

The Influence of Security, Ease of Use, Trust and Customer Satisfaction on Repeat Purchase Intentions E-Commerce Shopee

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Abstract

This research was conducted on Shopee e-commerce online customers in the Special Region of Yogyakarta. Data collected using a questionnaire via google form. Where the population is all Shopee e-commerce customers in the Special Region of Yogyakarta who have made purchases through Shopee e-commerce, then sampling some of the Shopee e-commerce customers in the Special Region of Yogyakarta. This study aims to analyze the effect of security, ease of use, trust, and customer satisfaction on repurchase intentions on e-commerce Shopee in the Special Region of Yogyakarta. The data collection method used purposive sampling. The data analysis method included descriptive analysis and quantitative analysis using the help of IBM SPSS. The results of this study prove that safety, ease of use, trust and customer satisfaction together have a positive and significant effect on repurchase intention, security has a positive and significant influence 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, and customer satisfaction has a positive and significant effect on repurchase intention.

Keywords : *Security, Ease of Use, Trust, Customer Satisfaction, and Repurchase Intention.*

Introduction

In the current era of globalization, we are faced with technology that is growing and progressing so rapidly. One technology that is developing and progressing is the internet. The internet is a system where we can widely connect to cyberspace without any limitations of space, time, or region. The internet makes people's lives easier in carrying out their daily activities, not only to communicate, but also to find information, order transportation, to buy and sell transactions or shop online. According to reports *We Are Social* (2022), the number of internet users in Indonesia has increased from year to year, can be seen in Table 1.

The high number of internet users in Indonesia can be used as a business opportunity for some parties to create opportunities such as buying and selling online. Trend of buying and selling business activity online can facilitate both consumers and producers in selling and shopping for products through electronic

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Table 1. Number of Internet Users in Indonesia

Year	Number of Internet Users
2018	132.7 million people
2019	150 million souls
2020	175.4 million people
2021	202.6 million people
2022 (as of January)	204.7 million people

Source : *We Are Social*

means called e-commerce. Generally, electronic commerce or ecommerce can be interpreted as transactions carried out electronically or via the internet. Ecommerce is a facility that is directly related to trade in goods, services, and other related business activities through electronic media or online (Ikram, Zulkarnain, and Alwie 2019). In doing business, of course, repurchase intention is a very important factor for the company. In terms of e-commerce, which is one of the driving areas of the business economy must be competitive in running its business.

One of the companies engaged in the field online and apply the application concept ecommerce well known in Indonesia is Shopee. Shopee is a shopping application online first for consumers to consumers who are safe, fun, easy, and practical in buying and selling. Shopee offers features live chat, share (social sharing) and hashtag which makes it easy for sellers and buyers to interact with each other easily and quickly and makes it easier for customers to find the desired product. A business trading goods and services can run well if it can attract repurchase intentions from its customers. According to Ikram, Zulkarnain, and Alwie (2019), repurchase intention is part of buying behavior which will later form loyalty in a consumer himself. Security is one of the factors that can influence consumer repurchase intentions. According to Kahar, Wardi, and Patrisia (2019), security is an important factor in creating repurchase intentions for consumers, because security can provide assurance to consumers that the data and information provided by consumers is safe when making transactions online and not to be abused.

The second factor is ease of use. According to Prathama and Sahetapy (2019), states ease of use is defined as the extent to which a person believes that technology will be easier to use. Besides that commerce Shopee also provides transaction instructions online and provide services cash on delivery (COD) or pay on site. In addition to safety and ease of use, customer trust plays an important role in a person's repurchase intention. With trust, consumers will make purchases, because purchases are online online very different from traditional buying. Therefore trust is an important factor that can influence consumer repurchase intentions. And customer satisfaction is one of the main requirements in doing business. According to Peter and Olson (2014), consumers who are satisfied with a product or service are more likely to continue buying it and tell others about their pleasant experience with the product or service.

Thus, the formulation of the problem in this research is 1) does security, ease of use, trust and costumer satisfaction together have a positive and significant effect on customers' repurchase intentions e-commerce Shopee in the Special Region of Yogyakarta? 2) Does security, ease of use, trust, and customer satisfaction partially have a positive and significant effect on customer repurchase intentions? E-commerce Shopee in the Special Region of Yogyakarta?

