

The Effect of Perceived Usefulness and Perceived Ease of Use on Trust and Repeat Purchase Interest in Omnichannel Retailing

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Abstract

This study aims to determine the influence of perceived usefulness and perceived ease of use on trust and repurchase interest in Omnichannel Retailing. This research is an associative research. The population in this study is active students of the Faculty of Economics and Business, University of Muhammadiyah Pontianak for the 2023/2024 academic year. The number of samples was 120 respondents determined by purposive sampling technique. The data analysis technique used is structural equation modeling (SEM) with SmartPLS 4. The results of hypothesis testing for direct influence showed that Perceived Usefulness had a positive and significant effect on Trust, Perceived Ease of Use had a positive and significant effect on Trust, Perceived Usefulness had a positive and insignificant effect on Repurchase Interest, and Perceived Ease of Use had a positive and significant effect on Repurchase Interest. The results of hypothesis testing for indirect influence show that Perceived Usefulness has a positive and insignificant effect on Buyback Interest through Trust, Perceived Ease of Use has a positive and insignificant effect on Buyback Interest through Trust.

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi kegunaan dan persepsi kemudahan penggunaan terhadap kepercayaan dan minat pembelian kembali di Omnichannel Retailing. Penelitian ini merupakan penelitian asosiatif. Populasi dalam penelitian ini adalah mahasiswa aktif Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Pontianak tahun akademik 2023/2024. Total sampel adalah 120 responden yang ditentukan dengan menggunakan teknik purposive sampling. Teknik analisis data yang digunakan adalah structural equation modeling (SEM) dengan SmartPLS 4. Hasil pengujian hipotesis pengaruh langsung menunjukkan bahwa Perceived Usefulness memiliki pengaruh positif dan signifikan terhadap Trust, Perceived Ease of Use memiliki pengaruh positif dan signifikan terhadap Trust, Perceived Usefulness memiliki pengaruh positif dan tidak signifikan terhadap Niat Pembelian Kembali, Perceived Ease of Use memiliki pengaruh positif dan signifikan terhadap Purchase Intent Repeat. Hasil pengujian hipotesis untuk efek tidak langsung menunjukkan bahwa Perceived Usefulness terhadap memiliki efek positif dan tidak signifikan terhadap Repurchase Intent through Trust, Perceived Ease of Use terhadap memiliki efek positif dan tidak signifikan terhadap Repurchase Intent through Trust.

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Kata kunci

Kegunaan yang
Dirasakan;
kemudahan
penggunaan yang
dirasakan;
Percaya;
Bunga Pembelian
Kembali.

1. Introduction

Indonesia is a developing country followed by technological developments in the form of the internet. During the industrial revolution 4.0, technology developed very rapidly with significant progress. This is also the main driver of the growth and development of the digital technology industry. Supported by an increasingly widespread internet network with better and easier access, the internet has facilitated various human activities, ranging from work, educational, social to commercial activities.

With the rapid development of the times and technology today, new habits have emerged, especially in online shopping. This is a fierce competition for business people in Indonesia. The current situation shows that people prefer to shop in an instant way through gadgets, where they can get what they need and want without having to go anywhere. The trend of online shopping through marketplaces or e-commerce in Indonesia has grown quite rapidly in recent years. This growth is expected to continue in the coming years. Statista noted that the number of e-commerce users in Indonesia in 2017 reached 139 million users, then increased by 10.8% to 154.1 million users last year. This year it is projected to reach 168.3 million users and 212.2 million in 2023 (Jayani, 2019).

