



## **THE EFFECT OF CUSTOMER TRUST AND PRODUCT DIVERSITY ON SHOPEE USERS REPURCHASE INTENTION WITH CUSTOMER SATISFACTION AS A MODERATING VARIABLE**

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### **ABSTRACT**

*This study aims to test and analyze the effect of discounts and sales promotion on repurchase intention with customer satisfaction as a moderating variable. The population in this study used a sample of 344 respondents who were users of the Shopee application aged 18-28 years. The data collection technique uses simple random sampling by spreading research questionnaires in the form of google forms through social media. The data processing method in this study is to use smartPLS with the aim of testing hypotheses. The results of this study show that customer trust has a positive and significant effect on repurchase intention, product diversity has a positive and significant effect on repurchase intention, customer satisfaction has a positive and significant effect on repurchase intention, customer satisfaction is significant and can moderate the effect of customer trust on repurchase intention, customer satisfaction has a significant effect on repurchase intention and can moderate the effect of product diversity on repurchase intention. This research recommends to shopee if you want to increase consumer repurchase interest, then it is possible to be able to further increase the sense of customer trust, because some respondents to this study stated that shopee has not fully provided quality products so that the products purchased are not in accordance with expectations, but this can be minimized by checking and ensuring that each product is worthy of being traded. Shopee is also expected to maintain the level of product availability, so that consumers can feel satisfied and return to shopping.*

**Keywords:** *Customer Trust, Product Diversity, Repurchase Intention, Customer Satisfaction.*

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## INTRODUCTION

Technology in the era of globalization keep going experience advancements that make the internet more growing in every line life Public specifically in field business or the usual called with e-commerce. Coordinating Ministry Field Economy say that transaction *e-commerce* in Indonesia in the first quarter of 2022 reached Rp108.54 trillion or up 23% *year-on-year / yoy* (Techinasia, 2022). One of the most frequent e-commerce used is Shopee. Shopee is an online shopping site in Indonesia and is a platform that offers experience safe and easy online shopping as well as with system efficient payments. Research done by snapcart year 2022 with method *on line* followed by 1,000 respondents from aged 20-35 years, spread across various areas in Indonesia. in between three type of *ecommerce* platform , results research show selected Shopee as an e-commerce platform most often used 78 % of consumers chose Shopee, followed by Tokopedia 20%, and Lazada 2% (Sindonews, 2022).

Based on the data above, this show that progress Shopee in leading e-commerce platform in Indonesia happened because height interest buys repeat consumers. Buying interest repeat is interest-based purchase on experience purchases that have been conducted in century ago (Ali Hasan, 2018). Research results before state that interest buy repeat influenced by customer trust (Ardianto et al., 2020; Prathama & Sahetapy, 2019; Yusuf, 2020). Consumers return to make transactions at Shopee because of a sense of trust in all possible risks that occur, such as transaction data security, returns of damaged goods and others. If the level of risk is high, consumers will be more careful in giving trust, and vice versa, if the level of risk that occurs is low, consumers will give high trust to transact (Yusuf, 2020). In addition to being influenced by consumer trust, repurchase interest is also influenced by product diversity. Product diversity has a positive and significant effect on repurchase interest(Arsyanti & Astuti, 2016; Mufida et al., 2021; Wijaya & Sanusi, 2021) The more complete the product variants owned by Shopee, the more satisfied consumers will feel and make them to buy products at Shopee again. Customer satisfaction can also affect repurchase interest, based on previous research, customer satisfaction has a positive and significant influence on repurchase interest (Agustina & Julitriarsa, 2022; Albi et al., 2022; Maharany et al., 2021).

In this study, researchers again wanted to test the influence of consumer confidence and product diversity on repurchase interest. The difference from the previous study is that the object of this study focuses on the shopee application, and the research subject that the researcher used was shopee application users aged 18-28 years, and there have been no studies that place the variable of customer satisfaction as a moderating variable that moderates the influence of consumer confidence and product diversity on repurchase interest. This will be the latest discussion in this study and will complement the previous research. So, it is hoped that this research will make a significant contribution in the field of marketing. Refers to theoretical understanding and the results of previous research. So, researchers are interested in conducting a study entitled "The Influence of Customer Trust and Product Diversity on Repurchase Intention with Customer Satisfaction as a Moderating Variable".

## LITERATURE REVIEW

### Theory of Reasoned Action

The Grand Theory on which this research is based is the Theory of Reasoned Action (TRA) which assumes that humans behave in a conscious way, considering the available information and also considering the implications of the actions carried out. In this theory, intention is a factor that influences the occurrence of an action. Intention is influenced by two factors, namely personal factors and social influence. Both factors positively influence the intentions of individual behavior that positively cause behavior (Wibowo, 2021). Theory of Reasoned Action (TRA) says that a person will do an act if they view the deed as positive and believe that others want to do it.

