

# *Impact Of Brand Trust On Repurchase Intention Of Tokopedia*

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**Abstract** – This study aims to examine the effect of brand trust on repurchase intention consumer in Tokopedia. Questionnaires distributed to 390 respondents and the hypothesis is examined using quantitative approach. Data was analyzed using the SEM PLS (Structural Equation Modeling Partial Least Squares) method with SmartPLS. The results are significant and positive effects between brand trust and repurchase intention. The implication is that Tokopedia should increase its performance on strengthening brand trust in order to increase repurchase intention.

**Keywords** – repurchase intention, brand trust, Tokopedia, SmartPLS

## I. INTRODUCTION

Progress in the fields of technology, information and telecommunications is very fast and especially due to the internet which facilitates and accelerates each of these fields [9]. The number of internet users in Indonesia according to a survey in 2019 was 171.7 million people or around 64.8% of the total population in Indonesia [10]. The increasing number of internet usage, makes business people use this opportunity to use the internet in business aspects [11]. This convenience is used by traders to sell using the internet [7]. In 2025 it is predicted that most Indonesians will use electronic commerce as sellers and buyers [6].

In Indonesia, there are several forms of electronic commerce that are often used by Indonesians, one of which is the Tokopedia online store. As of the third quarter, 2019, Tokopedia is the first marketplace most frequently visited by Indonesians, with around 60 million visitors [8]. At the post-purchase stage, consumers are expected to use or consume products through Tokopedia again. Repurchase intention is a consumer intention that arises after making a purchase.

Repurchase intention is influenced by the level of brand trust. Brand trust is the willingness of consumers to rely on the ability of the brand to fulfill the promised product functions and values [3]. The brand to be purchased is a brand that is trusted by consumers so that the brand must gain the trust of consumers. When looking at the concept of electronic commerce, electronic transactions are carried out behind the scenes, so that consumers cannot know whether the seller involved in the transaction will engage in dangerous behavior and use their personal information unilaterally or not, so consumer trust in the brand is very much needed [5]. This trust must be built between online sellers and consumers so that repeat purchases can occur. Trust in goods/services providers has a significant impact on consumer repurchase intentions. Lack of trust can cause consumers to doubt or even cancel their desire to shop during online transactions [1].

## II. PURPOSE AND METHODS

A quantitative approach using structural equation modeling-partial least squares (SEM-PLS) analysis techniques in the SmartPLS program. The research sample consisted of 390 people who had used Tokopedia. The research sample was selected using a purposive sampling technique. SEM-PLS method can be used for research with a small number of samples and this method also ignores several assumptions (non-parametric). Research data was collected using brand trust scale based on theory proposed by Ballester et al. [2] and repurchase intention scale based on theory proposed by Fishbein and Ajzen [4]. The scale consisted of 5 answer choice in Likert style ranged 1 (strongly disagree) to 5 (strongly agree).

### III. RESULTS AND DISCUSSIONS

**MEASUREMENT MODEL / OUTER MODEL ANALYSIS :** In this study, outer model analysis was used to assess the validity and reliability of the scale of repurchase intention and brand trust using the SmartPLS application. The outer model aims to describe the relationship between the latent variable and its indicators. This outer model uses the values of convergent validity, discriminant validity, and composite reliability test, which be explained in detail as follows

**Convergent Validity :** Convergent validity aims to measure the similarity of dimensions or aspects of each item on a research scale. An indicator is considered valid if it has an AVE value (average variance extracted)  $> 0.5$ , or shows an outer loading value  $> 0.7$ .

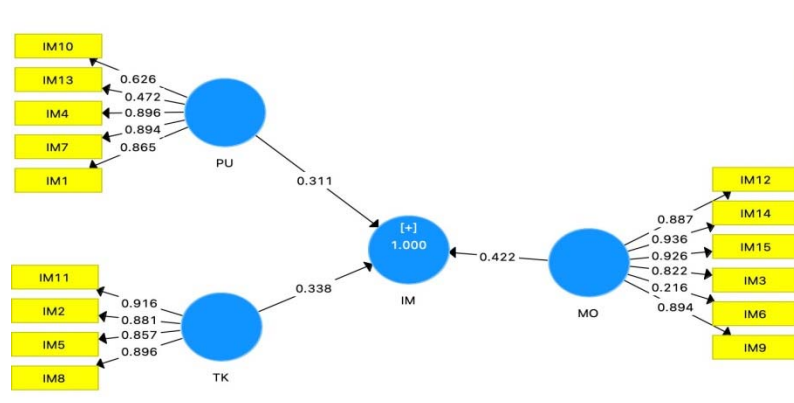


Figure 1. Measurement Model Repurchase Intention

The analysis results in Figure 1 show that there are 12 repurchase intention items with a loading factor  $> 0.7$ , which means the items are valid. However, there are 3 items with a loading factor  $< 0.7$ , meaning that these items are invalid and need to be removed from the model. Then as the convergent validity test was performed based on the AVE after the items were eliminated and the aspects had an AVE  $> 0.5$ . This shows that repurchase intention fulfills convergent validation.