E-Commerce is where in one website provides or can make transactions online or can also be a way of shopping or trading online or direct selling that utilizes internet facilities where there is a website that provides "get and deliver" services. E-Commerce will change all marketing activities and also cut operational costs for trading activities. (Sudaryono, Rahwanto, & Komala, 2020)

The development of online shopping technology has triggered the rise of online stores that have sprung up. Ease of access to the internet is currently one of the main factors that encourage the increase in online shopping activities. The variety of conveniences in shopping and the variety of products and services offered have made online stores or marketplaces one of the new shopping places for the people of Indonesia in addition to existing shopping centers. In addition to joining the marketplace, sellers can also use various other channels, such as social media, which are created as an alternative for potential consumers to ask for information related to products to make purchase transactions. The use of multiple sales channels is often referred to as omnichannel. By using omnichannel, businesses can give consumers the option to interact more through their favorite platforms, ranging from chat, social media to customer service hotlines.

Omnichannel is a strategy in which a retail company provides a variety of integrative and connected channels to its customers. The goal is for customers to easily move between online and offline channels without any barriers in shopping. Some examples of omnichannel channels include: physical stores, websites, mobile apps, social media, catalogs, phones, and others. With omnichannel, the customer shopping experience becomes consistent and personalized across all channels. Omnichannel offers advantages such as convenience, efficiency, more product choices, attractive promotions, diverse payment systems, responsive customer service, and so on. This strategy has become a trend in modern retail trading today.

Public or consumer interest in shopping online influenced by several factors, including perceived social presence, perceived ease of use, perceived usefulness dan attitude (Sianadewi, Widyarini, & Wahyudi, 2017), perceived ease of use, perceived usefulness dan trust (Saraswati & Rahyuda, 2021; Laora, Hidayati, & Asnawati, 2021), perceived ease of use, perceived usefulness, perceived risk, trust dan satisfaction. (Ashghar & Nurlatifah, 2020)

Several studies have shown that perceived usefulness and perceived ease of use have an effect on trust and repurchase intention, especially in the context of online shopping. The more useful and easy it is to shop online, the more consumer trust in the channel will also increase. Similarly, the ease of transacting and getting the right products according to the needs of online consumers will encourage the formation of interest to shop again on the same channel in the future.

2. Literature Review

2.1. Perceived Usefulness

Perceived usefulness is where a person feels confident that their job performance will improve if done using a certain system compared to doing without technology (Davis, 1989). Perceived

usefulness It can be understood as a person's assessment of whether their decision to use or apply a particular technology is beneficial to themselves. The perception of usefulness is when a customer can make a purchase in a short time, there is complete information on the website, and when the customer finds it easy to make a payment or transaction. The benefits felt by consumers are that they can shop more efficiently because they are not limited by distance and time, there is convenience for customers in adjusting their needs when making purchases or transactions so that it is more practical, users can make purchases more easily and quickly and do not need to come directly to the store. (Stocchi, Michaelidou, & Micevski, 2019)(Lagita & Briliana, 2018)(Nofiyanti & Wiwoho, 2020)

2.2. Perceived Ease of Use

Perceived ease of use What is felt is when a person feels confident that working with a certain system will not be difficult and a system that is easier to use than another system will be more acceptable to the users. Stocchi, et al. (2019) define: "Perceived ease of use is defined as the consumer's feeling of convenience (and convenience) when using a certain technology". One believes that using an information technology system will not be troublesome and requires a lot of effort when using it.(Davis, 1989)(Yani, Lestari, Amalia, & Puspita, 2018)

2.3. Trust

Trust It can be understood as the level of confidence of the community that the company or partner they interact with has honesty, credibility, and kindness that will benefit both parties. In addition, trust can also be understood as a person's intention to accept all the risks and vulnerabilities associated with conducting transactions with other parties based on the positive expectations he has of the other party. Therefore, based on all of these definitions, the researcher wants to define trust as the level of confidence of the public or consumers that other parties or companies (who conduct transactions with consumers) will not betray or disappoint promises that have been previously agreed.(Reza, Mubarik, Naghavi, & Nawaz, 2020)(Issock, Roberts-lombard, & Mpinganjira, 2020).