(Wibowo, 2021). Using this theory, this research was made systematically to determine the repurchase intention. Thus, customer trust and product diversity with customer satisfaction affect the repurchase intention, so it can be seen from the results of previous research and form a hypothesis.

### **The Effect of Customer Trust on Repurchase Intention**

Trust is the main determinant of repurchase (Sullivan & Kim, 2018). Consumer trust has a significant effect on repurchase intention (Prathama & Sahetapy, 2019). There is an influence and significant trust in repurchase interest. The higher the product trust by customers in terms of reliability, honesty, care, and credibility of the online shopping transaction, the higher the interest in repurchase (Ardianto et al., 2020). Consumer trust has a positive and significant effect on consumer repurchase interest in e-commerce (Yusuf, 2020). Based on previous research above, it forms the H1 hypothesis: Customer trust affects repurchase intention.

### **The Effect of Product Diversity on Repurchase Intention**

Product diversity affects consumers repurchase interest, diverse products will be in demand by many consumers by selling a variety of products consumers feel interested in buying the goods they need (Mufida et al., 2021). There is a positive and significant influence between product diversity and repurchase intention. This shows that the higher and increasing variables of product diversity, the repurchase intention of consumers increases (Wijaya & Sanusi, 2021). Based on previous research above, forming the H2 hypothesis: Product diversity affects repurchase intention.

### **The Effect of Customer Satisfaction on Repurchase Intention**

Customer satisfaction has a significant positive effect on repurchase intention (Agustina & Julitriarsa, 2022). Customer satisfaction has a positive and significant influence on repurchase interest, this proves that the higher the level of customer satisfaction, the higher the repurchase intention (Maharany et al., 2021). Customer satisfaction has a positive and significant effect on repurchase intention, customer satisfaction can give rise to repurchase interest. That is, the higher the level of customer satisfaction, the higher the level of repurchase interest (Albi et al., 2022). Based on previous research above, it forms the H3 hypothesis: Customer satisfaction affects repurchase intention H3: Satisfaction customer take effect to repurchase intention.

### **Moderation of Customer Satisfaction on the Effect of Customer Trust on Repurchase Intention**

Previous research stated that trust has a positive and significant effect on consumer satisfaction, consumer satisfaction has a positive and significant effect on repurchase interest (Anggara & Santosa, 2019). Trust has a positive effect on customer satisfaction and repurchase interest, and customer satisfaction has a positive effect on repurchase interest (Saidani et al., 2019). Customer trust and satisfaction affect repurchase intent (Antwi, 2021). It was found that online consumer satisfaction is the main driver of trust, repurchase and customer trust is revealed to be the main driver of repurchase intention (Al-Adwan et al., 2022). Based on the results of the partial hypothesis test, the satisfaction variable has a significant influence on repurchase interest. Based on previous research above, it forms the H4 hypothesis: Customer satisfaction has an effect and can moderate the influence of trust on repurchase intention.

### **Moderation of Customer Satisfaction on the Effect of Product Diversity on Repurchase Intention**

Product diversity gives customers the flexibility to choose, thus impacting their satisfaction (Lombart et al., 2018). Consumer satisfaction has a partial mediation effect between product diversity variables on repurchase interest (Alvian & Prabawani, 2020). The results of the indirect influence test show that product diversity variables have a positive and significant influence on repurchase interest mediated by consumer satisfaction (Rainy & Widayanto, 2020). The satisfaction felt by customers is on the basis of alternatives to the products provided (Desara et al., 2021). Based on previous research above, it forms the H5 hypothesis: Customer satisfaction has an effect and can moderate the influence of product diversity on repurchase intention.

