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Effect of Price, Quality, Trust on Repurchase Intentions (Case Study on PT Tokopedia)

Vivian Angel[a], Lamhot Henry Pasaribu[b]
[a,b]Pelita Harapan University, Indonesia
* Corresponding author e-mail: viviangelim@ymail.com

A R T I C L E   I N F O

A B S T R A C T

PT Tokopedia is an Indonesian technology company that specializes in e-commerce. This study aims to analyze the variables of price, quality, and trust on repurchase intentions and see whether the variables of price, quality and trust have a positive and significant influence on repurchase intentions. The research model is primary research where the researcher gets the price, quality, and trust variables from the survey results conducted by the researcher and repurchase intentions variable with the results of a discussion with one of the experts before the start of this study. The examination technique utilized is a quantitative exploration strategy with the kind of exploration as illustrative, theory testing, and correlational with a cross-sectional methodology. Respondents were chosen through likelihood inspecting and compounding examining. The quantity of respondents taken for this review is 607 respondents. The information for the aftereffects of this review were gotten through disseminating polls utilizing a Likert method of 1-5 utilizing Google Form. This review utilizes the PLS-SEM technique to examine the information. The aftereffects of this review show that value, quality, and trust positively affect repurchase intention. In light of the data acquired from the aftereffects of this review, Tokopedia can endeavor to keep up with costs, and enhancements of the quality and trust angles from Tokopedia clients by thinking about the segment part of most of Tokopedia clients.

1. INTRODUCTION

In implementing a marketing strategy, a company will always change following developments and changes in the industrial environment in which the company is located. This change will automatically always encourage the company to continue to adapt to developments that will continue to emerge along with the times. The marketing strategy is created with the intention that the company can win the competition between companies in the industry and the market with the concepts offered which have their own characteristics in it. The market has existed since time immemorial. Since people understood that we could trade the merchandise we produce for products delivered by others, the market has turned into a basic piece of public activity as where merchants can meet purchasers. Online commercial centers assume a similar part - they unite purchasers and merchants on one bound together stage and help them in making exchanges. The idea ended up being excessively productive such that the web-based commercial center has framed in different fields and is truly blasting. The internet based commercial center in a real sense deletes the limits among dealers and purchasers. They length many nations and draw in clients from everywhere the world. Online dealers or specialist organizations who post their products on the internet-based market can even get openness to the global market. Obviously, online venders can likewise expect expanded worldwide traffic on their sites and maybe much higher changes or direct deals rates. To exploit this element, venders need to keep a powerful and secure installment passage that permits deals in numerous monetary standards and from various nations. Such a methodology is exceptionally advantageous for clients and will permit online dealers to grow their business geology (Pronko, 2020).

Indonesia is the largest archipelagic country in the world. With 17,000 islands, it is difficult to build infrastructure evenly. Sellers move to big cities to get a better market, but consumers can't get what they need. This causes a high level of urbanization which results in the accumulation of commodities in big cities. Tokopedia founders William Tanuwijaya and Leontinus Alpha Edison faced similar life experiences and challenges. They believe that to stop this problem, they must take steps to narrow the gap between big cities and small towns. On August 17, 2009, they launched Tokopedia which has a mission to achieve justice in the digital economy. Tokopedia is an electronic exchanging organization or normally known as an internet-based store. Since its established in 2009, Tokopedia has turned into a persuasive unicorn in Indonesia as well as in Southeast Asia. Up until this point, Tokopedia is perhaps the most visited markets by Indonesian. Tokopedia likewise upholds little and medium endeavors (MSMEs) and people to foster their organizations by promoting their items online with the public authority and different gatherings. The joint effort program started by Tokopedia is the yearly MAKERFEST occasion which has been held since March 2018 (Tokopedia, 2021).

