

The Influence of Customer Experience, Ease of Use, and Trust on Repurchase Intention (Case Study of Tokopedia Consumers in Denpasar)

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ABSTRACT : The purpose of this study is to explain the effect of customer experience, ease of use, and trust on repurchase intention. This research design uses a design with a quantitative approach in the form of associative. This research was conducted in the city of Denpasar. This study uses 16 indicators and measured using Likert scale . The number of samples in this study are 160 respondents. The data analysis technique used is multiple linear regression. The results show that customer experience has a positive and significant effect on repurchase intention; Ease of use has a positive and significant effect on repurchase intention; Trust has a positive and significant effect on repurchase intention; Customer experience, ease of use and trust have a simultaneous effect on repurchase intention.

Keywords -customer experience, ease of use, trust, repurchase intention

I. INTRODUCTION

The development of technology from time to time has continuously progressed. Advances in information technology currently place information systems as an important element in daily activities. The internet as a global computer network has an important function, namely as a medium for telecommunications and a medium for electronic commerce (Ikhsani, 2014). Technological developments are made to facilitate life, this makes internet users continue to increase from year to year. The survey conducted by the Indonesian Internet Service Provider Association, internet users in Indonesia as of April 2019 reached 171.17 million people from the total population. The internet raises a new phenomenon in the process of buying and selling goods. This has led to the development of trading activities, one of which is the presence of e-commerce (Wiyata et al., 2020). Yolandari & Kusumadewi (2018)state that e-commerce is a digital processing information and communication technology in conducting business transactions to create, change and redefine new relationships between sellers and buyers, only by opening the website the buyers can see the products offered.

E-commerce offers many conveniences in online shopping. Currently, there are many e-commerce sites that provide mobile access to facilitate shopping activities without having to travel outside the house (Masarianti et al., 2019). This condition is a manifestation of technological developments in the business sector. This online shopping system, a website or application provides land or a place for sellers to sell their products, on this website or application we will find products from different sellers. E-commerce is made not only to help promote merchandise, but also to facilitate online transactions. E-commerce makes consumer shopping patterns change from conventional to online through various kinds of online buying and selling sites in Indonesia. Oktarini & Wardana (2018)state the high interest in online shopping of the Indonesian people, encouraging e-commerce to grow rapidly to provide services that consumers want. E-commerce that is developing in Indonesia starts from Tokopedia, Buka, Shopee, Lazada, Blibli, JD ID, Sale Stock Indonesia, Elevenia, Bhinneka, Zalora and so on. Tokopedia holds the highest monthly visitor rating after Shopee and Bukalapak. Judging from the number of website visits, Tokopedia is the e-commerce site with the highest visits in the third quarter of 2019

Tokopedia was in the first position in the TOP 10 E-commerce in the third quarter of 2019. Tokopedia received monthly visits of 65 million website visitors which made Tokopedia in first place. Tokopedia is an e-commerce platform originating from Indonesia. The Tokopedia online buying and selling site has a wide variety of products ranging from beauty products, fashion, home appliances, mother and child needs, food, sports equipment, electronics and provides various other products. Tokopedia is also equipped with payment services, such as property installments, credit installments, PDAM water, education fees, credit card bills, Internet and TV, install cable TV, BPJS, Telkom, electricity bills, phone credits, shopping vouchers and many others. Tokopedia also collaborates with the government to provide services such as pre-employment cards, PBB tax, E-Samsat, pay for passports, pay for SIM, pay for KUA and others. Not only equipped with various services, in

transactions and delivery, Tokopedia also makes payments easier for Tokopedia to use bank transfers, Alfamart, Alfamidi, Indomaret, Lawson, JNE, Post Office, Circle K, FamilyMart, BRILink, and Tokopedia outlets. The courier options provided by Tokopedia are quite a lot, namely J&T, Pos Indonesia, AnterAja, JNE, SiCepat, Grab, and Gojek. Shopee shifted Tokopedia's position in the fourth quarter of 2019.

Tokopedia's position as the most popular e-commerce in Indonesia was shifted by Shopee in the fourth quarter of 2019. Tokopedia received 67 million website visits, although site visits had increased, Tokopedia's shift needed attention. Tokopedia must pay attention to various factors regarding online shopping behavior by customers. According to Pratiwi & Suparna (2018), customers are the most important thing in running a business, because without customers, the company cannot make a profit. This shift can occur due to decreased or even lost interest in buying back or repurchase intention, which is influenced by several factors. Repurchase intention or interest in repurchasing is very important to make consumers interested in visiting the website. Repurchase intention is consumer behavior that must be considered by companies. There is consumer interest in repurchase intention to make the company continue to compete with its competitors, repurchase intention is the intention to repurchase a product twice or more, for the same or different products. Repurchase intention or intention to repurchase is an individual decision after getting an assessment of a previous purchase and intending to repurchase the same service or company based on possible considerations and circumstances. A consumer's repurchase intention towards online shopping is influenced by factors that come from the individual consumer himself. This factor is in the form of customer experience in online shopping, besides that there are direct features of online shopping and a direct effect of the features provided by the online shopping site itself, namely ease of use and also trust in sellers and online buying and selling sites used