The hypothesis proposed is as follows:

H1 : Perceived Usefulness has a positive and significant effect on Trust

H2 : Perceived Ease of Use have a positive and significant effect on Trust

2.4. Repurchase Interest

According to Priansa (2021): "Repurchase interest is a behavior that appears as a response to an object that shows the customer's desire to make a repeat purchase". Griffin (2009) in Priansa (2021) states that: "Repurchase is related to customers who have purchased a product twice or more". According to Priansa (2021): "Consumer purchase interest can be measured by various dimensions. In general, these dimensions are related to the four main dimensions, namely:

2.5. Transactional Interest

Transactional interest is the tendency of consumers to always buy products (goods and services) produced by the company, this is based on high trust in the company.

1) Referral Interest

Referential interest is the tendency of consumers to refer their products to others. This interest arises after consumers have experience and information about the product.

2) Preferential Interest

Preferential interest is an interest that describes the behavior of consumers who have a primary preference for these products. Those preferences can only be overridden if something happens to their preferred product.

3) Exploratory Interest

Exploratory interest is an interest that describes the behavior of consumers who are always looking for information about the product they are interested in and looking for information.

3. Method

3.1. Type of Research

This research is an associative research. This study aims to determine the relationship between the variables studied, namely Perceived Usefulness, Perceived Ease of Use, Trust and Repurchase Interest.

3.2. Data Collection Techniques

The data used in this study consisted of primary data and secondary data. Primary data according to Siregar (2017), primary data is data collected by the researcher directly from the first source or place where the object of research was conducted.

Primary data in this study were collected through:

1) Observation

According to Siregar (2017), observation or direct observation is a data collection activity by conducting direct research on the environmental conditions of the research object that supports the research activity, so that a clear picture of the condition of the research object is obtained". Observations in this study were made on a local shoe brand PVN Shoes and several online stores that market and sell their products through several channels.

2) Interview

According to Siregar (2017), interview is the process of obtaining information/data for research purposes by means of questions and answers, while face-to-face between the interviewer and the respondent using a tool called an interview guide". Interviews in this study were conducted with several active students of the Faculty of Economics and Business, University of Muhammadiyah Pontianak for the 2023/2024 academic year.

3) Questionnaire

According to Siregar (2017), questionnaire is an information gathering technique that allows analysts to study the attitudes, beliefs, behaviors, and characteristics of several people in an organization, which can be affected by the proposed system or the existing system". The questionnaire in this study was given to active students of the Faculty of Economics and Business, University of Muhammadiyah Pontianak for the 2023/2024 academic year.

4) Data Seconds

According to Siregar (2017), secondary data is data published or used by organizations that are not processors". Secondary data in this study are e-commerce users in Indonesia in 2017-2023 and the 5 e-commerce with the most visitors in the first and second quarters of 2023.

3.3. Population and Sample

1) Population

According to Sugiyono (2017), population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions. The population in this study is active students of the Faculty of Economics and Business, University of Muhammadiyah Pontianak for the 2023/2024 academic year.

2) Sample

According to Sugiyono (2017), the sample is part of the number and characteristics possessed by the population. The sampling technique used is purposive sampling. According to Sugiyono (2017), purposive sampling is a technique for determining samples with certain considerations.

3) Measurement Scale

The measurement of variables in this study used the Likert Scale, with alternative answers of strongly agreeing (score 5), agreeing (score 4), disagreeing (score 3), disagreeing (score 2) and strongly disagreeing (score 1).

3.4. Data Analysis Techniques

To test the hypothesis model, the researcher used Structural Equation Modeling (SEM). SEM allows researchers to simultaneously model and estimate complex relationships between multiple dependent and independent variables. Two popular methods dominate SEM in practice: Variance-Based SEM (CB-SEM)) and Partial Least Square SEM (PLS-SEM) (Hair Jr, et al., 2021). Data processing is carried out with the help of Smart-PLS software. Smart-PLS is a data processing software for structural equation modeling (SEM) using the partial least square (PLS) method.

The data analysis in this study consists of a measurement model and a structural model.