Based on (iPrice, 2021) at Q3 2019, Tokopedia occupies the number one position seen from the number of web visits each month. Then it can also be seen from the journals published in the Prologia journal written by (Kangean and Rusdi, 2020), the data in the journal also shows that Tokopedia is ranked first in 2019. Then at Q4 2020, Tokopedia was an e-commerce with the second

rank in Indonesia seen from the comparison of the number of monthly web visits from other e-commerce and ranked number two from the AppStore and ranking number four from PlayStore (Franedya, 2020). It shows that Shopee has beaten Tokopedia in 2020. So that the source of the problem in this research stems from the gap phenomenon in Tokopedia and this is an interesting thing to examine more deeply what things consumers are looking for in consumer intentions to repurchase in Tokopedia e-commerce, so that this research is expected to help previous research, assist in solving research problems, and is expected to help research subjects. The position of this research is to help solve problems that occur in the Tokopedia company which is the subject of this research. Researchers took the dependent variable in the form of repurchase intentions because one of the factors that determine that consumers are satisfied and happy with an e-commerce is the intention to repurchase the e-commerce.

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This study aims to provide answers to the question whether the variables price, quality, and trust have a significant and positive influence on the repurchase intentions variable on the object of research of the Tokopedia company. The research model is primary research where the researcher gets the price, quality, and trust variables from the survey results conducted by the researcher and repurchase intentions variable with the results of a discussion with one of the experts before the start of this study.

2. LITERATURE REVIEW AND HYPOTHESES PROPOSED

Repurchase intention. Repurchase intention happens when buyers have made a past acquisition of an item or administration. (Setyorini and Nugraha, 2016) characterizes repurchase intention as the aim to repurchase the brand of an item. Individual judgment about repurchasing the predefined administration from a similar organization, considering the current circumstance and potential conditions. They additionally expressed that when shoppers get a positive reaction to past activities, there will be support; positive considerations regarding what the individual got will empower the person to make a repurchase. Repurchase intention is the longing and activity of purchasers to

repurchase an item, on the grounds that there is fulfillment with what customers need from an item. Past examinations on repurchase intention have frequently utilized various terms with a similar purpose or buy goal, with repurchase plan being regularly utilized. While different terms incorporate brand dependability, client unwaveringness, reliability goals, aim devotion, store dedication, online faithfulness. A few specialists propose that repurchase aim is firmly identified with purchaser reliability. The aim to repurchase is an indication of client dependability. Shopper unwaveringness is vital for the endurance of the organization in the long haul. Repurchase expectation with regards to online exchanges is the inclination of customers to visit sites and think about purchasing items or administrations from a similar internet-based store and focus on the web-based store. This repurchases expectation shows a disposition that helps the organization from the results of practical buys later on. The proportion of the accomplishment of actual stores (customary) and online stores is the same, in particular, client steadfastness is showed by rehashed buys. The job of client unwaveringness is vital in internet-based circulation channels, since organizations getting clients in web-based stores can be extravagant (Wijaya et al., 2018).

Price and repurchase intention. The meaning of price as per (Kotler and Keller, 2016) is the amount of all qualities given by clients to get the advantages of giving profound importance to them. At the point when customers assess and research the cost of an item is impacted by shopper conduct. As per (Kotler and Keller, 2016), there are valuing targets which remember the principal direction for benefit or thereabouts called benefit boost that each organization consistently picks the value that can give the best benefit. The subsequent direction is on the objectivity of the printing volume. The third direction on the picture. Organization picture can be shaped through a valuing technique. Exorbitant costs are intended for esteemed shows while low costs are utilized for trust purposes. Clients can see a certain price, where the high price of an item can affect the expectations of the client to buy the goods. The client will follow up on considerations regarding prices paid by different clients, no one likes to pay more than other clients. The politeness value will affect client insight and in the end it will affect their longing to become a client. (Kotler and Keller, 2016) characterize prices as predictable consisting of several instructions, such as reasonable costs, competitor costs, and appropriate values. According to (Razak et al., 2016), price is something that is given up or sacrificed to get an item or service. They also said that price are characterized as what is submitted or sacrificed to obtain a help or goods. Price is the size of a cash charged for an item or service; Size significant value traded clients to support purchases or use of goods or services. The result of the study conducted by (Adinata et al., 2018; Pertiwi, 2019; Saputra et al., 2021) showed that price has significant effect on repurchase intention. Therefore, the first hypothesis proposed is:

Hypothesis 1: Price has a positive impact on repurchase intentions.

