous studies, the researchers put forward the following hypothesis:

H3: Perceived ease of use has a positive and significant effect on trust.

Ramos et al. (2018) explains that perceived usefulness has a positive and significant effect on trust. Daud et al. (2018) also explains that there is a positive relationship between perceived usefulness and trust where it is stated there that trust has a positive and significant effect on perceived usefulness.

H4: Perceived usefulness has a positive and significant effect on trust.

Cho (2015) states that trust has a negative and significant effect on online repurchase intention. Juniawati (2015) which states that trust has a positive and significant effect on online repurchase intention. Research by Puspitasari & Briliana (2017) which examined the Indonesian Zalora Object states that trust does indeed have a positive and significant effect on Online Repurchase Intention. In contrast to Wen et al. (2011) states that trust is not a significant positive effect on online repurchase intention. Based on the gap found based on a study of previous research, the researcher proposes a hypothesis:

H5: Trust has a positive and significant effect on online repurchase intention.

According to Al-Sharafi et al. (2017) states the role of trust is able to increase perceived ease of use in conducting positive online transactions insignificantly. Yudiarti & Puspaningrum (2018) stated that perceived ease of use through trust had a positive and significant effect on online repurchase intention purchases. Wen et al. (2011) explained that perceived ease of use has a positive and significant effect on trust and based on the results and studies of previous studies above, the researchers propose a hypothesis:

H6: Trust mediates positively and significantly the effect of perceived ease of use on online repurchase intention.

Yudiarti & Puspaningrum (2018) stated that perceived usefulness through trust had a positive and significant effect on online purchases. Ramos et al. (2018) explained that perceived usefulness had a significant positive effect on trust and Puspitasari & Briliana (2017) stated that trust had a positive and significant effect on Online Repurchase Intention. Based on the results of the study found based on studies from previous studies, the researchers propose a hypothesis:

H7: Trust mediates positively and significantly the effect of perceived usefulness on online repurchase intention.

III. METHODS

This research is classified as associative research with descriptive quantitative approach. This research was conducted in Denpasar. The population of this research is Denpasar residents who have previously used or transacted through Shopee e-commerce so that the population in this study cannot be determined.

This research will use multivariate analysis, so the number of sample members is at least 5 to 10 times the number of variables studied. The indicators used in this study are 19 indicators, so the number of respondents who will be used in this study is in the range of 95 to 190 respondents. The sample criteria in this study are as follows: Minimum age of 17 years, Minimum high school education, Respondents who are able to operate electronic media such as smartphones and PCs, Have used or transacted with Shopee e-commerce. The sampling technique used in this study is non probability sampling with a purposive sampling method. Data collection methods in this study through the distribution of research instruments in the form of questionnaires to

respondents directly. Researchers spread the questionnaire directly face to face and by using the media in the form of google form.

IV. RESULTS AND DISCUSSION

The distribution of respondents was dominated by 70.7% women and 29.3% men. This proves that both women and men love to shop online. This removes the stigma that shopping online at Shopee e-commerce is generally only done by women. From the above respondents' data specifically based on gender where there are 111 female users and 46 male users, it is concluded that Shopee e-commerce users come from all genders, both male and female. The biggest users of Shopee e-commerce are in the age range of 17-21 years and then followed by users in the range of 22-26 years. This proves that the most users of Shopee e-commerce are at the teenage to adult level. This is reasonable considering that today the biggest users of the internet and technology are teenagers and adults.

Respondents strongly agree that they feel the perception of ease of use in Shopee e-commerce. This can be seen in the overall average value of the respondents' answers stating they strongly agree with the perceived ease of use in Shopee e-commerce. The statement that gets the highest score is "Shopee is easy to learn" with an average value of 4.30. These results indicate that Shopee e-commerce users, especially in Denpasar, totally agree if there really is an perceived ease of use when they use Shopee e-commerce. The statement that gets the lowest score is "Shopee is clear and easy to use" which gets an average value of 4.25 which proves that not all Shopee users strongly agree that Shopee e-commerce is clear and easy to use. However, there are a few or only a few respondents who answered disagree. After observing, it turns out that there are some things that affect the respondent's answer. Overall respondents agreed that they had a perception of the benefits of using Shopee. As well as having a high perception of convenience towards Shopee. This can be seen in the overall average value of the respondents' answers stating that they agree with the perceived usefulness when using Shopee. The statement that gets the highest score is the statement "Shopee makes shopping easier" with an average value of 4.46. This shows that the respondents agreed that e-commerce Shopee provided benefits to them when using it. These benefits include providing high use values, making them more effective in shopping and making it easier for them to shop. There is a statement with the lowest value, the statement "Shopee makes shopping more efficient" with an average value of 3.63. This fact shows that not all respondents agree that Shopee makes their shopping more efficient. Although the overall value of the respondents agreed with the perceived usefulness in using Shopee, there were some respondents who answered disagree and even strongly disagreed in the above statements.