## **METHODOLOGY**

The approach used by researchers is a quantitative method, namely a research method whose analysis is emphasized on numerical data (numbers) which is then processed by statistical methods. The results obtained are the significance of the relationship between the variables studied (Azwar, 2010). This study used a sample of research from shopee application users aged 18-28 years. The number of samples taken was 314 respondents. The number of indicators of the studied variable is 18. This study has two independent variables (X), one dependent variable (Y), and one moderation variable (Z). First, the variable customer trust (X1), customer trust is the willingness of consumers to take all risks in a product because of the expectation of obtaining positive results (Wangdra, 2022). This variable consists of four indicators, namely reliability, honesty, care, and credibility (Zafitri, 2021) Second, the variable product diversity (X2), product diversity, a set of types of products and goods offered by a particular seller to buyers (Putri & Gunawan, 2021), Product diversity consists of five indicators, namely, product size, product type, product material, product design, product quality (Faradila et al., 2022). Third, the moderation variable is customer satisfaction (Z), satisfaction is the feeling of whether or not the customer is happy from a product that is received with the expected (Sasongko, 2021), This variable consists of five indicators, namely the fulfillment of expectations, the absence of complaints, satisfaction with performance, satisfaction with benefits, satisfaction with quality. And one dependent variable is repurchase intention (Y) which consists of four variables, namely, transactional interest, referential interest, preferential interest, exploratory interest (Arsyanti & Astuti, 2016). (Arsyanti & Astuti, 2016). The data collection technique used was to use a questionnaire, where the researcher asked a number of questions that were in accordance with the indicators of each variable studied using a likert scale of 1 to 5 to respondents whose criteria had been determined. This study uses smartPLS SEM (Partial Least Square – Structural Equation Modeling) Software to process data and prove research hypotheses. PLS analysis consists of two sub-models, namely the measurement model (outer model) and the structural model (inner model). Measurement models are carried out to assess the validity and reliability of the model. Meanwhile, the structural model is carried out to find out the strength of estimation between latent and construct variables. (Romadhan et al., 2019)

## **RESULT AND DISCUSSION**

This study used a selected sample of 314 respondents from among shopee application users with 200 female respondents (63.7%) and men totaling 114 people (36.3%). The age of respondents in this study is based on research criteria, namely the age of 18-28 years. As for the products purchased at shopee, as many as 50% of respondents chose fashion products, 20% chose cosmetic tools, 13.5% chose home appliances, 10% chose food and beverages, and the remaining

6.5% chose electronic goods. And 300 people (95.5%) shop at shopee 1-3 times per month and the remaining 14 people (4.5%) shop more than 3 times per month. The data quality test in this study uses Partial Least Square (PLS) analysis, which is a Structural Equation Model (SEM) equation model with an approach based on variance or component based structural equation modeling. The software used is SmartPLS (Partial Least Square).

*Table 1. Output PLS Construct Reability and Validity*

	<b>Cronbach's alpha</b>	<b>rho_a</b>	<b>Composite reliability</b>	<b>AVE</b>	<b>Decision</b>
<b>X1</b>	0.851	0.896	0.888	0.613	Accepted
<b>X2</b>	0.864	0.865	0.902	0.649	Accepted
<b>Y</b>	0.833	0.838	0.882	0.601	Accepted
<b>Z</b>	0.932	0.957	0.948	0.786	Accepted
<b>Z x X1 -&gt; Y</b>	1.000	1.000	1.000	1.000	Accepted
<b>Z x X2 -&gt; Y</b>	1.000	1.000	1.000	1.000	Accepted

Based on the table above, the results of the validity test carried out by comparing the square root of the average variance extracted (AVE) have a result greater than 0.5 which means that the validity test has met the criteria and is declared good. Then the indicators used in this study are valid and have met convergent validity. The results obtained are also that the values of Cronbach's Alpha and composite reability have results greater than 0.7, which means that the reability test is declared reliable and meets the criteria. The structural model test or inner model shows the relationship or strength between the constructs used using 3 criteria, namely R-Square, F-Square, and Estimation for Path Coefficients. R-square results are strong. The result of the F-Square value for the independent product diversity (X2) variable is 1.189, so it can be concluded that the latent variable has a strong influence on the structural level. Furthermore, the results of the Estimation for Path Coefficient used to see the signification of the influence between variables have significant results for all hypothesis testing. The following are the results of testing the research hypothesis:

*Table 2. Hypothesis Testing*

	<b>Original sample</b>	<b>Sample mean</b>	<b>Standard deviation</b>	<b>T statistics</b>	<b>P values</b>	<b>Decision</b>
<b>X1 -&gt; Y</b>	0.103	0.107	0.033	3.132	<b>0.002</b>	Accepted
<b>X2 -&gt; Y</b>	0.788	0.770	0.085	9.299	<b>0.000</b>	Accepted
<b>Z -&gt; Y</b>	0.329	0.333	0.092	3.557	<b>0.000</b>	Accepted
<b>Z x X1 -&gt; Y</b>	-0.234	-0.229	0.059	3.975	<b>0.000</b>	Accepted
<b>Z x X2 -&gt; Y</b>	0.368	0.352	0.073	5.047	<b>0.000</b>	Accepted

Based on the results of the hypothesis test above, it can be described as follows, the hypothesis of the results of hypothesis one (H1) data analysis above shows a T-statistics value of 3.132 or more than the t-table value of 1.96. Thus, it is stated that customer trust has a significant positive influence on repurchase intention. This means that the higher the level of trust felt by consumers, the more consumers' desire to return to buying will increase. The results of this study are in line with the research of Sullivan & Kim. (2018), Primary & Sahetapy. (2019), Ardianto et al. (2020) and Yusuf. (2020), which shows that customer trust has a positive and significant effect on repurchase interest, it can be concluded that the first hypothesis (H1) is accepted.