Customer experience is one of the factors that causes consumers to repurchase intention. Experience is when a customer gets sensation or knowledge resulting from several levels of interaction with various elements created by the service provider (Annisa et al., 2019). Cahyani et al. (2019) stated that the higher the level of competition, the higher the service providers must also maintain the consumer experience or customer experience so that it remains satisfying and consumers make repeat purchases. Customer experience, consumers will always be involved emotionally in every activity so that guests have a unique, memorable experience, which lasts at that time and then the desire arises to return to use (Phuong & Trang, 2018). Safitri (2017) states that customer experience has a significant effect on repurchase intention. Different results in Adinata & Yasa (2018), that experience does not have a significant effect on repurchase intention. There are other factors that make consumers repurchase intention, namely ease of use.

Ease of use or ease of use is what makes consumers make a transaction. The ease with which consumers use online buying and selling sites greatly affects their interest in transacting online. Websites and applications that are easy to use and understand by consumers will be preferred by consumers because they don't have to spend a lot of time studying them (Dawi et al., 2018). When the consumer has found convenience, the consumer will re-perform the transaction. The convenience factor as the level at which someone believes that the use of information systems is easy and does not require the wearer's hard effort to be able to do it, ease of use is also a belief about the decision-making process or purchase intention. If someone believes that the information system is easy to use, that person will use it. Yohanda et al. (2019) get the same results where ease of use has a significant effect on repurchase intention. Kahar et al. (2019), which show there is no significant effect between ease of use and repurchase intention. Another factor that can make consumers repurchase intention is trust.

Customer trust is consumer trust in a company or product. A belief that arises in online buying and selling transactions will generate consumer interest to make purchases online (Hidayat et al., 2020). The online shopping process, trust plays an important role, including giving a sense of trust to consumers both in terms of privacy and the quality of the products offered. Consumer trust in the e-commerce business is one of the key factors in online buying and selling. Trust refers to the seller's consumer confidence that he will meet his expectations and this trust motivates him to accept and complete online transactions (Putri & Sukawati, 2020). To make consumers believe in transacting online, a company must ensure whether the transactions carried out through the platform are convincing, besides that the company must also be able to provide the best for consumers and make these consumers feel valued (Wijaya & Astuti (2018) get the same results where trust has a significant effect on repurchase intention. Meanwhile, different research results were found by Ali (2016) which showed insignificant results between trust and repurchase intention

The pre-survey results showed the problems that Tokopedia experienced in the city of Denpasar. Repurchase interest at Tokopedia shows fairly low results (46.7 percent), although a pleasant shopping experience shows 56.7 percent and items purchased at Tokopedia do not disappoint, showing 66.7 percent. This result is quite high compared to the easy-to-use Tokopedia application, which shows a result of 46.7 percent. The pre-survey results indicate that the repurchase interest in Tokopedia is quite low

II. HYPOTHESIS DEVELOPMENT

If the experience that consumers receive turns out to provide a sense of satisfaction, it will increase their buying interest and will make consumers do it again in the future. Consumers who have a pleasant impression of a product will make these consumers have a positive experience that will not be forgotten, they will make repeat purchases, lack of satisfaction will result in consumers being reluctant to repurchase at a particular company or brand. Safitri (2017) states that customer experience has a significant effect on repurchase intention. Customer experience has an influence on repurchase interest. Annisa et al. (2019) reveal that customer experience has a positive effect on repurchase intention. Hasman et al. (2019) stated that customer experience has a positive and significant effect on repurchase intention.

H1: Customer experience has a positive and significant effect on repurchase intention.

Pham & Nguyen (2019) states that perceived ease of use has been shown to have an effect or influence on interest through two causal channels, a direct effect on interest and an indirect effect on interest through perceptions of perceived usefulness. A consumer finds it easy to interact with e-commerce sites, to find product information, buy products, and make payments, then they will consider online shopping to be more useful than conventional shopping (Syifa Johan et al., 2020). Cahyani et al. (2019) the ease of use variable has a significant effect on repurchase intention. Yohanda et al. (2019) also get the same results where ease of use has a significant effect on repurchase intention.

H2: Ease of use has a positive and significant effect on repurchase intention.