The purpose of this research is 1) To analyze the positive and significant influence of security, ease of use, trust, and customer satisfaction together on the repeat purchase intention of customers e-commerce Shopee in the Special Region of Yogyakarta. 2) To analyze the positive and significant effect of safety, ease of use, trust, and customer satisfaction partially on customer repurchase intention e-commerce Shopee in the Special Region of Yogyakarta.

Literature Review

Repeat Purchase Intention

Repurchase intention is a key factor in the success of a business. Where there is repurchase intention, this will cause a business to be able to defend itself and continue to compete with its competitors. According to Kotler and Keller (2016), repurchase intention or repurchase intention is a behavior after making a purchase based on satisfaction. After consumers buy a product, consumers may feel satisfied or dissatisfied and engage in post-purchase behavior. When the consumer is satisfied, he will buy the product again, tell good things about the product he bought in front of other people, be less interested in competing brands and advertisements and buy other products from the same company.

Security

One of the main obstacles to business growth online is a security issue. If the security system of a business online weak, it can lead to potential crimes, which usually occur in transactions online. According to Puanda and Rahmidani (2021), security online is a company's web expertise as a protector of consumer data and consumer financial information as long as the consumer has a bond with the company. Security can increase the feeling of trust in customers and encourage the desire to make repurchases and bring big profits to a company.

Ease of Use

Ease of use factor is the main consideration for buyers online, because of this ease of use that will encourage consumers to transact online. According to Prathama and Sahetapy (2019), argue that ease of use is defined as the extent to which a person believes that technology will be easier to use. Supported by Made's opinion et al. (2021), that the ease of use factor is the degree to which consumers feel the information system is easy to use and does not require much effort to use, ease of use is also interpreted as a belief about the decision-making process and purchase intentions. If someone feels the information system is easy to use, that person will use it.

Trust

Consumer confidence in e-commerce one of the key factors in conducting shopping activities online. Transaction Online occurs when two parties, namely buyers and sellers trust each other, because there is no face to face, so that consumer trust in sellers or sites online is the most important thing.

According to Made et al. (2021), while shopping online, belief plays an important role in developing taste trust consumers both in terms of privacy and product quality offered. So that consumers believe in transactions online, businesses need to ensure that transactions are made through platform reliable. What's more, businesses must be able to provide the best to consumers and make them feel valuable. If consumers have a sense of trust in platform Then he will not worry when doing shopping online.

Hipotesis

H1. Security, ease of use, trust, and customer satisfaction together have a positive and significant effect on customer repurchase intention e-commerce Shopee in the Special Region of Yogyakarta.

H2a. Security has a positive and significant effect on customer repurchase intention e-commerce Shopee in the Special Region of Yogyakarta.

H2b. Ease of use has a positive and significant effect on customer repurchase intention e-commerce Shopee in the Special Region of Yogyakarta.

H2c. Trust has a positive and significant effect on repurchase intentions of customers e-commerce Shopee in the Special Region of Yogyakarta.

H2d. Customer satisfaction has a positive and significant influence on customer repurchase intention e-commerce Shopee in the Special Region of Yogyakarta.

