Research Paper   Open Access

The Effect of Perceived Usefulness, Trust, and Perceived Enjoyment on Repurchase Intention: Study on Fashion Products

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ABSTRACT: The purpose of this study was to determine the effect of perceived usefulness, trust, and perceived enjoyment on the repurchase intention of fashion products offered through Instagram. The research was conducted in Bali, Indonesia, with respondents who had purchased online fashion products via Instagram in the last 6 months. Through the purposive sampling technique, 112 people were selected as research respondents by using an online questionnaire to collect the data which was then analyzed using multiple linear regression. The results of this study found that perceived usefulness, trust, and perceived enjoyment havea positive and significant effect on repurchase intention. This study provides insights that perceived usefulness, trust,and perceived enjoyment can increase the repurchase intention of fashion products offered through Instagram.
KEYWORDS : perceived usefulness, trust, perceived enjoyment, repurchase intention.

I.   INTRODUCTION

Instagram is a social media that is used to share photos and videos from individual accounts. The increasing popularity of Instagram has made many users who are involved in online business to promote their products through Instagram (Wicaksono, 2017)via Instagram business account. Instagram business account is an account intended for people who use Instagram to develop their business as a medium to market, sell products and interact with consumers.Instagram is used as a means of promotion and branding of a particular brand or product to make it more widely known in the community. The increasing popularity and number of Instagram users provide an opportunity to make Instagram a medium for buying and selling transactions. In 2020, Instagram added a new feature, the "Shop" feature, which is useful for consumers to search for or display business accounts that market and sell various products.

Instagram has an advertising feature as a paid option (Lestari, 2015). The added value of the Instagram display is the form of the online catalog. Through hashtags, consumers can easier to find the products they need (Gumilar, 2015). Instagram provides various types of products such as electronic goods, beauty products, and fashion products. Figure 1. shows a survey conducted by Mobile Survey Platform Indonesia, placing fashion as the product most frequently purchased online at 62 percent.

Indonesians' proclivity to shop for fashion on online social media reduces consumer awareness. This is especially true for buyers and sellers on the Instagram social media platform. Several cases of online shopping fraud on Instagram social media are more likely to be caused by consumers who are unable to meet the seller in person (Deby, 2017). According to Liputan6.com (2020) Cyber Patrol statistics, there were thousands of cybercrime complaints in 2019 with a total of 4,586 reports, of which 1,617 were online frauds that occurred on Instagram with 534 reports, WhatsApp with 413 reports, and Facebook with 304 reports. Several types of fraud are prevalent, with sellers abruptly disappearing when consumers make payment transactions.

There are frequently discrepancies between consumer expectations of fashion products and their original conditions. This causes consumers to be disappointed after purchasing fashion products sold by marketers because the products they receive are not in line with what they want. Some of these flaws are the result of consumers' lack of knowledge about shopping for fashion online, particularly for those who have never made a purchase transaction (Deby, 2017).

Figure 1. Mobile Survey Platform

Source: Indonesian Mobile Survey Platform, 2018

The researchers conducted a pre-survey in June 2020 based on this phenomenon. According to the results of the researcher's pre-survey of respondents, 42.3 percent of consumers choose to buy back fashion products via social media Instagram. Meanwhile, 11.5 percent said they would not make a repurchase through the Instagram social media platform.With these findings, it is critical to research consumers' intentions to repurchase online shopping. Consumers' intent to repurchase plays a significant role in an online store's success and benefits (Puspitasari & Briliana, 2017). The intention to repurchase is defined as consumer behavior that appears to repurchase a specific product or service and is influenced by a product's level of liking (Rahmawati et al., 2018).Consumers who are pleased with their first purchase will make additional purchases in the future, and vice versa, if they are dissatisfied, they will shop elsewhere (Maharani et al., 2020). Several factors influence the intention to repurchase, including perceived usefulness, trust, and perceived enjoyment. (Puspitasari & Briliana, 2017).