Table 1. Average Variance Extracted Repurchase Intention

Repurchase Intention Aspect	AVE
Main Choice	0.816
Repurchase	0.788
Recommendation	0.800

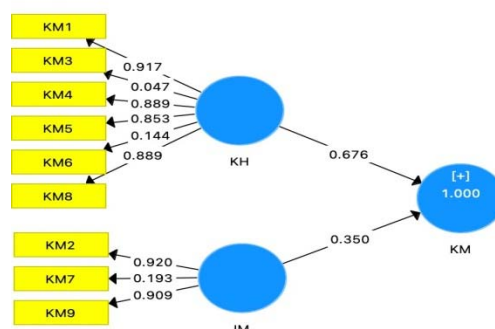


Figure 2. Measurement Model Brand Trust

The analysis results in Figure 2 show that there are 6 brand trust items with a loading factor  $> 0.7$ , which means the items are valid. There are 3 items in the aspect with a loading factor  $< 0.7$ , meaning that these items are invalid and need to be removed from the model. Then a convergent validity test was performed based on AVE after the items were eliminated and the aspects had AVE  $> 0.5$ . This shows that organizational culture fulfills convergent validation.

Table 2. Average Variance Extracted Brand Trust

Brand Trust Aspect	AVE
Brand Reliability	0.791
Brand Intention	0.843

Discriminant Validity : The second step is to look at discriminant validity. Discriminant validity is met if the cross loading value of each the statement item to the variable itself is greater than the correlation value of the statement item to other variables.

Table 3. Discriminant Validity Repurchase Intention

Items	Cross Loading	
	Repurchase Intention	Brand Trust
IM1	<b>0.821</b>	0.645
IM2	<b>0.848</b>	0.619
IM3	<b>0.738</b>	0.512
IM4	<b>0.830</b>	0.557
IM5	<b>0.795</b>	0.744
IM7	<b>0.846</b>	0.567
IM8	<b>0.861</b>	0.607
IM9	<b>0.867</b>	0.646
IM11	<b>0.878</b>	0.713
IM12	<b>0.822</b>	0.604
IM14	<b>0.865</b>	0.684
IM15	<b>0.849</b>	0.635

From table 3 it can be seen that the cross loading value in the repurchase intention construct is greater than the other values. This shows that the repurchase intention items in this study correctly explain the latent variables and prove that all of these items are valid.

Table 4. Discriminant Validity Brand Trust

Items	Cross Loading	
	Brand Trust	Repurchase Intention
KM1	<b>0.907</b>	0.711
KM2	<b>0.892</b>	0.711
KM4	<b>0.870</b>	0.697
KM5	<b>0.843</b>	0.667
KM8	<b>0.893</b>	0.569
KM9	<b>0.845</b>	0.753

From table 4 it can be seen, the cross loading value on the brand trust construct is greater than the other values. This shows that the brand trust items in this study have properly explained its latent variables and prove that all of these items are valid.

Reliability : The third step is looking at reliability, a variable can be said to be reliable when it has a Cronbach' alpha value  $\geq 0.6$  and a composite reliability value  $\geq 0.7$ .

Table 5. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha	Description
Repurchase Intention	0.952	0.942	Reliable
Brand Trust	0.874	0.848	Reliable

STRUCTURAL MODEL/ INNER MODEL ANALYSIS : Connects latent variables based on the value of the path coefficient to see how much influence the two variables. In this study, inner model analysis is used to see the effect of brand trust on repurchase intention. There are several measurement models to see the effect and relationship between variables, including:

R Square : The R-Square value explains the variability of the dependent variable which can be explained by the independent variables.

Table 6. R Square

Variable	R Square
Repurchase Intention	0.668

From table 6, the R Square value is 0.668, which means that brand trust has an effect on repurchase intention of 66.8%, the rest is influenced by other variables outside this study.

Direct effect : Direct effects aim to see the direct effect of the independent variable on the dependent variable. direct effects are accepted if the t-statistic  $> 1.96$ , and the probability value (p-value)  $< 0.01$ .

Table 7. Direct Effect

	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P Values
<b>Brand Trust -&gt; Repurchase Intention</b>	0.759	0.762	0.025	30.020	0.000

Based on table 7, the value of the original sample estimate is 0.759 which indicates that there is a positive influence of brand trust on repurchase intention. The T-statistic value was 30.020 ( $> 1.96$ ) and a significant value of 0.000 ( $P < 0.01$ ), indicating that brand trust has a positive and significant effect on repurchase intention of Tokopedia.

#### IV. CONCLUSION

This study aimed to examine the impact of brand trust on the repurchase intention of Tokopedia. Based on the results of research conducted with a sample of 390 people, brand trust has a positive and significant effect on the repurchase intention of Tokopedia. This means that the higher the brand trust, the higher the repurchase intention of Tokopedia. The results of this study are expected to provide information about factors that can influence a person's intention to purchase from Tokopedia.

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