Respondents have high trust towards Shopee. This is clearly seen in the average value of all respondents' answers. The statement with the highest score is the statement "Shopee can be trusted so I am not afraid to use it" with an average value of 4.04. These results show that the level of trust respondents towards Shopee is high which can be proven by respondents who feel safe transacting with e-commerce, they feel their privacy remains protected, Shopee services are considered good, there is no fear felt by respondents when using e-commerce and their willingness to provide criticism and suggestions in the hope that Shopee can develop towards a better direction. The statement that gets the lowest score is the statement "I do not want to switch to E-commerce other than Shopee" with an average value of 3.10 which states a neutral feeling or refers to the hesitation to stay away from Shopee or not. However, overall the average value of respondents' answers can be seen that respondents Shopee users especially in Denpasar have a high level of trust in Shopee.

Respondents have a high intention to reuse or their online repurchase intention is high. Based on the data in the table there is a statement that gets the highest score is a statement that "I often recommend the people closest to me to use Shopee" with an average value of 3.67. This shows that respondents have a high intention to repurchase by agreeing to these statements including that they often recommend e-commerce to those closest to them and always make Shopee the choice to shop online ". While the statement with the lowest value is achieved by the statement "I like to find out information relating to Shopee" with an average value of 3.47. From the overall results above, although the overall respondents' average score stated that the level of online repurchase intention was high there were several respondents who stated they did not agree with the statements.

Table 1. Path Analysis Results 1 (Perceived Ease of Use, Perceived Usefulness, and Trust towards Online Repurchase Intention)

Model	R Square	Standardized Coefficients Beta	Sig.
Perceived Ease of Use (X1)	0,453	0,228	0,003
Perceived Usefulness (X2)		0,353	0,000
Trust (Y1)		0,482	0,000

Table 2. Path Analysis Results 2 (Perceived Ease of Use and Perceived Usefulness Towards Trusts)

Model	R Square	Standardized Coefficients Beta	Sig.
Perceived Ease of Use (X1)	0,430	0,345	0,000
Perceived Usefulness (X2)		0,393	0,000

A total determination value of 0.689 means that 68.9% of online repurchase intention variations are influenced by variations in perceived ease of use, perceived usefulness, and trust, while the remaining 31.1% is influenced by other factors not included in the research model.3)

Table 3. Direct Effects, Indirect Effects and Total Effects

Variables	Direct Effects	Indirect Effects	Total Effects
<i>Perceived Ease of Use</i> → <i>Online Repurchase Intention</i>	0,228	0,166	0,394
<i>Perceived Usefulness</i> → <i>Online Repurchase Intention</i>	0,353	0,170	0,523
<i>Perceived Ease of Use</i> → <i>Trust</i>	0,345	-	0,345
<i>Perceived Usefulness</i> → <i>Trust</i>	0,393	-	0,393
<i>Trust</i> → <i>Online Repurchase Intention</i>	0,482	-	0,482

Perceived ease of use has a direct effect on online repurchase intention and an indirect effect through trust. the indirect effect coefficient can be calculated by multiplying the path coefficient from perceived ease of use to trust with the path coefficient from trust to online repurchase intention of $0.345 \times 0.482 = 0.166$. The results of the indirect effect coefficient are smaller than the direct effect ($0.166 < 0.228$), so it can be said that the trust variable is able to mediate the effect of the perceived ease of use variable on the online repurchase intention variable. Meanwhile, perceived usefulness has a direct influence on online repurchase intention and an indirect effect through trust. the coefficient of indirect effect can be calculated by multiplying the coefficient from perceived usefulness to trust with the coefficient from trust to online repurchase intention of $0.393 \times 0.482 = 0.170$. The results of the indirect effect coefficient are smaller than the direct effect ($0.170 < 0.353$), so it can be said that the trust variable is able to mediate the effect of the perceived usefulness variable on the online repurchase intention variable.