4. Results and Discussion

4.1. Characteristics Responden

Most of the respondents in this study were female (70%) compared to male (30%), with an age range of 19 – 23 years (98%), at the even semester level of the 2023/2024 academic year of the Faculty of Economics and Business UM Pontianak, with monthly expenditures of IDR 1,000,000 - IDR 2,000,000 (60%). Do the frequency of shopping 1-2 times (40%), 3-4 times (20%) and more than 4 times (40%) in a month. The most frequently purchased products online are clothing (60%) and cosmetics (40%), internet use more than 4 hours per day (90%) with a payment system that is often used, namely the COD method (60%) and transfer method (40%) also some of the respondents do not make purchases at the same seller (80%) and the factors that affect respondents in considering buying from online sellers are due to the convenience factor (60%) and the trust factor (40%).

4.2. Measurement model

Measurement models are assessed based on reliability and validity values. The results of outer loading can be seen in the following table:

Table 1. Results of Outer Loadings

	PU	FEW	Trust	MBU
X1.1	0,900			
X1.2	0,853			
X1.3	0,883			
X1.4	0,814			
X2.1		0,840		
X2.2		0,772		
X2.3		0,717		
X2.4		0,826		
Y1.1			0,861	
Y1.2			0,881	
Y1.3			0,886	
Y1.4			0,860	
Y2.1				0,875
Y2.2				0,895
Y2.3				0,853
Y2.4				0,780

Source: Processed Data, 2024.

Based on the outer loading value table in table 1, it can be seen that all items or indicators have an outer loading value > 0.7. So it can be concluded that all items or indicators have been valid in terms of item validity.

Furthermore, an analysis of Construct Reliability and Validity was carried out. Construct Reliability and Validity is to measure the reliability and validity of latent variable constructs. The test results for Construct Reliability and Validity can be seen in the following table:

Table 2. Construct Reliability and Validity Test Result

	Cronbach's alpha	rho_A	Compsite Reliability	Aveerge Variance Extracted (AVE)
Perceived Usefulness	0,886	0,894	0,921	0,745
Perceived Ease of Use	0,802	0,820	0,869	0,625
Trust	0,895	0,898	0,927	0,761
Repurchase Interest	0,874	0,886	0,913	0,726

Source: Processed Data, 2024.

Based on table 2 above, it can be seen that all constructs have a Cronbach's alpha value > 0.8 , so it can be concluded that all the constructs used are reliable.

The table above also describes the results of the convergence validity test, which can be seen from the Average Variance Extracted (AVE) value. The AVE value of all constructs > 0.6 . It can then be concluded that all constructs are valid in a convergent manner.

The next step is to conduct a test for the validity of the crime, as can be seen in the following table:

Tabel 3. Discriminant Validity (Fornell-Larcker)

	PU	FEW	Trust	MBU
Perceived Usefulness	0,563			
Perceived Ease of Use	0,212	0,534		
Trust	0,505	0,648	0,546	
Repurchase Interest	0,648	0,632	0,209	0,505

Source: Processed Data 2024.

Table 3 above shows that all the roots of the AVE (Fornell-Larcker Criterion) of each construct are greater than the correlation with other variables, so the discriminatory validity condition in the model in this study has been met.

Another test output of the model was carried out by looking at the R Square value that tested the Goodness Fit Model in the inner model of the research. The test results can be seen in the following table:

Tabel 4. Goodness Fit Model

	R-square	Adjusted R-square
Trust	0,353	0,342
Repurchase Interest	0,316	0,299

Source: Processed Data, 2024

The table above shows that the R Square value that shows the simultaneous or simultaneous influence of X1, and X2, on Y1 is 0.353. It can then be concluded that all exogenous constructs (X1, X2,) simultaneously affect Y1 by 0.353 or 35.3%. Since the Adjusted R Square is more than 25% but less than 75%, the influence of all exogenous constructs (X1, X2,) on Y1 is moderate.