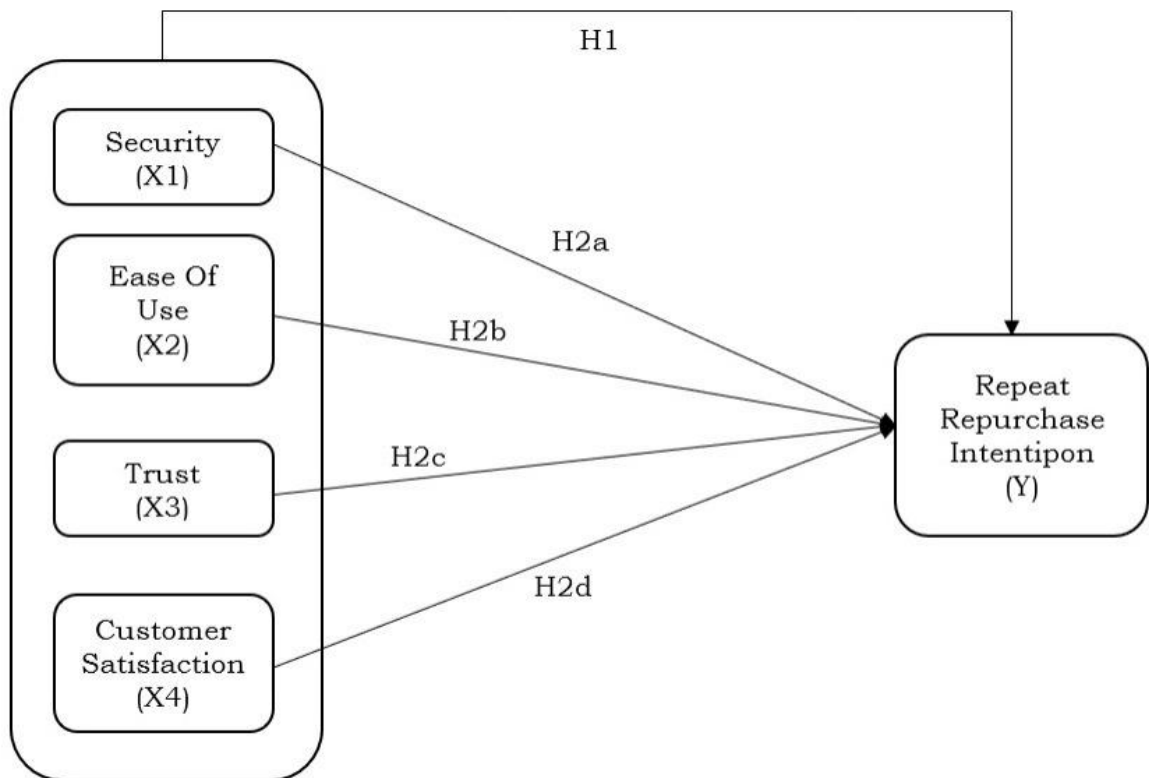


Figure 1. Research Model

Methods

Sampling and Procedures

This research was conducted at E-commerce Shopee. The data obtained in this study were taken using interviews and questionnaires distributed to customer who buy a product at Shopee in the Special Region of Yogyakarta totaling 100 costumers. Respondents were asked to fill out statements that had been made with a Likert scale of 1 (strongly disagree) to 5 (strongly agree). In this research, the analysis technique used is IBM SPSS.

Measures

Security is measured using a questionnaire developed and distributed to costumers and using a Likert scale of 1-5 points with 5 items.

Ease of Use is measured using a questionnaire developed and distributed to costumers and using a Likert scale of 1-5 points with 5 items.

Trust is measured using a questionnaire developed and distributed to costumers and using a Likert scale of 1-5 points with 5 items.

Customer Satisfaction is measured using a questionnaire developed and distributed to costumers and using a Likert scale of 1-5 points with 7 items.

Repurchase Intention is measured using a questionnaire developed and distributed to costumers and using a Likert scale of 1-5 point with 6 items.

Data Analysis

Data analysis in this study used multiple linear regression analysis techniques, ANOVA coefficients to test hypotheses, and used the IBM SPSS tool.

Result and Discussion

Result

Questionnaires distributed via google form of the 100 questionnaires distributed, the rate of returning the questionnaires (response rate) by 100%. That is, the questionnaires in this study were answered completely well and deserved to be analyzed as many as 100 questionnaires. Criteria for accepting the hypothesis with the method SPSS done by doing the F test and t test. For testing to accept the

Table 1. F Test Result

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	817.159	4	204.290	76.362	.000 ^b
Residual	254.151	95	2.675		
Total	1071.310	99			

a. Dependent Variable: Repurchase Intention (Y)

b. Predictors: (Constant), Customer Satisfaction (X4), Security (X1), Trust (X3), Ease of Use (X2).

Source: Output data is processed from IBM SPSS, 2022

hypothesis using a probability value it will be accepted if the p-value < 0.05 , it will be said to be significant.

