

E-SECURITY AND E-TRUST ON REPURCHASE INTENTION THROUGH E-SATISFACTION OF SHOPEE CONSUMERS IN PALU CITY

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Abstract

This study aims to determine and analyze the effect of *e-security* and *e-trust* on *repurchase intention* with *e-satisfaction* as an *intervening* variable for Shopee consumers in Palu City. This type of research is descriptive causality, in which it seeks to evaluate and analyze the effect of the *independent variable* on the *dependent variable*. The sample of this study consisted of users of Shopee's *online* buying and selling service who had made more than one purchase in Palu City. This was determined using a *purposive sampling* method and amounted to 120 people. This study uses the *Partial Least Square (PLS)* analysis method using the *SmartPLS* application. The results of this study indicate that 1) *E-Security* does not have a positive and significant effect on *e-satisfaction* for Shopee consumers in Palu City. 2) *E-Trust* positively and significantly affects *e-satisfaction* for Shopee consumers in Palu City. 3) *E-Security* has no positive and significant effect on *repurchase intention* for Shopee consumers in Palu City. 4) *E-Trust* positively and significantly affects *repurchase intention* for Shopee consumers in Palu City. 5) *E-satisfaction* positively and significantly affects *repurchase intention* for Shopee consumers in Palu City. 6) *E-Security* positively and significantly affects *repurchase intention* through *e-satisfaction* for Shopee consumers in Palu City. 7) *E-Trust* positively and significantly affects *repurchase intention* through *e-satisfaction* for Shopee consumers in Palu City.

Keywords: *Electronic Satisfaction, Electronic Trust, Repurchase Intention, Electronic Security*

INTRODUCTION

In today's era of globalization, technological advancements have significantly transformed the way people conduct their daily activities, offering unprecedented conveniences and opportunities. One of the most notable impacts of this technological progress is the increasing use of the internet in Indonesia. According to the Indonesian Internet Service Providers Association (APJII), internet users in the country reached 201.03 million during the 2022–2023 period, reflecting a growth of 2.67% compared to previous years. This rise in internet adoption underlines the pivotal role that the internet plays in modern society, influencing various aspects of life, from communication to commerce.

The rapid advancement of the internet has also spurred the growth of online sales platforms, leading to the emergence of a new shopping and business paradigm known as e-commerce. As Bernarto et al. (2019) highlighted, e-commerce has become a hallmark of the digital era, redefining how consumers and businesses interact. The increasing number and aggressive strategies of online retail sellers further indicate the rapid acceleration of the e-commerce industry (Permana & Djatmiko, 2018). This phenomenon is driven by the growing preference of consumers for online shopping, which has created lucrative opportunities for entrepreneurs. These platforms enable businesses to effectively reach their target markets, leveraging online media-based business activities to influence consumer behavior (Chaffey in Amelia, 2018). Consequently, e-commerce, particularly in the form of online retail stores, has become a necessity for businesses aiming to stay competitive and enhance product sales.

Among the numerous e-commerce platforms available, Shopee stands out as one of the most dominant players in Indonesia. A study conducted by APJII in 2022 revealed that Shopee is the most frequently used online retail platform in the country, with 55.08% of internet users engaging with it.

Additionally, Shopee Pay, one of its integrated features, ranks as the second most frequently used e-wallet application, with a utilization rate of 16.21%. Supporting this finding, data from iPrice indicates that Shopee's monthly page visits averaged 132.77 million in the first quarter of 2022, marking a 0.6% increase compared to the previous quarter, which recorded 131.9 million visits (Databoks, 2022). These impressive statistics highlight Shopee's strong position in Indonesia's e-commerce landscape, ranking as the second most popular platform among a competitive array of online marketplaces.

Despite the convenience and accessibility of online shopping, the lack of face-to-face interaction between buyers and sellers poses challenges in establishing trust—a critical factor in fostering consumer interest in e-commerce. Trust plays a pivotal role in encouraging repeat purchases, also known as repurchase intention, as consumers are more likely to return to a platform where they experience convenience, comfort, and confidence in the security of their transactions (Wiyata, Putri, & Gunawan, 2020). However, building this trust can be challenging, particularly when consumers have concerns about the safety and privacy of their personal information.