Quality and repurchase intention. Quality can be deciphered as a client's impression of the general quality or prevalence of an item or administration identified with what is generally anticipated by the client. In the interim (Kotler and Keller, 2016) contends that the nature of an

item or administration is whatever can be presented to the market to fulfill needs and needs including actual merchandise, administrations, encounters, occasions, individuals, places, properties, associations, data and thoughts. (Ruswanti et al., 2016) say that the impression of quality goods or services is the view of buyers of quality or generally the superiority of an item or service as expected in general. The company must consider carefully how buyers see goods or services offered, given the fact that as an affirmation of the nature that appears from these goods or services, business substance can decide steps that can be taken to strengthen the impression of buyers or services, goods or services Brand services delivered by these organizations. When buyers check the price of goods or services, they hope that quality products or services must be in accordance with the value they pay. If there are various costs for goods or services, they may anticipate the cost of goods or services that are higher to mean better quality goods or services. According to this point of view, it seems that the buyer is bound to use fees as a scorer. Ruswanti, Herlambang and Januardo also stated that the pseudo quality affected the purpose of buying and subsequently stated that the quality of the pseudo had a strong relationship with the purpose of buying. So what is implied by the nature of an item or administration is nature of items or administrations that adjust to rules or principles. According to (Januarko et al., 2018), quality expressed that an organization should focus on how shoppers see the items delivered on the grounds that by knowing these insights, the organization can decide steps that can be taken to reinforce client view of the quality moved by the organization. Subsequent research conducted by (Wijaya et al., 2018; Ali and Bhasin, 2019; Herjanto and Amin, 2020) showed that quality significantly affect repurchase intention. Therefore, the second hypothesis proposed is:

Hypothesis 2: Quality has a positive impact on repurchase intentions.

Trust and repurchase intention. As indicated by (Kotler and Keller, 2016), trust is an organization's ability to depend on colleagues. It relies upon various relational and between authoritative components, like ability, trustworthiness, genuineness and saw consideration of the organization. They likewise say that building trust can be extremely interesting in internet-based settings, and organizations frequently force stricter necessities on their web-based colleagues than on others. Purchasers some of the time stress that they won't get the result of the normal quality conveyed to the perfect alignment of timing and location. (Setyorini and Nugraha, 2016) describe trust as a specific set of beliefs; especially those who identify with the ideals, skills, and honesty of others. Trust according to (Suhardi and Taufik, 2018) are assumptions held by an individual about depending on the words of the individual. An organization needs to have high trust and can be trusted related to the characteristics that accompany it: consistency, skills, legit, reasonable, reliable, accommodating and kind. In his study, (Suhardi and Taufik, 2018) characterize "client trust is as all information that the client has and all goals made by clients about goods, the nature and excellence of an item or service". Research conducted by (Setyorini & Nugraha, 2016; Ibzan et al., 2016; Pardede et al., 2018) showed that the impact of trust on repurchase intention was huge and positive. Therefore, the third hypothesis proposed is:

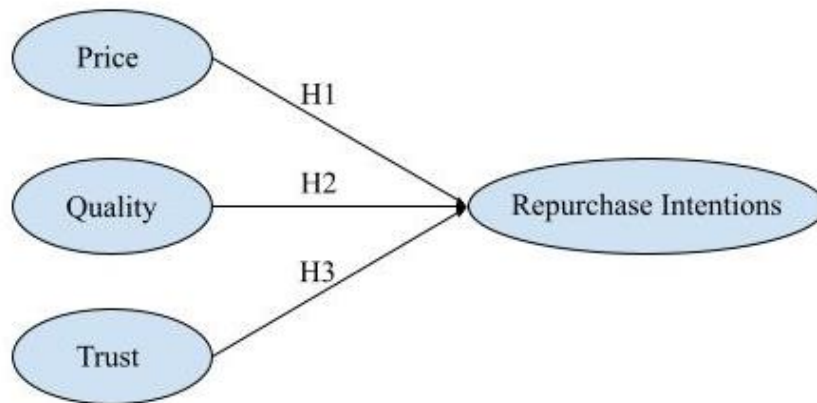*Hypothesis 3: Trust has a positive impact on repurchase intentions.*

Figure 1. Research Model

Source: Researcher, 2021

3. RESEARCH METHODS

This examination plans to decide the impact of value, quality, and trust on repurchasing intention in Tokopedia. The free factors in this study are price, quality, and trust while the reliant variable is the repurchase expectation. The testing technique used in this examination is straightforward arbitrary inspecting and compounding examining which depends on what exploration makes for this. Since the amount of populace is unknown, then the size of tests is directed by Cochran's equation (Sugiyono, 2019) with a blunder rate for investigating of 10%. The number of tests from the calculation results was gotten as 607 respondents. The objective example is all Tokopedia clients who meet the accompanying conditions: (1) 18 to 25 years of age. (2) Complete the exchange in Tokopedia over the most recent three months. (3) Use Tokopedia through mobile application or straightforwardly from its site. As per the market test research, the example size utilized in this exploration is 385 respondents. The examining strategy utilized in this study is non-likelihood inspecting that depends on judgment testing. The poll overview thing estimates the job of price, quality, and trust on repurchasing intention. All components of price, quality and trust are the consequence of scale advancement. The survey things are estimated utilizing a 5-point Likert scale, that is, 1=completely disagree, 2=disagree, 3=neutral, 4=agree and 5=highly agree.

Besides, the instrument was tried for legitimacy and dependability by factual investigation PLS-SEM at the estimation model stage (internal model). The legitimacy test was done by estimating normal of fluctuation removed (AVE), stacking factor and discriminant examination. The instrument has met the legitimacy necessities assuming the AVE esteem is > 0.5, the stacking factor is > 0.7 and the discriminant investigation should meet the Fornel-Larcker standard, specifically the square root worth of AVE should be more noteworthy than the relationship esteem between factors. Then, at that point, test the dependability by working out the unwavering quality composite

worth which should be more noteworthy than 0.7 (Ghozali and Latan, 2015). The progression of the web-based survey dispersion: (1) The scientist made an internet-based poll utilizing Google structure. (2) Researchers get a connection to share by means of Facebook, Instagram, Twitter, and Whatsapp. (3) Researchers select respondents who have measures that not entirely set in stone by past specialists. (4) Respondents who are remembered for the measures will be given a connection to finish up the survey. (5) Respondents will be approached to suggest different respondents that fit the measures. (6) The consequences of the responses from the respondents will be gone into the email of the specialist. (7) After the quantity of respondents is adequate, the following stage is for the researcher to examine and deal with the information from the aftereffects of the respondent's response.

4. RESULTS & DISCUSSION

The research was conducted in a period of approximately one period (one week) from August 17, 2021, to August 21, 2021. The results of this study were obtained from distributing online questionnaires to respondents using Tokopedia users. The total respondents obtained for this study amounted to 971 respondents, and respondents who were included in the valid respondents were 607 respondents (62.5% of the total respondents). The dominant respondents who filled out this questionnaire were female respondents with an age range of 18-25 years. Meanwhile, most of the respondents' educational background has an undergraduate education background who is domiciled in Jabodetabek and has made purchases at Tokopedia in the last 0-3 months.