Based on table 1, results of the F test or the simultaneous effect shows a significant value of 0.000, which means the number is below 0.05 or $0.000 < 0.05$, it can be said that all independent variables affect the dependent variable or it can be interpreted that the model is feasible to use. So it can be concluded that hypothesis 1 which states that security, ease of use, trust and customer satisfaction together have a positive and significant effect on repurchase intentions of customers e-commerce Shopee in the Special Region of Yogyakarta is accepted. Then, based on the table 2, results of t table testing using the IBM SPSS tool produces the following calculations:

a. Based on the results of the t test or partial effect, it shows that the Security Variable (X1) has a significant value of $0.005 <$ from a significant level of 0.05, with a coefficient value of 0.217 which has a positive direction of influence, meaning that security (X1) has an effect on repurchase intention (Y). So it can be concluded that hypothesis 2a which states that security has a positive and significant influence on repurchase intentions of customer e-commerce Shopee in the Special Region of Yogyakarta is accepted.

b. The Ease of Use variable (X2) has a significant value of $0.000 <$ from a significant level of 0.05, with a coefficient of 0.453 having a positive direction of influence, meaning that ease of use (X2) influences repurchase intention (Y). So it can be concluded that hypothesis 2b which states that The Ease of Use has a positive and significant influence on repurchase intentions of customer e-commerce Shopee in the Special Region of Yogyakarta is accepted.

c. The Trust variable (X3) has a significant value of $0.003 <$ from a significant level of 0.05, with a coefficient of 0.248 having a positive direction of influence, meaning that trust (X3) has an effect on repurchase intention (Y). So it can be concluded that hypothesis 2c which states that Trust has a positive and significant influence on repurchase intentions of customer e-commerce Shopee in the Special Region of Yogyakarta is accepted.

d. The customer satisfaction variable (X4) has a significant value of $0.000 <$ from a significant level of 0.05, with a coefficient of 0.329 having a positive direction of

Table 2. Test Result t Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-3.844	1.740		-2.210	.030
Security (X1)	.217	.075	.162	2.907	.005
Ease of Use (X2)	.453	.089	.349	5.071	.000
Faith (X3)	.248	.082	.200	3.017	.003
Customer Satisfaction (X4)	.329	.052	.398	6.372	.000

Dependent Variable: Repurchase Intention (Y)

Source: Output data is processed from IBM SPSS, 2022

influence, meaning that customer satisfaction (X4) has an effect on repurchase intention (Y). So it can be concluded that hypothesis 2d which states that Customer Satisfaction has a positive and significant influence on repurchase intentions of customer e-commerce Shopee in the Special Region of Yogyakarta is accepted.

Discussion

Variable Simultaneously

Based on the results of the research above, it shows that there is a positive and significant influence simultaneously on the independent variables consisting of safety, ease of use, trust and customer satisfaction on customer repurchase intentions e-commerce Shopee in the Special Region of Yogyakarta. The probability value of the simultaneous effect obtained from the regression with the help of SPSS is 0.000 which is smaller than 0.05 so that the first hypothesis or H1 is accepted. The results of this study support research conducted by Faihaputri and Saripudin (2021) that the variables of trust, security, and ease of use of applications have a joint effect on repurchase intention. Supported by the research of Wilson, Alvita, and Wibisono (2021) and Yanico and Keni (2021) that the variable customer satisfaction has a positive and significant effect on repurchase intentions of customers.

Partially Variable

Security

The results of the study show that security has a positive and significant effect on repurchase intentions of customers e-commerce Shopee in the Special Region of Yogyakarta. So that H2a is accepted. Security is one of the factors that can influence repurchase intention. Security is important for customers because of the many theft activities online, such as leakage of personal data and financial information. There is a positive influence between security and repurchase intention, indicating that the better the security guarantee is e-commerce Shopee will increase the repeat purchase intention of Shopee customers. The results of this study support previous research conducted by Faihaputri and Saripudin (2021); Wilson, Alvita, and Wibisono (2021); and Lolika (2021) which states that the security variable has a positive and significant impact on repurchase intention.

Ease of Use

The results of the study show that ease of use has a positive and significant effect on repurchase intentions of customers e-commerce Shopee in the Special Region of Yogyakarta. So that H2b accepted. This indicates that the application e-commerce Shopee is easy to learn and understandable, not complicated in making transactions, using the Shopee application is practical and makes it easy to find the items needed and the purchase process is easy and fast to do, so this will also encourage consumer intentions to make purchases again at Shopee. The results of this study support previous research conducted by Made et al. (2021); Lolika (2021); Wilson, Alvita, and Wibisono (2021) and Yanico and Keni (2021) which state that ease of use has a positive and significant impact on repurchasing intentions.