Flavián, as cited in Abid (2019), elaborates on the concept of e-security, defining it as a form of subjective trust wherein consumers perceive that their personal information is protected from misuse or manipulation during its processing and storage. This trust is crucial in the context of e-commerce, as it directly influences consumers' willingness to engage with a platform. E-security not only addresses privacy concerns but also reinforces the trust that consumers place in a company as the custodian of their personal data. Companies that prioritize e-security are more likely to cultivate loyal customers and enhance their reputations in an increasingly competitive digital marketplace.

In conclusion, the rapid growth of internet usage and the development of e-commerce platforms have revolutionized the way businesses operate and consumers shop in Indonesia. Shopee's dominance in the market underscores the potential of e-commerce to shape the future of retail. However, the success of such platforms hinges on their ability to foster trust, ensure e-security, and address privacy concerns effectively. By prioritizing these aspects, e-commerce platforms can build stronger relationships with their customers, encouraging repeat purchases and long-term loyalty.

According to Tran and Strutton (2020), in online shopping, e-trust refers to online consumers' trust in their expectations of online sellers. It is believed that online trust differs from offline trust due to the physical distance between buyers and sellers, the absence of salespeople, and the separation between buyers and products (Yoon, 2002).

E-satisfaction is a post-purchase evaluation made by consumers regarding a product or service, assessing whether the product or service has met their needs and expectations. This evaluation can also result in dissatisfaction if the product or service fails to meet expectations (Muzakir, 2020).

When a security system provides confidence and can be trusted by consumers, it creates a sense of security and trust. This eliminates the fear of transacting or providing personal data, as the security system ensures that the data remains confidential and secure. Consequently, marketplace consumers will feel more comfortable making future purchases (Gosal & Bernarto, 2021).

Online entrepreneurs who build trust with consumers reduce consumer fear, leading to an increased level of trust and, in turn, higher user engagement (Awad & Ragowsky, 2008). It can be concluded that trust in a website or online store directly influences the desire to repurchase from the same platform. This aligns with the findings of Wuisan et al. (2020), which demonstrate that e-trust has a positive and significant effect on repurchase intention among Sociolla consumers. Consumers show greater interest in making repeat purchases in the future when they have high levels of trust in specific sales sites. This indicates that e-trust forms the foundation of long-term relationships between network-based sellers and consumers. As such, high levels of e-trust significantly increase repurchase interest (Bulut, 2015).

E-commerce platforms that can guarantee the confidentiality of personal data, particularly users' financial information, lead to higher customer satisfaction. Research conducted by Wahyuningsih et al. (2022) shows that repurchase intentions are directly influenced by customer satisfaction. It is expected that the satisfaction experienced by consumers will encourage them to make repeat purchases on the same marketplace.

CONCEPTUAL FRAMEWORK

Security in *online* buying and selling is a sense of security for all data shared with *online* buying and selling *platforms* such as personal data, financial data, and so on, when a sense of security is felt.

If trust is present, trust in an *online* buying and selling *platform* will be created and then generate satisfaction which has an impact on the interest in shopping again on the same *e-commerce platform*