Based on calculations, the calculated z value of 85.716 which means greater than the z table value of 1.976 ($85.716 > 1.976$). This result means that trust is able to significantly mediate the effect of perceived ease of use on online repurchase intention. Based on calculations, z count is 33.587 which means it is smaller than the z table value of 1.976 ($33.587 > 1.976$). This result means that trust is able to significantly mediate the effect of perceived usefulness on online repurchase intention.

The purpose of this test is to determine the effect of perceived ease of use on online repurchase intention. Based on the results of the analysis of the effect of perceived ease of use on online repurchase intention, a beta coefficient value of 0.228 is greater than 0, which means there is a positive direction and a significance value of 0.003 which is less than 0.05. These results indicate H1 is accepted so that perceived ease of use has a positive and significant effect on online repurchase intention. This result means that the higher perceived ease of use of a person to Shopee, the greater the online repurchase intention of users to Shopee. This is in accordance with the research of Puspitasari & Briliana (2017), Subagio et al. (2018), Cho (2015), Aren et al. (2013) and Juniwati (2015) which stated that perceived ease of use had a positive and significant effect on online repurchase intention

The purpose of this test is to determine the effect of perceived usefulness on online repurchase intention. Based on the analysis of the effect of perceived usefulness on online repurchase intention, a beta coefficient value of 0.353 is obtained which is greater than 0, which means there is a positive direction and a significance value of 0,000 which is less than 0.05. These results indicate H2 was received so that perceived usefulness has a positive and significant effect on online repurchase intention. This shows that the higher one's perceived usefulness when using Shopee, the greater their online repurchase intention towards Shopee. The above results are also in accordance with Puspitasari & Briliana (2017), Pramesthi (2013), Aren et al. (2013) states that perceived usefulness has a significant positive effect on online repurchase intention.

This test aims to determine the effect of perceived ease of use on trust. Based on the results of the analysis of the effect of perceived ease of use on trust, a beta coefficient value of 0.345 is obtained which is greater than 0, which means there is a positive direction and a significance value of 0,000 that is less than 0.05. These results indicate that H3 is accepted so that perceived ease of use has a positive effect on trust. The higher

perceived ease of use when using Shopee, the higher their trust in Shopee. This is consistent with several previous studies by experts, Subagio et al. (2018)) and Daud et al. (2018)states that it is true that perceived ease of use has a significant positive effect on trust.

This test is conducted to determine the effect of perceived usefulness on trust. Based on the analysis of the effect of perceived usefulness on trust, a beta coefficient of 0.393 is greater than 0, which means there is a positive direction and a significance value of 0,000 that is less than 0.05. These results indicate that H4 is accepted so that perceived usefulness has a positive effect on trust. This shows that the higher one's perceived usefulness towards Shopee, the greater their trust in Shopee. The above results are in line with Ramos et al. (2018), and Daud et al. (2018)which states the same thing that perceived usefulness has a significant positive effect on trust.

The results of this test aim to determine the effect of trust on online repurchase intention. Based on the results of the analysis of the influence of trust on online repurchase intention, a beta coefficient value of 0.482 is greater than 0, which means there is a positive direction and a significance value of 0,000 that is less than 0.05. These results indicate that H5 is accepted so that trust has a positive and significant effect on online repurchase intention. That means the higher a person's trust in Shopee, the greater their online repurchase intention to Shopee. These results are consistent with Juniawati (2015), Cho (2015) and Puspitasari & Briliana (2017) who state that trust has a significant positive effect on online repurchase intention.