Table 1. Respondents Profile

Questions	Total	Percentage
Gender		
Man	207	34%
Woman	400	66%
Age		
> 17 years old	33	5%
18-25 years old	253	42%
26-34 years old	175	29%
<34 years old	146	24%
Educational background		
SMP-SMA	128	21%
Diploma	105	17%
S1	337	56%
S2	31	5%
S3	6	1%
Domicile		
Jabodetabek	444	73%
Jawa Timur	36	6%
Banten	21	3%
Jawa Barat (non Jabodetabek)	20	3%
Jawa Tengah	10	2%
Bali	10	2%
Sulawesi Selatan	9	1%
Jambi	7	1%
Aceh	6	1%
Sumatera Utara	6	1%
Kalimantan Barat	5	1%
Sumatera Barat	5	1%
Gorontalo	4	1%
Kalimantan Selatan	3	0%
Kepulauan Riau	3	0%
Lampung	3	0%
Riau	3	0%
Sulawesi Tengah	3	0%
Bengkulu	2	0%
Sulawesi Utara	2	0%
Maluku	1	0%
Nusa Tenggara Barat	1	0%
Nusa Tenggara Timur	1	0%
Sulawesi Tenggara	1	0%
Sumatera Selatan	1	0%
Last time using Tokopedia		
0-3 months ago	336	55%
4-6 months ago	211	35%
< 7 months ago	60	10%

Source: Results of Data Processing (2021)

Measurement Model or Outer Model. At the measurement model stage, the results of the analysis of the 20 statement items indicate that it is necessary to delete several statement items in order to meet the Fornell-Larcker discriminant validity criteria. The deleted statement items are the 3rd, 4th and 6th items which are statement items from the trust variable. Then the NPK5 item which is a

statement item from the repurchase intentions variable. After the four statement items are removed, the Fornell-Larcker discriminant validity criteria can be achieved. The test results from the measurement model are 16 statement items which are then analyzed further with the structural model.
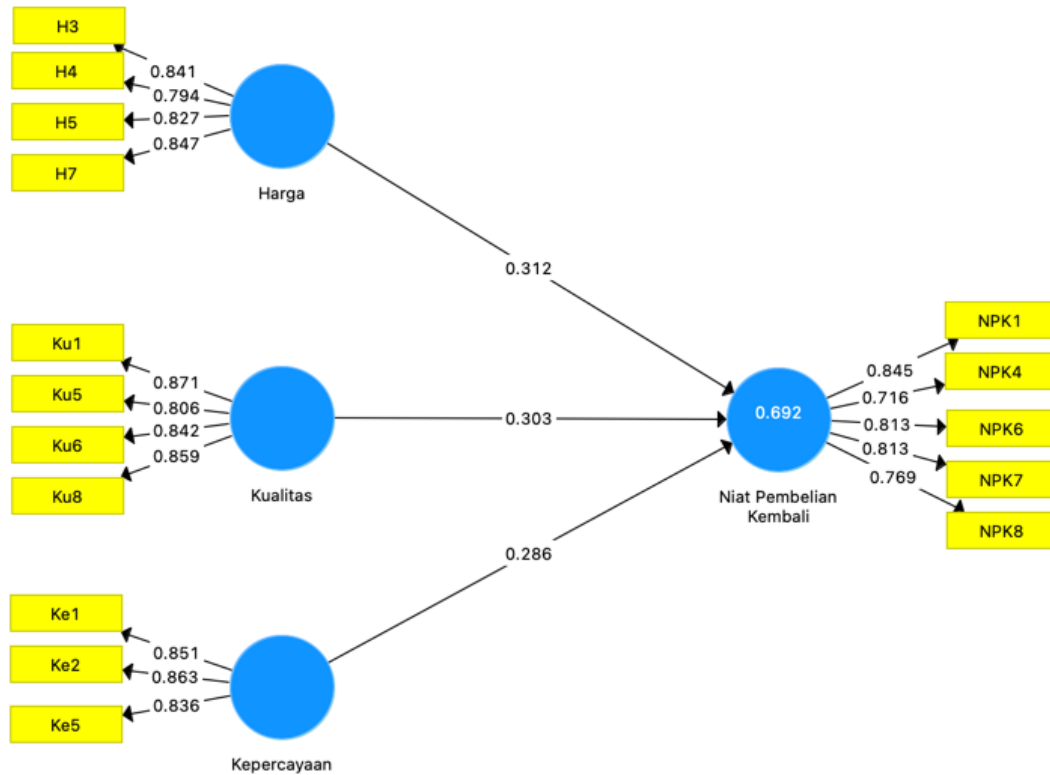