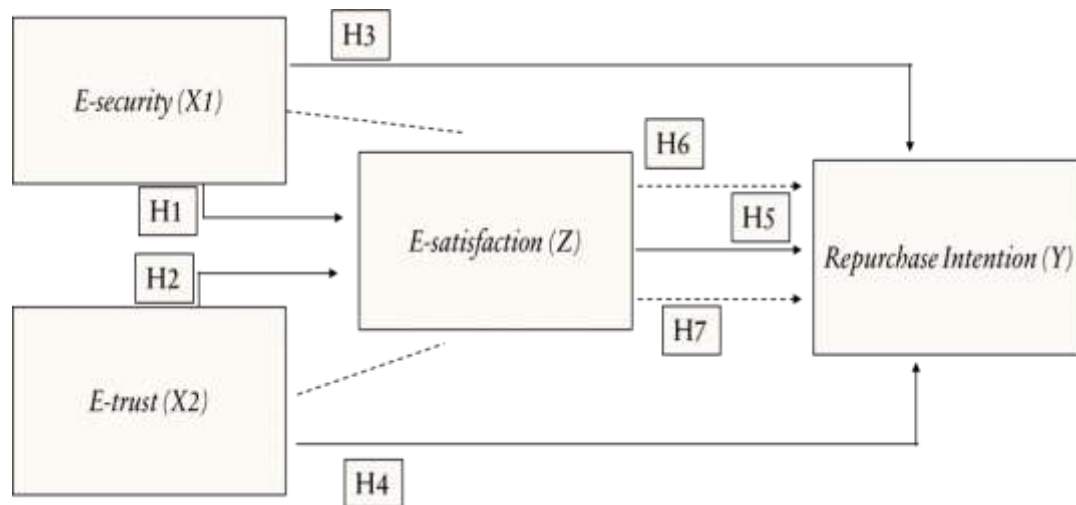


Figure 1 Conceptual Framework
 Source: Data processed 2022

Hypothesis

Based on the conceptual framework above, there are several research hypotheses as follows:

- H1: *E-security* affects *e-satisfaction* for Shopee consumers in Palu City
- H2: *E-trust* affects *e-satisfaction* for Shopee consumers in Palu City
- H3: *E-security* affects *repurchase intention* among Shopee consumers in Palu City
- H4: *E-trust* affects *repurchase intention* among Shopee consumers in Palu City
- H5: *E-satisfaction* affects *repurchase intention* among Shopee consumers in Palu City.
- H6: *E-security* affects *repurchase intention* through *e-satisfaction* for Shopee consumers in Palu City.
- H7: *E-trust* affects *repurchase intention* through *e-satisfaction* for Shopee consumers in Palu City.

RESEARCH METHODS

This research is a causality study, aimed at determining and analyzing the effect of independent variables on the dependent variable, as well as understanding the nature of each independent variable and its estimated impact. The study was conducted in Palu City, with residents of Palu City who use Shopee and have made purchases more than once within six months serving as the research subjects.

To collect data, the research utilized a Google Form to distribute questionnaires online. The sampling method employed was non-probability purposive sampling, with a total sample size of 120 respondents. This research employs both descriptive qualitative analysis techniques and quantitative analysis. Descriptive qualitative analysis is used to explain four research variables within the context of Shopee user satisfaction, specifically focusing on consumers who utilize Shopee services for online shopping. The analytical tool applied in this study is Partial Least Squares (PLS), utilizing SmartPLS software for data processing and analysis.

RESULTS AND DISCUSSION

RESULTS

Research Instrument Test

Convergent Validity

Based on the results in the figure below, it shows that all *indicators* in this study have a *loading* factor value > 0.70, which means that they have met the requirements for *convergent validity*.