Proving the second hypothesis (H2), product diversity proved to have a positive and significant effect on repurchase intention with a T-statistics value of 9.299. This shows that the more diverse the types and variants of products offered, the more interest in repurchasing consumers will increase in shopping, because consumers tend to prefer products that provide a variety of color, type and size variants. Thus, the evidence of this study is in line with the research conducted by Wijaya & Sanusi. (2021), Mufida et al. (2022) who stated that product diversity has a positive and significant effect on repurchase intention. So, it can be concluded that the second hypothesis (H2) is accepted.

Proving the third hypothesis (H3), customer satisfaction had a positive and significant effect on repurchase intention with a value of T-Statistics 3.557. By creating customer satisfaction in obtaining goods that match expectations, consumers will feel a good relationship with Shopee and make them again will make repurchases. The results of this study support and complement the previous research conducted by Agustina & Julitriarsa. (2021), Maharany et al. (2021), and Albi et al. (2022) which show that customer satisfaction has a positive and significant effect on repurchase intention. Then it can be concluded that the third hypothesis (H3) is accepted.

The fourth hypothesis proof (H4), shows that the original sample value is  $-0.234$  and the sample mean  $-0.229$  so that it is declared a negative value, then the moderation of customer satisfaction weakens but is significantly the influence of customer trust on repurchase intention. This negative influence can be explained that the greater the level of customer satisfaction that arises when shopping, it will probably lead to a decrease in consumer repurchase interest. However, there are things that can be done in order to increase customer satisfaction, namely by increasing customer trust by being responsible if there is damage that occurs to the product and other things related to customer trust. This is felt to be necessary in order to strengthen customer satisfaction and customer trust given by Shopee against repurchase intention. Thus, this research evidence can support and complement previous research conducted by (Al-Adwan et al., 2022; Anggara & Santosa, 2019; Antwi, 2021; Dzaki & Zuliestiana, 2022; Saidani et al., 2019). Then it can be concluded that the fourth hypothesis (H4) is accepted.

Proving the fifth hypothesis (H5), moderation of customer satisfaction has a significant effect and can moderate the influence of product diversity on repurchase intention. A person's interest in re-shopping in the same place comes from customer satisfaction that is able to moderate product diversity towards repurchase intention. The more the level of stock availability and the type of product, the more satisfied customers will be, which will make them come back to shop. Thus, the evidence of this research can support and complement previous research that has been carried out by (Alvian & Prabawani, 2020; Desara et al., 2021; Lombart et al., 2018; Rainy & Widayanto, 2020). Then it can be concluded that the fifth hypothesis (H5) is accepted.

The results of this study are worth discussing related to the results of the coefficient of determination. The coefficient of determination is usually used as a basis in determining the influence of free variables on bound variables. The formula used is:  $KD = R^2 \times 100\%$ . Based on the data processing in this study,  $R^2$  was obtained, which was 0.701. From the value of the coefficient of determination ( $R^2$ ) 0.701 which means that e-service quality and e-WoM to repurchase intention contributed 70.1% while the remaining 29.9% was influenced by other factors outside this study.

## **CONCLUSION**

This study provides evidence on the influence of customer trust and product diversity on repurchase intention with customer satisfaction as a moderating variable. The results of this study show that customer trust has a positive and significant effect on repurchase intention. Product

diversity has a positive and significant effect on repurchase intention. Customer satisfaction has a positive and significant effect on repurchase intention. Customer satisfaction weakens but is influential and can moderate between customer trust and repurchase intention. Customer satisfaction is able to strengthen and can moderate between product diversity and repurchase intention. This study has limitations, namely the respondents who became a sample of only shopee application users aged 18-28 years.

This research recommends to shopee if you want to increase consumer repurchase interest, it is advisable to be able to further increase the sense of customer trust, because some respondents of this study stated that shopee has not fully provided quality products so that the products purchased are not in accordance with expectations, but this can be minimized by checking and ensuring that each product is worthy of being traded. Shopee is also expected to maintain the level of product availability, so that consumers can feel satisfied and return to shopping. For subsequent researchers, it is expected to expand the sample because in this study the sample used was only users of the application aged 18-28 years and added the variable of customer expectations as a moderating variable to complement the model that affects customer trust and product diversity towards repurchase intention. Expectations can be a customer's estimate of what he will get when buying a product. Expectation is the view that expectation is the initial standard that customers make before making a purchase. Customer expectations need to be considered by shopee in order to know and analyze the expectations that customers want.

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