Figure 2. Measurement Model
Source: Results of Data Processing, 2021

Table two shows the measurement model or outer model of this study. The measurement model or outer model is used to survey the legitimacy and dependability of the model in the study. According to (Ghozali and Latan, 2015), this examination was led by focusing on convergent validity, discriminant validity and composite reliability. (Hair et al., 2017) also explained that the loading factor value of each statement item and the ideal AVE value of each variable were 0.7 and 0.5 However, further explanations put forward by (Hair et al., 2017) also stated that most of the other loading values between 0.4 and 0.7 can still be used as long as the AVE value is greater than 0.5.

Table 2. *Measurement Model Evaluation*

Construct	Item	*Outer loading*
Price (AVE=0.684, CR=0.897)		
H3	Prices on Tokopedia are affordable for me	0.841
H4	Prices on Tokopedia are according to normal standards	0.794
H5	I am satisfied with the discount provided by Tokopedia	0.827
H7	I am satisfied with the promo/cash-back provided by Tokopedia	0.847
Quality (AVE=0.714, CR=0.909)		
Ku1	I am satisfied with Tokopedia's performance	0.871
Ku5	Products sold on Tokopedia have good durability	0.806
Ku6	Tokopedia is able to provide satisfactory service	0.842
Ku8	I have a good view of Tokopedia's quality	0.859
Trust (AVE=0.722, CR=0.886)		
Ke1	I believe Tokopedia is safe for transactions	0.851
Ke2	I'm sure Tokopedia will protect my privacy	0.863
Ke5	I believe that Tokopedia vendors are honest in doing business	0.836
Repurchase Intentions (AVE=0.628, CR=0.894)		
NPK1	I will repurchase at Tokopedia	0.845
NPK4	I will buy at the same shop in Tokopedia	0.716
NPK6	I will recommend Tokopedia to people around me	0.813
NPK7	I intend to continue shopping online rather than stop shopping online	0.813
NPK8	I intend to continue shopping online instead of traditional shopping	0.769

Source: Results of Data Processing (2021)

The results of data processing in table two shows that the measurement results for this study are declared valid. The results of this calculation show that the value of AVE is in the range of 0.628 to 0.722. Likewise, the value of outer loadings is in the range of 0.716 to 0.871. Furthermore, the preliminary instrument reliability test that will be carried out is to calculate composite reliability which is a recommendation from (Ghozali and Latan, 2015). The calculation results in table two shows that the value of composite reliability is in the range of 0.886 to 0.909, so it has met the minimum value requirement of 0.7

Table 3. *Discriminant Validity*

	Price	Trust	Quality	Repurchase Intentions
Price	**0.827**			
Trust	0.732	**0.850**		
Quality	0.792	0.806	**0.845**	
Repurchase Intentions	0.762	0.759	0.781	**0.792**

Source: Results of Data Processing (2021)

The next validity test is discriminant validity. (Hair et al., 2017) suggest that the measurement of discriminant analysis uses the Fornell-Larcker criteria, namely the square root value of the AVE must be greater than the value of the relationship between constructs. Table three gives the results that the discriminant validity test using the Fornell-Larcker criteria has met the requirements, namely the root value of the AVE must be greater than the correlation value between variables.