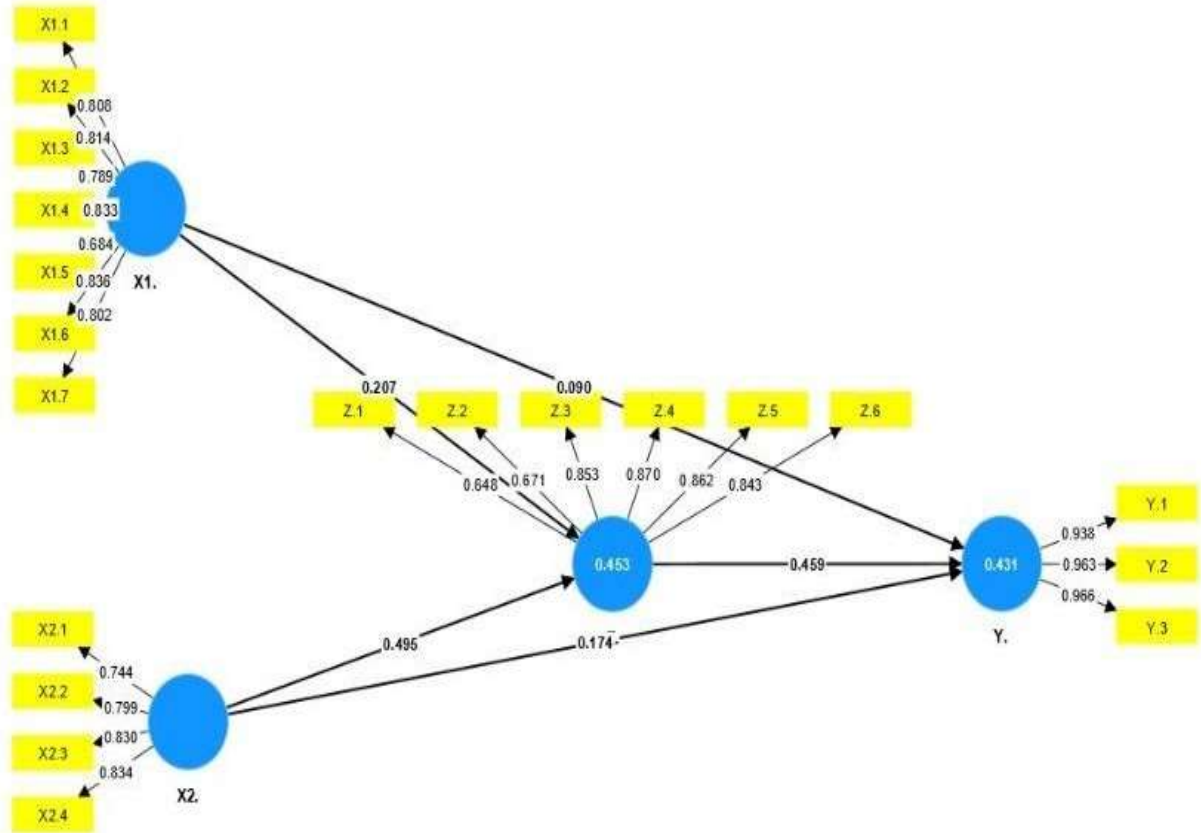


Figure 2 Smart PLS Convergent Validity Test Results
 Source: Data processed 2023

Outer Model Evaluation

Cross loading is used to assess if the construct has adequate *discriminant validity*, this is done by comparing the relationship and correlation between indicators of a variable and other variables. If the value of the relationship between construct indicators is higher than the relationship of these indicators to other variables, it is said that the construct has high *discriminant validity*. This means that the variable indicator is better than the indicator.

Table 1 Outer Loading Factors

Indicator	X1	X2	Y.	Z.
	<i>E-Security</i>	<i>E-Trust</i>	<i>Repurchase wIntention</i>	<i>E-Satisfaction</i>
X1.1	0,808			
X1.2	0,814			
X1.3	0,789			
X1.4	0,833			
X1.5	0,684			
X1.6	0,836			
X1.7	0,802			
X2.1		0,744		
X2.2		0,799		
X2.3		0,83		
X2.4		0,834		
Y.1			0,938	
Y.2			0,963	
Y.3			0,966	
Z.1				0,648
Z.2				0,671
Z.3				0,853
Z.4				0,87
Z.5				0,862
Z.6				0,843

Source: Data processed 2023

Reliability and AVE Test

Validity and reliability can also be seen from the reliability value of a construct and the AVE value. If a construct has a reliability value of 0.70 and AVE > 0.50, then the construct can be said to be reliable.