Trust is very important because it determines the consumer's intention to buy or repurchase a product or service on an online buying and selling site. Trivedi & Yadav (2020) stated that trust provides the possibility for consumer interest to re-purchase. Trust in this case can be interpreted as a collection of memories of the consumption experience which becomes a consumer's knowledge of the company. The element of trust in a company can be maximized, so the possibility to make repeat purchases will increase, so it is said that trust can create repurchase interest in consumers (Murdifin et al., 2020). When consumers trust a company, they will prefer to make repeat purchases and share valuable personal information with that company. Customer trust plays an important role in maintaining long-term relationships with sellers (Lestari & Ellyawati, 2019). Ruswanti et al. (2020) believe that trust is considered as a key factor that directly has a big influence on purchase intention. Juniwati & Sumiyati (2020) get the same results where trust has a significant effect on repurchase intention.

H3: Trust has a positive and significant effect on repurchase intention.

The repurchase intention of a consumer towards online shopping is influenced by factors that come from the individual consumer itself, in the form of customer experience in online shopping, besides that there are direct features of online shopping and the direct effect of the features provided by the online shopping site itself, namely ease of use. and also trust in sellers and online buying and selling sites used. Wiyata et al. (2020) stated that there are five dimensions of customer experience that are used as variables in the study, namely: sense (sensory experience), feel (emotional experience), think (cognitive experience), relate (social experience) variables. The results of the research variable sense (sensory experience), feel (emotional experience), think (cognitive experience), act (physical experience), relate (social experience), ease of use, and customer trust simultaneously affect the repurchase intention variable.

H4: Customer experience, ease of use, and trust have a positive and significant effect on repurchase intention.

III. METHODS

This research design uses a design with a quantitative approach in the form of associative. This study aims to determine the effect of customer experience, ease of use and trust on consumer repurchase intention on Tokopedia and conducted in Denpasar. The independent variables in this study are customer experience (X1), ease of use (X2), and trust (X3). The dependent variable in this study is repurchase intention which is given the symbol (Y). The population in this study are people who have bought on the online buying and selling site Tokopedia in Denpasar. The sample is Denpasar people who have bought on the online buying and selling site Tokopedia in the last 1 year. The sampling method used in this study was purposive sampling. The sample criteria in this study are the general public with high school education; Domiciled in Denpasar; and have bought on Tokopedia in the last 1 year. This study uses 16 indicators so that using an estimate based on the number of parameters obtained a sample size of 160 respondents. The data collection method in this study is a survey method using a questionnaire. The data analysis technique in this research is using multiple linear analysis techniques

Operational definition of a variable

Repurchase intention is a post-purchase action that makes customers want to make a repurchase on the Tokopedia online buying and selling site. Repurchase intention indicators in this study are: Transactional interest; Referential interest; Explorative interest

Customer experience is a positive customer experience when making purchases on the Tokopedia online buying and selling site. The indicators in this study are: Accessibility; Competence; Helpfulness; Problem solving

Ease of use of this research is the ease of use by customers when using the online buying and selling site Tokopedia. The indicators in this study are: Easy to learn; Controlable; Clear and understandable; Easy to become skillful; Easy to use

Trust is considered to be the most important way of building and maintaining long-term customer relationships. The indicators of trust are: On time delivery on the online purchasing site; Product quality on online purchasing sites; Able to provide detailed information on online purchasing sites; Online security

IV. RESULTS AND DISCUSSION

Female respondents dominated with 60.0 percent and male respondents by 40.0 percent. The dominant age of the respondents was 21-25 years (73.8 percent), while the lowest age group was > 30 years (6.9 percent). Respondents whose students dominate (71.9 percent)

The distribution of respondents' answers to customer experience with the highest score was 4.08 (in accessing products and interacting on Tokopedia I felt it was easy) and the lowest score was 3.58 (Tokopedia gave me the convenience of asking for information on the site). The total score for customer experience is 3.85, this means that Tokopedia must improve the convenience of consumers in accessing information on Tokopedia and Tokopedia needs to help consumers when consumers need solutions to problems they experience using the site, because customer experience affects Tokopedia's consumer repurchase intention. in Denpasar. The distribution of respondents' answers to ease of use with the highest score is 4.37 (I can easily understand the contents of the online buying and selling site Tokopedia) and the lowest score is 4.04 (using the Tokopedia application is easy to use according to user needs). The total score for the ease of use variable is 4.17, this means that the use of the Tokopedia application is easy to use according to user needs and the Tokopedia online buying and selling site is clear and understandable, both in terms of content and terms used must be improved because ease of use affects repurchase intention of Tokopedia consumers in Denpasar.