The table above shows that the R Square value that shows the joint or simultaneous influence of X1, X2, and Y1 on Y2 is 0.316. It can then be concluded that all exogenous constructs (X1, X2, Y1) simultaneously affect Y2 by 0.316 or 31.6%. Because the Adjusted R Square is more than 25% but less than 75%, the influence of all exogenous constructs (X1, X2, Y1) on Y2 is moderate/moderate.

4.3. Structural Model

In this section, the results of hypothesis testing are described, by looking at the test results for Direct Effects and Indirect Effects. The test results for direct effects can be seen in the following table.

Tabel 5. Direct Effect

Hypothesized path	Standardized path coefficient	t-statistic	P Values	Results
H1: PU \square T	0,121	2,196	0,028	Accepted
H2: PEU \square T	0,130	3,109	0,002	Accepted
H3: PU \square MBU	0,082	1,422	0,155	Rejected
H4: PEU \square MBU	0,088	6,358	0,000	Accepted
H5: T \square MBU	0,172	2,773	0,076	Accepted

Source: Processed Data, 2024.

It can be seen from the output above that the direct effect relationship between Perceived Usefulness and Trust, Perceived Ease of Use and Trust, Perceived Ease of Use and Buyback Interest, Trust and Buyback Interest has a p-value of less than a significance level of 0.05 so it is declared significant. Meanwhile, the direct effect between Perceived Usefulness and Repurchase Interest has a p-value of more than 0.05 so it is declared insignificant.

The test results for indirect effects can be seen in the following table:

Tabel 6. Indirect Effect

	Standardized path coefficient	t- statistic	P Values	Results
H6: PU \square MBU \square T	0,045	1,293	0,209	Rejected
H7: PEU \square MBU \square T	0,015	4,213	0,189	Rejected

Source: Processed Data, 2024.

It can be seen from the output above that the indirect effect relationship between Perceived Usefulness and Buy-Back Interest mediated by Trust, Perceived Ease of Use and Buy-Back Interest mediated by Trust has a p-value of more than a significance level of 0.05 so it is declared insignificant.

4.4. Discussion

1) The Effect of Perceived Usefulness on Trust

Testing the direct influence of Perceived Usefulness on Trust obtained a t-statistic value of 2.196 with a p-value of 0.028. This shows that there is a direct influence between Perceived Usefulness and Trust. So it can be said that H1, namely Perceived Usefulness, has a positive and significant effect on the Trust received.

The results of this study support the research conducted by Wilson (2019) which shows that the level of trust in the use of the system is influenced by the level of perceived usefulness by the system users themselves.

2) Influence Perceived Ease of Use against Trust

Testing the direct influence of Perceived Ease of Use on Trust obtained a t-statistic value of 3.109 with a p-value of 0.002. This shows that there is a direct influence between Perceived Ease of Use on Trust and the influence is strong. The t-statistic value indicates that the relationship between the two is positive. So it can be said that H2, namely Perceived Ease of Use, has a positive and significant effect on the accepted Trust.

The results of this study support research conducted by Halizah, et al., (2023) which shows that convenience has a significant effect on customer trust. The results obtained reinforce the findings of Chen and Chen (2011) and Xu et al., (2010) that customer trust will increase if convenience is realized.

3) The Effect of Perceived Usefulness on Repurchase Interest

Testing the direct effect between Perceived Usefulness on Repurchase Interest with a t-statistic value of 1.422 with a p-value of 0.155. This shows that there is no direct effect between Perceived Usefulness and Repurchase Interest. The p-value indicates that the relationship between the two

is positive. So it can be said that H3, namely Perceived Usefulness, has a positive and insignificant effect on Repurchase Interest is rejected.

The results of this study support the research conducted by Inayah & Khasanah (2023) which shows that the perception of benefits (Perceived Usefulness) has a negative effect on Repurchase Interest. The increase in benefits felt by users does not necessarily make repurchase interest also increase. The results of this study are in line with research conducted by Ferdianto & Hendar (2022) which states that the higher the perceived usefulness, the lower the consumer's interest in repurchase.