Table 2 Composite Reliability and AVE

	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1. <i>E-Security</i>	0,915	0,924	0,635
X2. <i>E-Trust</i>	0,827	0,878	0,644
Y. <i>Repurchase Intention</i>	0,953	0,969	0,913
Z. <i>E-Satisfaction</i>	0,906	0,911	0,635

Source: Data processed 2023

Structural Model Testing (*Inner Model*)

This study has 2 variables that are influenced by other variables, namely the *e-satisfaction* and *repurchase intention* variables. These variables are influenced by *e-security* and *e-trust*. *Repurchase intention* is influenced by *e-security*, *e-trust* and *e-satisfaction*. The test results in the study show the results of the *R-square* value for *repurchase intention* of 0.431, variable *e-satisfaction* of 0.453. This value can be interpreted that the variables *e-security*, *e-trust* and *e-satisfaction* affect *repurchase intention* by 43.1%. Even *e-security* and *e-trust* are able to influence *e-satisfaction* by 45.3%.

Table 3 R-Square

	R-square
Y. <i>Repurchase Intention</i>	0,431
Z. <i>E-Satisfaction</i>	0,453

Source: Data processed 2023

Hypothesis Testing Results

The test results using *bootstrapping* are as follows.

Table 4 Structural Model Testing

	Original (O)	Sample (M)	Standard deviation (STDEV)	T wstatistics	P wvalues
X1. <i>E-Security</i> -> Z. <i>E-Satisfaction</i>	0,089	0,086	0,131	0,680	0,498
X2. <i>E-Trust</i> -> Z. <i>E-Satisfaction</i>	0,207	0,215	0,099	2,081	0,040
X1. <i>E-Security</i> -> Y. <i>Repurchase Intention</i>	0,172	0,179	0,147	1,175	0,242
X2. <i>E-Trust</i> -> Y. <i>Repurchase Intention</i>	0,494	0,494	0,111	4,448	0,000
Z. <i>E-Satisfaction</i> -> Y. <i>Repurchase Intention</i>	0,462	0,459	0,083	5,543	0,000
X1. <i>E-Security</i> -> Y. <i>Repurchase Intention</i>	0,096	0,097	0,046	2,077	0,040
X2. <i>E-Trust</i> -> Y. <i>Repurchase Intention</i>	0,229	0,228	0,072	3,194	0,002

The results of the analysis with the help of PLS get the result that each relationship between variables is carried out using simulation. In this study, the *bootstrap* method was carried out on the sample, this is intended to minimize the problem of data abnormalities. The following test results are obtained:

H1 : The effect of *e-security* on *e-satisfaction*

The test results for hypothesis 1 show a path coefficient value of 0.089 with a *P Value* of 0.049. This value is > 0.05 , which means that *e-security* does not have a positive and insignificant relationship

with *e-satisfaction*, which means it is not in accordance with the first hypothesis. This means that Hypothesis 1 is not accepted.

H2 : The effect of *e-trust* on *e-satisfaction*

The test results for hypothesis 2 show a path coefficient value of 0.207 with a *P Value* of 0.040. This value is <0.05 , which means that *e-trust* has a positive and significant relationship with Shopee consumers' *e-satisfaction* in Palu City. This means that Hypothesis 2 is accepted.

H3 : The effect of *e-security* on *repurchase intention*

The results of testing hypothesis 3 in the study show that the path coefficient value is 0.172 with a *P Value* of 0.242. This value is > 0.05 , meaning that *e-security* does not have a positive and insignificant relationship with *repurchase intention* for Shopee consumers in Palu City, which means it is not in accordance with the third hypothesis. This means that Hypothesis 3 is not accepted.

H4 : The effect of *e-trust* on *repurchase intention*

The results of testing hypothesis 4 show that the path coefficient value is 0.494 with a *P value* of 0.000. This value is <0.05 , meaning that *e-trust* has a positive and significant relationship with the *repurchase intention* of Shopee consumers in Palu City. These results are in accordance with the fourth hypothesis. This means that Hypothesis 4 is accepted.