Structural Model or Inner Model. The results of the analysis of the inner model of this study using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method shows that the repurchase intentions construct gives an estimated R-Square (R^2) of 0.692 or 69.2%, which means that the variation the value of the repurchase intentions construct which is explained by the variation of the value of price, quality, and trust of 69.2%. The remaining 30.8% was clarified by different constructs.
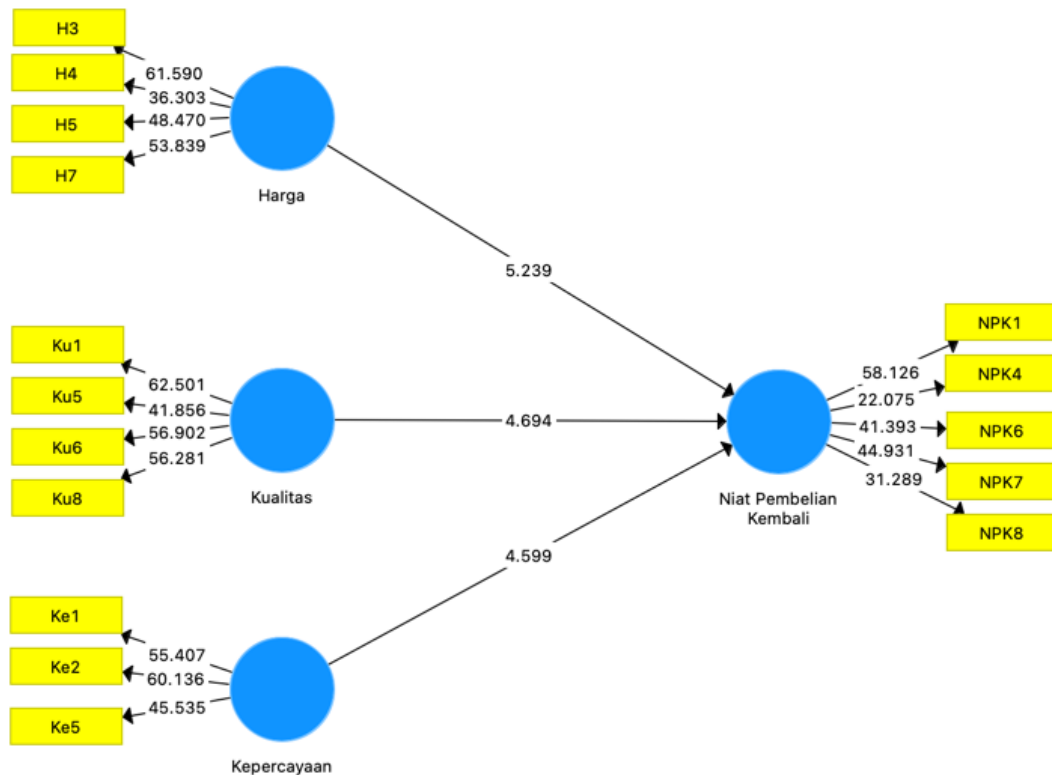

Figure 3. Structural Model

Source: Results of Data Processing, 2021

The next stage to analyze the results of this research is to conduct a structural model analysis or also known as the inner model. The first step that needs to be done at this stage is to look at the value of multicollinearity ensuring that it does not have a bias in the results of the regression (Hair et al., 2017). It can be seen in table seven that the value of the multicollinearity of this study described by the Variance Inflation Faction (VIF) can be said to have met the ideal requirements,

which is close to or lower than the value of five (Hair et al., 2017). So that all variables from this study have passed the collinearity value test. This shows that there is no multicollinearity problem and the correlation between the variables of this study does not occur significantly.