4) The Effect of Perceived Ease of Use on Repurchase Interest

Testing the direct influence of Perceived Ease of Use on Repurchase Interest obtained a t-statistic value of 6.358 with a p-value of 0.000. This shows that there is a direct influence between Perceived Ease of Use on Repurchase Interest and the effect is strong. The p-value indicates that the relationship between the two is positive. So it can be said that H4, namely Perceived Ease of Use, has a positive and significant effect on Repurchase Interest received.

The results of this study support research conducted by Ashgar & Nurlatifah (2020) which shows that Perceived Ease of Use has a direct and significant influence on Repurchase Interest.

5) The Effect of Trust on Repeat Purchase Interest

Testing the indirect influence between Trust on Repurchase Interest obtained a t-statistic value of 2.773 with a p-value of 0.076. This shows that there is a direct influence on Repurchase Interest but the influence is weak. The t-statistic value indicates that the relationship between the two is positive. So it can be said that H5, namely Trust, has a positive and significant effect on Repurchase Interest received.

The results of this study support research conducted by Sumiyati & Zabella (2022) which shows that trust has a positive and significant effect on Buying Interest.

6) The Effect of Perceived Usefulness on Buying Interest through Trust

Testing the indirect influence of Perceived Usefulness on Trust through Repurchase Interest obtained a t-statistic value of 1.293 with a p-value of 0.209. Therefore, it can be said that H6, namely Perceived Usefulness to Repurchase Interest through Trusts, has a positive and insignificant effect on Repurchase Interest through Trusts is rejected.

The results of this study support the research conducted by Laora, Hidayati, & Asnawati (2021) which shows that the concept of trust here where trust in benefits is not able to encourage or foster the desire of respondents to buy back or buy again.

7) The Effect of Perceived Ease of Use on Repeat Purchase Interest through Trust

Testing the indirect influence of Perceived Ease of Use on Trust through Buyback Interest obtained a t-statistic value of 4.213 with a p-value of 0.189. Therefore, it can be said that H6, namely Perceived Ease of Use towards Repurchase Interest through Trusts, has a positive and insignificant effect on Repurchase Interest through Trusts is rejected.

The results of this study support research conducted by Laora, Hidayati, & Asnawati (2021) which shows that the concept of trust here where trust in ease of use is not an important factor to foster or encourage trust for consumers in deciding to buy goods repeatedly.

5. Conclusion

Most of the respondents in this study were female (70%) compared to male (30%), with an age range of 19 - 23 years (98%), at the even semester level of the 2023/2024 academic year of the Faculty of Economics and Business UM Pontianak, with monthly expenditures of IDR 1,000,000 - IDR 2,000,000 (60%). Do the frequency of shopping 1-2 times (40%), 3-4 times (20%) and more than 4 times (40%) in a month. The most frequently purchased products online are clothing (60%) and cosmetics (40%), internet use more than 4 hours per day (90%) with a payment system that is often used, namely the COD method (60%) and transfer method (40%) also some of the respondents do

not make purchases at the same seller (80%) and the factors that affect respondents in considering buying from online sellers are due to the convenience factor (60%) and the trust factor (40%).

The research model is worth using. This is evidenced by the measurement model consisting of outer loadings, Construct Reliability and Validity, Discriminant Validity (Fornell-Larcker), and Goodness Fit Model. The structural model consists of Direct Effect, and Indirect Effect.

The results of hypothesis testing for direct influence showed that Perceived Usefulness had a positive and significant effect on Trust, Perceived Ease of Use had a positive and significant effect on Trust, Perceived Usefulness had a positive and insignificant effect on Repurchase Interest, and Perceived Ease of Use had a positive and significant effect on Repurchase Interest.

The results of hypothesis testing for indirect influence show that Perceived Usefulness has a positive and insignificant effect on Buyback Interest through Trust, Perceived Ease of Use has a positive and insignificant effect on Buyback Interest through Trust.

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