The perception of a consumer's use of a technology that improves performance is referred to as perceived usefulness (Mujiasih & Wiwoho, 2020). Instagram business accounts that sell fashion products will receive more visitors if they are thought to be beneficial to consumers. Instagram is now introducing a new "Shop" feature, which includes a variety of business accounts for product sellers. Customers will consider shopping online if they can easily interact with sellers on Instagram. If consumers realize the advantages of shopping online, their desire to return will grow (Kumalasari, 2017).

Research conducted by Sari and Briliana (2017) shows that perceived usefulness has a positive effect on repurchase intention. In contrast to the research findings of Subagio et al (2018) which show that perceived usefulness has a negative effect on repurchase intention. The perceived usefulness as a construct of consumer confidence explains that the use of technology will be able to improve consumer performance and believe that certain technology can facilitate the transaction process. Trust is an important factor in the online buying and selling business process (Anwar & Adidarma, 2016).

Trust influences consumers to make repurchase intentions at a later date. This statement arises because consumer trust is the main key in a business (Nisa, 2018). Trust is a strong factor in increasing buying interest in online businesses. Trust, the higher it will increase the interest in buying back (Nurwibowo & Indriani, 2017). The issue that arises when transacting or shopping for fashion online is a lack of trust. Many Instagram sellers post photos of fashion items that do not match their original shape or condition. Fashion products are declared authentic by sellers when they transact with consumers, but these products are fake when it comes to consumers. This is due to a consumer's confidence in involving technology in online fashion shopping transaction activities (Anwar & Adidarma, 2016). Building trust in long-term consumer relationships is also an important factor in generating consumer loyalty (Usman et al., 2016).Ginting and Fauzan (2016) found that trust can increase repurchase intention, but Aditya (2015) found that trust reduces repurchase intention.

The extent to which a person's perception can feel pleasure in something he obtains is referred to as perceived enjoyment. Perceived enjoyment is a reference measure of positive consumer emotions, and it feels enjoyable when interacting with information systems or online pages (Li, 2016). A pleasurable online shopping experience leads to more time spent shopping, and customers return to shop at a later date. A pleasurable and engaging

online shopping experience has a significant influence on consumer behavior. Perceived enjoyment focuses on the process of use and reflects the enjoyment and pleasure associated with using the system / online page display. Consumers who enjoy their online shopping experience are more likely to repurchase (Baskara & Sukaadmadja, 2016).

Consumers who have experienced the perceived enjoyment of making online purchases are more likely to repurchase online (Wardana & Oktarini, 2018). The issue is that the seller is inconsistent in presenting an appealing visual appearance made customers feel uncomfortable and uninterested, which can lead to lower-than-ideal sales (Fitriyani, 2017). Baskara (2016) found that perceived enjoyment has a positive effect on repurchase intention. In contrast to the research findings of Juniawati (2015)that found perceived enjoyment has a negative effect on repurchase intention.

II.   HYPOTHESES FORMULATION

According to Puspitasari and Briliana's (2017) research, perceptions of perceived usefulness influence repurchase intention. According to Briliana et al. (2015), consumers have the ability to use technology to help them find the products or services they require, depending on their motivation and the opportunities available. Perceived usefulness is the satisfaction that consumers feel when they can make purchases quickly, obtain complete information, and make payments easily. According to Lagita and Briliana (2018), the higher the perceived usefulness, the higher the repurchase intention.The same thing is also found in Putra and Verinita's (2018) research which states that perceived usefulness has a positive effect on repurchase intention.

H$_1$: Perceived usefulness has a positive and significant effect on repurchase intention

Nusarika and Purnami (2015)found there is a positive relationship between trust and consumer repurchase intention online for online fashion products in Denpasar. Trust contributes positively to the success of online transactions. Consumers will benefit from the development of trust and a positive reputation (Lianto, 2018). It is critical to pay attention to how sellers are able to serve, maintain privacy, and secure transactions from possible interference from third parties when conducting business online (Anwar and Adidarma, 2016). A high level of consumer trust will almost certainly result in a high level of consumer repurchase intentions (Saragih and Aksari, 2019). Lianto (2018) and Suandana et al. (2016) in their research show that trust has a significant influence on repurchase intention. Based on the research results that have been described, the following hypothesis can be formulated:

H$_2$: Trust has a positive and significant effect on repurchase intention

The extent to which a person's perception can feel satisfied or happy with something obtained is referred to as perceived enjoyment. The greater the perceived enjoyment, the greater the likelihood of repurchase. Consumers who have experienced the perceived enjoyment of making online purchases are more likely to repurchase (Wardana & Oktarini, 2018). According to the findings of a study conducted by Baskara and Sukaatmadja (2016), perceived enjoyment affects repurchase intention. Based on the described research findings, the following hypothesis can be developed:

H$_3$: Perceived enjoyment has a positive and significant effect on repurchase intention

III.   RESEARCH METHOD

This research design uses a quantitative approach. Respondents' perceptions are qualitative data that will be measured on a scale and the results are in numbers. The research instrument used in this study was a questionnaire. Distribution of questionnaires is wasgiven directly and using google form.The measurementused a Likert scale. Respondents answered questions according to the options that have been prepared. This research instrument used primary data from the results of questionnaire responses. So, testing is needed to make sure the instruments used in this study can function properly. For this reason, validity and reliability tests are needed so that the instrument can collect data that truly describes the phenomena that occur.

The population in this study are people who live in the Province of Bali. They also have ever made online fashion purchases via Instagram. The number of the population is not known with certainty. The method used to determine the sample in this study is purposive sampling. The sample criteria in this study are respondents who are domiciled in Bali Province, respondents who have bought online fashion products through Instagram for a maximum of the last 6 months and the latest high school / vocational education and at least 17 years old. This consideration is used based on assumption that someone in this education level and age is expected to be able to understand the contents of the questionnaire.

Sugiyono (2016) the sample size of respondents taken for the questionnaire can be determined to be 5-10 times the number of indicators studied. This study uses 16 indicators so that the parameter estimate can be obtained by a sample size of 16 x 7 = 112, which means that the researcher uses a size 7 times larger. In this study, the sample used was 112 respondents who could be said to be sufficient to prove the results of this study. The data analysis technique used is multiple linear regression with previously held descriptive statistical analysis, classical assumption test, and coefficient of determination test. In this study, data analysis was processed using the SPSS program.

Table 1. Variables and Indicators

No	Variable	Indicator	Source
1	Repurchase Intention	1. The desire to always buy a product 2. The main choice 3. Tend to use it in the future	Idirs (2017), Polo & Utrillas (2016)
2	Perceived Usefulness	1. Ease of product search 2. Save time 3. Better purchasing decisions 4. Ease of purchase transactions 5. Useful in purchasing products	Puspitasari & Briliana (2017), Amin (2015)
3	Trust	1. Honesty 2. Care for consumers 3. Security of making purchases 4. Keeping appointments 5. Guarantee the purchase transaction will be successful	Anjani (2019)
4	Perceived Enjoyment	1. Enjoy interacting 2. Comfort during use 3. Be entertained by visiting	Puspitasari & Briliana (2017)

IV.   RESULT AND DISCUSSION

From the results of research conducted on the people of Bali Province, the respondents describe into four aspects, namely gender, age, education and profession.
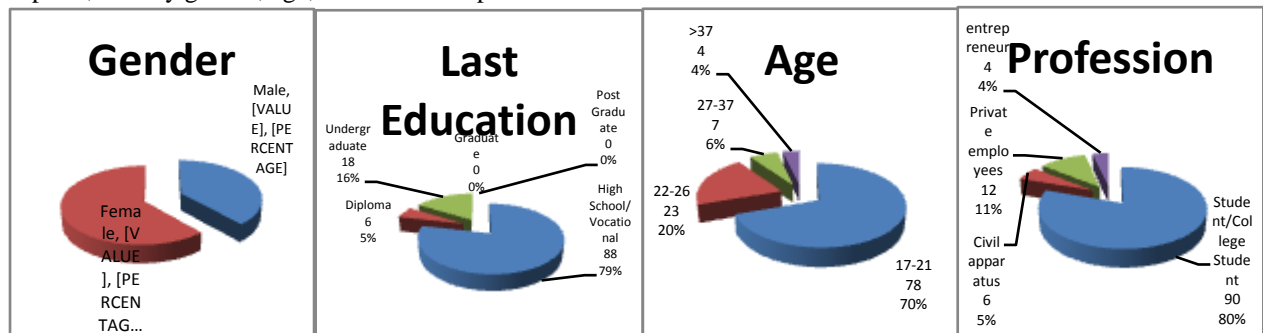