Table 4. *Collinearity* (VIF)

	Repurchase Intentions
Price	2.874
Trust	3.062
Quality	3.801
Repurchase Intentions	-

Source: Results of Data Processing (2021)

In the structural model, multicollinearity estimation is completed to see the relationship between independent constructs that exist if there is a tendency for collinearity. Multicollinearity testing is done by looking at the value of Variance Inflation Factor (VIF) which is expected to be able to decide whether there is a tendency for collinearity in the development of independent constructs. In accordance with what (Hair et al., 2017) said that the VIF value must be below five. Assuming more than five, the research model has a multicollinearity problem. The table of assessment results for the VIF value in table four shows that there is no collinearity pattern because all VIF values are below five.

Table 5. *Size and Significance of Path Coefficient*

Path	*Standardized Path Coefficient*	*t-statistics*	*p-values*
Price → Repurchase Intentions	0.312	5.170	0.000
Trust → Repurchase Intentions	0.286	4.607	0.000
Quality → Repurchase Intentions	0.303	4.664	0.000

Source: Results of Data Processing (2021)

After the research results meet the criteria for ideal collinearity results, the next step is to test the values of the coefficients and p-values, or which can also be represented by t-statistics, from each path of this study. Table five shows that all paths from this study have p-values smaller than 0.05, with all p-values from this study showing results of 0.000. Table five also shows that all paths from this study have t-statistics results that are greater than the t-statistics limit of 1.65 (with a level of significance of 5%), thus showing that the t-statistics results from this study have met the requirements. The results of these t-statistics and p-values indicate that the results of this study are significant (Hair et al., 2017). Table five likewise shows that the independent variable which overwhelmingly impacts the buy choices develop is the price variable which is demonstrated by a standardized path coefficient worth of 0.312. Then, at that point, the following predominant impact is quality and trust, which have the standardized path coefficient of 0.303 and 0.286, individually.

5. CONCLUSION AND SUGGESTION

Based on the results of hypothesis testing which were analyzed using the PLS-SEM method, the questions from the research proposed can be answered. Based on the results of hypothesis testing on the effect of the variables price, quality and trust on repurchase intention at Tokopedia, the conclusions that can be drawn are as follows: (1) Price variable has a positive and significant effect on the Buyback Intention variable on Tokopedia users. When the price variable on Tokopedia has a better perception of Tokopedia users, the satisfaction of Tokopedia users also increases, (2) Quality variable has a positive and significant effect on the Buyback Intention variable on Tokopedia users. When the Quality variable on Tokopedia has a better perception of Tokopedia users, the satisfaction of Tokopedia users also increases, (3) The Trust variable has a positive and significant effect on the Buyback Intention variable for Tokopedia users. When the Trust variable on Tokopedia has a better perception of Tokopedia users, the satisfaction of Tokopedia users also increases.

The conclusions that can be drawn from the results of this study are also expected to be able to complement the results of previous studies, where there has been no previous research that has tested the effect of the variables price, quality and trust on repurchase intention for the case study on Tokopedia. Through the results of this study, it can be seen that the price, quality and trust given by Tokopedia to Tokopedia users can increase purchase intentions and can provide a positive perception of Tokopedia users towards Tokopedia.

The limitations or weaknesses of the results of this research are: (1) The respondent's profile in the questionnaire only asks when the last time was the respondent used Tokopedia whose answer choices were in the range of the last few months, but did not ask how many times the respondent used Tokopedia in the range those few months. (2) Many indicators must be removed after data analysis is carried out using the PLS-SEM method. This shows that many indicators from previous studies that are not relevant are used in this study for case studies on Tokopedia in the time span of the research conducted. This is also most likely due to the influence of data security and privacy issues at Tokopedia, which in early May 2020 as many as 91 million Tokopedia user data leaked so that users did not trust and hesitate to use Tokopedia. Another possibility is that the indicators from previous research are irrelevant due to the rapid development and change of the digital world, so that statement items which were declared valid in previous studies and had a positive and significant effect were not declared valid for this study. This very fast development and change in the digital world has been accelerated by the COVID-19 pandemic, so most activities must be done online.

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