The purpose of this test is to determine the role of trust in mediating the effect of perceived ease of use on online repurchase intention. Based on calculations, the perceived ease of use of online repurchase intention through trust has a positive effect seen from the results of the indirect effect of 0.166 and the z value of 85.716 is obtained which means it is greater than the z table value of 1.976 ($85.716 > 1.976$). This result means that trust is able to mediate positively and significantly the effect of perceived ease of use on online repurchase intention. This shows that through the presence of high trust by users of the perceived ease of use of Shopee, it will also lead to higher online repurchase intentions. These results are consistent with Yudiarti & Puspaningrum (2018), Al-Sharafi et al. (2017) and Wen et al. (2011)

This test aims to find out the role of trust in mediating the effect of perceived usefulness on online repurchase intention. Based on the calculation, the perceived usefulness of online repurchase intention through trust has a positive effect seen from the results of indirect influence that is equal to 0.170 and the calculated z value of 33.587, which means it is smaller than the z table value of 1.976 ($33.587 > 1.976$). This result means that trust is able to mediate positively and significantly the effect of perceived usefulness on online repurchase intention. This shows that through the existence of high trust by users of the perceived usefulness of Shopee, it will also lead to higher online repurchase intentions. These results are consistent with Yudiarti & Puspaningrum (2018), Ramos et al. (2018)and Puspitasari & Briliana (2017)

The theoretical implications in this study are related to the variables studied related to Shopee based on the TAM theory that explains the intentions and behavior of consumers because TAM can be integrated with other factors to strengthen its explanation, one of which is trust. So this research is also able to enrich the theory. The relationship between variables on perceived ease of use and perceived usefulness has been proven to be positively and significantly able to influence one's online repurchase intention towards e-commerce. Therefore, the company is obliged to maintain and even increase the ease of use and benefits provided by e-commerce to its users.

The ease of use of Shopee based on respondents' answers is an indicator that causes the highest perceived ease of use in the minds of users compared to several other indicators. This is one of the attractions for users to choose Shopee. In the perception of ease or perceived usefulness, ease of shopping is the highest answer that affects consumers' perception of usefulness in Shopee. So this indicator is very influential in the user's intention to choose Shopee. The existence of trust so that users do not have fear in using Shopee is an indicator that is no less important because according to the answers of most respondents agree that this raises a sense of trust or trust in users of e-commerce. The things described above are the highest indicators that affect online repurchase intention positively and significantly on Shopee.

V. CONCLUSION

Perceived Ease of Use has a positive and significant effect on Online Repurchase Intention. This result means that the higher one's Perceived Ease of Use, the higher one's Online Repurchase Intention. Perceived Usefulness has a positive and significant effect on Online Repurchase Intention. This shows that the higher perceived usefulness a person has, the higher one's Online Repurchase Intention. Perceived Ease of Use has a positive and significant effect on Trust. The explanation above shows that the higher the Perceived Ease of Use a person has, the higher one's trust will be.

Perceived Usefulness has a positive and significant effect on Trust. This shows that the higher one's perceived usefulness, the greater one's trust. Trust has a positive and significant effect on Online Repurchase Intention. This means that the higher a person's trust, the higher one's Online Repurchase Intention. Trust is able

to significantly mediate the effect of perceived ease of use on online repurchase intention. This shows that through the presence of high trust by users of the perceived ease of use from Shopee, it will also lead to higher online repurchase intentions. Trust is able to significantly mediate the effect of perceived usefulness on Online Repurchase Intention. This shows that through the existence of high trust by users of the perceived usefulness of Shopee, it will also cause higher Online Repurchase Intention.

What can be done to improve and create perceived ease of use for users is to make Shopee clearer and easier to understand because it is this indicator that scores below average compared to other indicators. One thing that can be done is to simplify the system, language, shorten the steps, add information or instructions for use in each point and so on. So that users do not experience kebingan and difficulties in conducting transactions through this e-commerce. What can be done to maintain and increase user perceived usefulness is to help users be more economical when shopping and help them make shopping decisions easier because these two indicators get the lowest and below average scores so that through this increase they feel the maximum benefit one of which is saving their money. Things that can be done for example is to display products with a variety of price ranges and recommend shops with the lowest prices on top.

What can be done to improve and grow trust in the minds of users is to provide services and presentations that are appropriate and effective in order to prevent users from switching from Shopee to other e-commerce. This can be done in several ways including increasing security and personal features for users, providing better services, being open to suggestions from users and increasing creativity and innovation to be able to compete. Things that can be done to improve online repurchase intention are to create a sense of wanting know the user against Shopee. Things that can be done include giving surprises and attractive prizes and different in each specific period of time as well as increasing the number of interesting advertisements so that these things can make users feel curious and always want to find out the latest information about shopee.

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