Trust

The results of the study show that trust has a positive and significant effect on repurchase intentions of customers e-commerce Shopee in the Special Region of

Yogyakarta. So that H2c accepted. trust is an important factor that can influence consumer repurchase intentions. Because the higher a trust in e-commerce the greater the chance of repurchasing in the future. The results of this study support previous research conducted by Made et al. (2021); Yanico and Keni (2021); Faihaputri and Saripudin (2021); and Putra and Verinita (2020) which state that trust has a positive and significant influence on repurchase intention.

Customer Satisfaction

The results showed that customer satisfaction has a positive and significant effect on repurchase intentions of customers e-commerce Shopee in the Special Region of Yogyakarta. so or H2d accepted. According to Peter and Olson (2014), consumers who are satisfied with a product or service are more likely to continue buying it and tell others about their pleasant experience with the product or service. If customers are satisfied with the value provided by the product or service, then they are likely to be customers for a long time. The results of this study support previous research conducted by Yanico and Keni (2021) and Wilson, Alvita, and Wibisono (2021) which stated that customer satisfaction has a positive and significant effect on repurchase intentions.

Conclusion

Based on the results of research to determine the effect of safety, ease of use, trust, and customer satisfaction on repurchase intentions described in the previous chapter, the following conclusions can be drawn:

1. Safety, ease of use, trust, and customer satisfaction together have a positive and significant effect on customer repurchase intention e-commerce Shopee in the Special Region of Yogyakarta.
2. Security has a positive and significant effect on customer repurchase intention e-commerce Shopee in the Special Region of Yogyakarta.
3. Ease of use has a positive and significant effect on repeat purchase intentions in customers e-commerce Shopee in the Special Region of Yogyakarta.
4. Trust has a positive and significant effect on repurchase intentions of customers e-commerce Shopee in the Special Region of Yogyakarta.
5. Customer satisfaction has a positive and significant effect on repurchase intentions of customers e-commerce Shopee in the Special Region of Yogyakarta.

Suggestion

Suggestions that can be given by researchers through this study are based on conclusions, namely:

Theoretical Suggestions

Based on the test results of the coefficient of determination, the researcher is limited to four variables, namely security, ease of use, trust, and customer satisfaction. Therefore, future studies should be able to add variables that can influence repurchase intentions so as to obtain more perfect and comprehensive results.

Practical Advice

For Companies

1. On security, the average value of the respondent's answer which has the lowest score is an indicator of whether there is privacy online". So, the advice that can be given is e-commerce Shopee must be able to improve the security system in transactions online. This security system can be related to the security of customer personal data as well as security in making payments so that customers feel safe and comfortable in making purchase transactions.
2. On the ease of use, the average value of the respondent's answer that has the lowest value is an indicator of "ease of learning and not complicating". So, advice that can be given is e-commerce Shopee must be able to improve the ease of using applications for shopping, be it the ease of finding the desired product, the ease of communicating with the seller, as well as the ease of payment and the ease of delivery.
3. On trust, the average value of the respondent's answer that has the lowest score is an indicator of "competency". So, the advice that can be given is e-commerce Shopee must be able to increase awareness and honesty in serving its customers and provide solutions to problems experienced by consumers when shopping at e-commerce Shopee.
4. On customer satisfaction, the average value of respondents' answers that have the lowest score is the "shopping at e-commerce Shopee is a great idea." So, the advice that can be given is e-commerce Shopee should be able to develop sustainable marketing programs. The marketing program in question can be in the form of promotions, discounted shipping costs, and others. So that customers will feel that shopping at e-commerce Shopee is a great idea.

For Further Researchers

For further researchers, it is expected to use a larger sample compared to the current study and also some respondents' answers are considered less consistent according to the observations of researchers because some respondents were less thorough in responding/determining answers to the questionnaire, to deal with this limitation the researcher anticipates by distributing questionnaires more many, guiding or accompanying and supervising the respondent in determining the answer with the aim of the respondent being more focused on answering the questions asked. As well as this research was only conducted in the Special Region of Yogyakarta, therefore the authors recommend that future studies be conducted in other cities to increase the generalization of this research.

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