H5 : The effect of *e-satisfaction* on *repurchase intention*

The results of testing hypothesis 5 show that the path coefficient value is 0.462 with a *P value* of 0.000. This value is <0.05 . These results indicate that *e-satisfaction* has a positive and significant relationship with the *repurchase intention* of Shopee consumers in Palu City. This means that Hypothesis 5 is accepted.

H6 : The effect of *e-security* on *repurchase intention* through *e-satisfaction*

The results of testing hypothesis 6 show a path coefficient value of 0.096 with a *P Value* of 0.040. This value is <0.05 . These results indicate that *e-security* has a positive and significant relationship to *repurchase intention* through *e-satisfaction*. This means that Hypothesis 6 is accepted.

H7 : The effect of *e-trust* on *repurchase intention* through *e-satisfaction*

The results of testing hypothesis 7 show a path coefficient value of 0.229 with a *P Value* of 0.002. This value is <0.05 . These results indicate that *e-trust* has a positive and significant relationship to *repurchase intention* through *e-satisfaction*. This means that Hypothesis 7 is accepted.

DISCUSSION

Based on the results of testing and analyzing the effects of e-security and e-trust on repurchase intention, with e-satisfaction as an intervening variable among Shopee consumers in Palu City, the following research findings were obtained:

The effect of *e-security* on *e-satisfaction* for Shopee consumers in Palu City

Hypothesis testing indicates that e-security does not have a positive and significant influence on the e-satisfaction of Shopee users in Palu City. This suggests that a sense of security alone is insufficient to provide consumers with satisfaction when shopping on Shopee. Many other factors must be taken into account to ensure consumer satisfaction. While several studies have found that e-security does influence e-satisfaction—such as the findings of Gosal and Bernarto (2021), who stated that e-security positively affects e-satisfaction—this study does not yield significant results in this regard.

To support these findings, this study references Saputra (2017), who argued that e-security functions as an image and guarantee that supports and strengthens consumer confidence in a company or application for conducting online transactions. This implies that e-security primarily serves to build

consumer trust prior to initiating a purchase on an e-commerce platform, rather than directly influencing consumer satisfaction.

The effect of *e-trust* on *e-satisfaction* for Shopee consumers in Palu City

This discussion focuses on the e-commerce platform where consumers shop, emphasizing the importance of trust in establishing and maintaining strong relationships between consumers and e-commerce platforms. Hypothesis testing demonstrates that e-trust has a significant and positive influence on the e-satisfaction of Shopee consumers in Palu City. This finding aligns with the research conducted by Kasih and Moeliono (2020), which showed that e-trust positively influences e-satisfaction among Sorabel customers in Bandung. Similarly, the results of Sativa and Astuti's (2016) study indicate that the higher the level of trust, the greater the satisfaction with the website.

The effect of *e-security* on *repurchase intention* for Shopee consumers in Palu City

The test results in this study revealed that e-security does not have a positive and significant effect on repurchase intention. This finding suggests that higher e-security does not necessarily guarantee an increase in repurchase intention among Shopee consumers in Palu City. While several studies have indicated that e-security has a positive and significant impact on repurchase intention, the results of this study contradict such findings.

For instance, the results of this study do not align with research conducted by Gosan and Bernarto (2021), which concluded that e-security positively affects repurchase intention. However, these findings are consistent with the research conducted by Pattikawa and Hasan (2023), which found that e-security has no significant effect on repurchase intention. This indicates that there are still e-commerce users who do not feel entirely secure about the data they provide to e-commerce platforms, potentially influencing their decision to make repeat purchases.

The effect of *e-trust* on *repurchase intention* for Shopee consumers in Palu City

The results of hypothesis testing indicate that e-trust has a positive and significant effect on repurchase intention. This means that the higher the level of trust, the greater the likelihood of consumers shopping again on Shopee. These findings are consistent with the research conducted by Jayaputra and Kempa (2022), which demonstrated that e-trust significantly influences repurchase intention. This suggests that e-trust can be considered one of the key factors driving consumers to make repeat purchases. The greater the trust experienced by Shopee users, the stronger their interest in making subsequent purchases on the same platform.