Figure 1. Respondent Characteristics

Figure 1. shows the number of male respondents is 43 respondents with a percentage of 38.5 percent, while women are 69 respondents with a percentage of 61.5 percent. The statement in the picture shows that women dominate the most. The number of respondents aged 17-21 years is78 respondents with a percentage of 69.5 percent, respondents aged 22-26 years are23 respondents with a percentage of 20.5 percent, respondents aged 27-37 years are7 respondents with a percentage of 6.5 percent, then respondents whose age> 37 years are4 respondents by 3.5 percent. The statement in the picture shows that ages 17-21 dominate the most. The number of respondents with high school/vocational education is88 respondents with a percentage of 78.5 percent, respondents with diploma education are6 respondents with a percentage of 5.5 percent, and respondents with undergraduate were 18 respondents with a percentage of 16 percent. This shows that high school education / vocational education is the most dominating. The number of respondents who are student is90 respondents with a percentage of 80.5 percent, 6 respondents with civil servant jobs with a percentage of 5.5 percent, 12 respondents with private employee jobs with a percentage of 10.5 percent, and respondents with self-employed jobs are 4 people with a percentage of 3.5 percent. This shows that students dominate.

The regression model is said to be a good model if the model is free from classical assumptions. The classical assumption test is used to test the feasibility of the model made before it is used to predict. The classical assumption test consists of normality test, multicollinearity test, and heteroscedasticity test The results of the normality test with the Kolmogorov-Smirnov test showed a result of 0.119 and a significance of 0.71> 0.05. So it can be concluded that the data is normally distributed. The VIF (Variant Inflation Factor) value is not more than 10 and the tolerance number is not less than 0.1. This means that the regression model is free from

multicollinearity symptoms.The results of the Heteroscedasticity test show that the perceived usefulness variable has a significance value of 0.758> 0.05, the trust variable has a significance value of 0.135> 0.05, and the perceived enjoyment variable has a significance value of 0.524> 0.05. This shows that the regression model does not find heteroscedasticity symptoms.

Multiple regression analysis aims to determine the dependence of the dependent variable with one or more independent variables. The results of the analysis were tested using the Statistical Package of Social Science (SPSS). The results of this analysis refer to the results of the influence of perceived usefulness, trust, and perceived enjoyment of fashion products on repurchase intention obtained from distributing questionnaires in Bali Province. The following are the results of the regression analysis which can be seen in Table 2.

Table 2. Regression Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.881	0.376		-2.343	0.021
	Perceived Usefulness	0.239	0.098	0.183	2.441	0.016
	Trust	0.494	0.100	0.401	4.954	0.000
	Perceived Enjoyment	0.419	0.113	0.329	3.701	0.000

F statistic: 61.505
Sig F: 0.000
R^2: 0.631
Adjusted R^2: 0.621

According to the findings of the analysis in Table 2, perceived usefulness has a positive effect on the repurchase intention of fashion products via Instagram in Bali Province. The significance value of perceived usefulness also demonstrates that perceived usefulness has a significant effect and a relationship with repurchase intention when purchasing fashion products via Instagram, implying that perceived usefulness has a significant positive effect on the repurchase intention of fashion products via Instagram in Bali Province. These results support the research of Puspitasari & Briliana (2017) and Wilson (2019).Puspitasari and Briliana (2017) researched the effect of perceived ease of use, perceived usefulness, trust, and perceived enjoyment on repurchase intention, concluding that perceived usefulness has a positive and significant effect on repurchase intention. According to this study, the perceived usefulness of obtaining products practically for consumers may lead to repurchase intention in the future. Wilson (2019) conducts additional research on the impact of perceived usefulness and perceived ease-of-use on online repurchase intention, concluding that perceived usefulness has a positive and significant impact on online repurchase intention. According to the study, perceived usefulness provides consumers with benefits and convenience values, so the higher the perceived usefulness, the higher the online repurchase intention. Perceived usefulness variables in this study yield the same results as in the previous research, namely that perceived usefulness has a positive and significant effect on repurchase intention. When consumers perceive the benefits of doing online shopping transactions, such as saving time and completing transactions quickly, they are more likely to repurchase.