The distribution of respondents' answers to trust with the highest score was 4.17 (I believe Tokopedia is able to provide detailed information on the products sold) and the lowest score is 4.08 (I believe the security around user information on Tokopedia is maintained). The total score for the trust variable is 4.13, this means that Tokopedia must increase security around user information because trust affects the repurchase intention of Tokopedia consumers in Denpasar. The distribution of respondents' answers to repurchase intention with the highest score was 4.17 (I would recommend Tokopedia as a place to shop online) and the lowest score was 4.01 (I was looking for information about a product I wanted on Tokopedia). The total score for the repurchase intention variable is 4.09, this means that Tokopedia must be able to make consumers when they want a product to look for information through Tokopedia.

Table 1. Partial Test Results (t test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.664	.778		.854	.395
	Customer experience	.178	.048	.245	3.709	.000
	Ease of use	.236	.051	.351	4.617	.000
	Trust	.239	.069	.288	3.453	.001

The value of t-count the effect of customer experience (X1) on repurchase intention (Y) is 3.709, greater than t table 1.654 with a comparison of the sig value is 0.000; Standardized Coefficients Beta shows a positive number. This means that **H1 is accepted**, customer experience has a positive and significant effect on repurchase intention. Customer experience which is measured based on indicators: transactional interest, refractive interest, and explorative interest are proven to be able to increase repurchase intention. This means that Tokopedia must improve the convenience of consumers in accessing information on Tokopedia and Tokopedia needs to help consumers when consumers need solutions to problems experienced by using the site, because customer experience affects Tokopedia's consumer repurchase intention in Denpasar. Customer experience that gives a good impression to consumers can increase consumer desire to make repurchases, but customer experience that gives a bad impression to consumers will make consumers not want to make

repurchases.

The value of the ease of use (X2) t-count towards repurchase intention (Y) is 4,617 greater than the t-table 1.654 with a sig.t value of 0,000 and Standardized Coefficients Beta shows a positive number. This means that **H2 is accepted**, ease of use has a positive and significant effect on repurchase intention. Ease of use which is measured using indicators: accessibility, competence, helpfulness, and problem solving is proven to be able to influence the repurchase intention of Tokopedia consumers in Denpasar. This means that the use of the Tokopedia application is easy to use according to user needs and the Tokopedia online buying and selling site is clear and understandable, both in terms of content and terms used must be improved. Consumers who find it easy to use a product will increase their desire to repurchase the product, but if a product does not provide convenience in its use, the interest in repurchasing will decrease.

The value of the t-count the influence of trust (X3) on repurchase intention (Y) is 3.453, which is greater than the t-table 1.654; the sig value is 0.001 and Standardized Coefficients Beta shows a positive number. This means that **H3 is accepted**, trust has a positive and significant effect on repurchase intention. Trust that is measured using indicators: easy to learn, controllable, clear and understandable, easy to become skillful, and easy to use are proven to be able to increase repurchase intention of Tokopedia consumers in Denpasar. This means that Tokopedia must increase security regarding user information because trust affects the repurchase intention of Tokopedia consumers in Denpasar. The higher the level of consumer confidence, the more repurchase intention will increase.

F-count value of the influence of customer experience, ease of use and trust on repurchase intention is 76,028 greater than F-Table 2.66; sig value. F is 0.000 where **H4 is accepted**. These results indicate that customer experience, ease of use and trust have a simultaneous effect on repurchase intention. This means that companies must improve customer experience, ease of use and consumer trust so that re-purchases at the company increase, because the higher the customer experience, ease of use and consumer trust, then the desire of customers to repurchase will increase.

This research has been proposed and carried out according to scientific procedures. However, there are still limitations in this study, including: The number of respondents is only 160 people and only discusses Tokopedia, so the results of this study cannot be generalized to other company environments and there are still many other variables that can affect repurchase intention outside of the model described in the study. this is like brand image, product quality and others.

V. CONCLUSION

The results of this study found that customer experience has a positive and significant effect on repurchase intention; Ease of use has a positive and significant effect on repurchase intention; Trust has a positive and significant effect on repurchase intention; Customer experience, ease of use and trust have a simultaneous effect on repurchase intention. In running its business, Tokopedia should build a customer experience such as providing convenience in asking for information on the site so that consumers get a good shopping experience, ease of use such as facilitating application control and control so that it can be used according to user needs, and trust, namely Tokopedia needs to increase consumer confidence by maintaining security around user information on Tokopedia. Thus, customers' desire to make repurchases on the Tokopedia platform will increase. It is important for the management of the Tokopedia company to improve customer experience, namely the experience of consumers in making purchases, such as making it easier for consumers to ask for information on the site and providing solutions to problems experienced by consumers when shopping at Tokopedia.

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