The effect of *e-satisfaction* on *repurchase intention* for Shopee consumers in Palu City

Hypothesis testing in this study revealed that e-satisfaction has a positive and significant effect on repurchase intention. These findings are consistent with research conducted by Jayaputra and Kempa (2022), which concluded that e-customer satisfaction significantly influences repurchase intention. This indicates that online customer satisfaction is not only an important determinant of consumer behavior but also a key factor in increasing repurchase interest on e-commerce platforms. When consumers feel satisfied with their online shopping experience, they are more likely to return to the same platform for future purchases. Similarly, research by Zaraswati and Setyawati (2023) further supports this conclusion, demonstrating a significant relationship between e-satisfaction and repurchase intention. Their findings highlight how consumer satisfaction can act as a bridge to enhance loyalty in the competitive e-commerce market. Additionally, Rahab et al. (2021) found that electronic satisfaction has a notable impact on consumers' intention to make repeat purchases, emphasizing its role in building long-term relationships between platforms and their users. Together, these studies reinforce the idea that enhancing customer satisfaction is essential for driving repeat transactions and fostering loyalty on e-commerce platforms.

The effect of *e-security* on *repurchase intention* through *e-satisfaction* for Shopee consumers

in Palu City

The hypothesis testing in this study found that e-security has a positive and significant effect on repurchase intention through e-satisfaction among Shopee consumers in Palu City. This indicates that higher e-security leads to greater satisfaction, which in turn fosters consumers' intention to make repeat purchases. Taman (2010) supports this finding, suggesting that robust security guarantees increase consumer satisfaction and encourage repeat transactions by instilling confidence in the platform's ability to protect personal and financial data. Consumers who feel safe using an e-commerce platform are more likely to experience satisfaction and develop trust, which ultimately drives their intention to shop again. A strong sense of security reduces hesitation and enhances loyalty, making e-security a crucial focus for e-commerce platforms aiming to retain customers and build long-term relationships.

The effect of *e-trust* on *repurchase intention* through *e-satisfaction* for Shopee consumers in Palu City

The hypothesis testing in this study found that e-trust has a positive and significant effect on repurchase intention through e-satisfaction among Shopee consumers in Palu City. This suggests that the higher the level of e-trust, the greater the repurchase intention or interest in shopping again, with e-satisfaction acting as an intermediary variable. These findings are supported by the research of Jayaputra and Kempa (2022), which demonstrated that e-trust significantly influences repurchase intention through e-customer satisfaction. Similarly, research conducted by Wijayanti et al. (2021) revealed that electronic satisfaction mediates the relationship between electronic trust and repurchase intention. These findings imply that electronic satisfaction when shopping on a marketplace serves as a bridge, enhancing the effect of electronic trust on consumers' repurchase intentions.

CONCLUSIONS

Based on the results of research and discussion, the conclusions in this study are:

1. *E-Security* does not have a positive and significant effect on *E-satisfaction* of Shopee consumers in Palu City.
2. *E-Trust* has a positive and significant effect on *E-satisfaction* of Shopee consumers in Palu City.
3. *E-Security* does not have a positive and significant effect on *Repurchase Intention* Shopee consumers in Palu City
4. *E-Trust* has a positive and significant effect on *Repurchase Intention* of Shopee consumers in Palu City.
5. *E-Security* has a positive and significant effect on *Repurchase Intention* through *e- satisfaction* of Shopee consumers in Palu City.
6. *E-Trust* has a positive and significant effect on *Repurchase Intention* through *e- satisfaction* of Shopee consumers in Palu City.
7. The *novelty* or new discovery in this study is that *e-security* does not have a significant effect on *e-satisfaction*, meaning that the security provided by Shopee has not been able to create Shopee consumer satisfaction in Palu City.

The next *novelty* is that *e-security* does not have a significant effect on *repurchase intention*, meaning that the security on the Shopee platform has not been able to generate consumer repurchase interest on the Shopee platform in Palu City.

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