According to the findings of the analysis in Table 2, trust has a significant positive effect on the repurchase intention of fashion products via Instagram in Bali Province. The significance value of trust also demonstrates that trust has a significant effect and a relationship with someone's repurchase intention when purchasing fashion products via Instagram, implying that trust has a significant positive effect on the repurchase intention of fashion products via Instagram in Bali Province. The results of this study support the research conducted by Nusarika & Purnami (2015), and Putri & Novianti (2015).

Nusarika and Purnami (2015) researched the effect of price perceptions, trust, and shopping orientation on online repurchase intentions, concluding that trust has a positive and significant effect on online purchase intentions. According to the study, if trust increases, consumer repurchase intentions for online fashion products will increase as well.Putri and Novianti (2015) conducted subsequent research on the effect of perceived usefulness, perceived convenience, comfort, trust, satisfaction, and customer loyalty on online repurchase interest, concluding that trust has a positive and significant effect on online repurchase interest. According to this study, if an individual trust appears when conducting online transactions, it is very likely that the consumer will make another online purchase in the future.

This study's trust variable yields the same results as the previous research, namely that trust has a positive and significant effect on repurchase intention. Trust is an important factor for both consumers and sellers, because when making online transactions, and consumers are also becoming accustomed to these transactions, there is a high likelihood of repurchase intention.

According to the findings of the analysis in Table 2, perceived enjoyment has a positive effect on the repurchase intention of fashion products via Instagram in Bali Province. The significance value of perceived enjoyment also

demonstrates that perceived enjoyment has a significant effect and a relationship with someone's repurchase intention when purchasing fashion products via Instagram, implying that perceived enjoyment has a significant positive effect on repurchase intention of fashion products via Instagram in Bali Province. The results of this study support the research of Wardana & Oktarini (2018) and Baskara & Sukaadmadja (2016).

Wardana and Oktarini (2018) found that perceived enjoyment has a positive and significant effect on repurchase intention when they studied the effect of perceived ease of use and perceived enjoyment on customer satisfaction and repurchase intention. According to this study, a person's repurchase intention can emerge if that person enjoys online shopping activities. Subsequent research from Baskara and Sukaadmadja (2016) discusses the effect of online trust and perceived enjoyment on online shopping satisfaction and repurchase intention, concluding that perceived enjoyment has a positive and significant effect on repurchase intention. According to this study, the higher the perceived enjoyment, the higher the repurchase intention.

In this study, the perceived enjoyment variable yields the same results as the previous research, namely that perceived enjoyment has a positive and significant effect on repurchase intention. When consumers experience pleasure or satisfaction while shopping online, it is more likely that they will repurchase in the future.

V.   CONCLUSION

Perceived usefulness has a significant positive effect on the intention to repurchase fashion products via Instagram. This shows that the greater the perceived usefulness felt by Instagram users, the greater the effect on repurchase intention for fashion products sold on Instagram. The intention to repurchase fashion products via Instagram is significantly influenced by the trust. The study found that the higher the level of trust, the greater the effect on repurchase intention. Perceived enjoyment has a significant positive effect on the intention to repurchase fashion products via Instagram. According to the research findings, the higher the perceived enjoyment, the greater the effect on repurchase intention.

This study only looks at the impact of perceived usefulness, trust, and perceived enjoyment variables on the repurchase intention of fashion products via Instagram, so the findings cannot be generalized to repurchase intention behavior in general. Future research can be directed toward examining a larger sample and adding to the factors that influence repurchase intention.

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