THE ROLE OF DIGITAL TRUST IN DRIVING REPURCHASE INTENTION ON TIKTOK SHOP IN INDONESIA

PERAN KEPERCAYAAN DIGITAL DALAM MEMPENGARUHI NIAT PEMBELIAN ULANG DI TIKTOK SHOP DI INDONESIA

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ABSTRACT
The rapid advancement of technology has significantly impacted business activities, leading to the rise of e-commerce. Social commerce (S-commerce) integrates social media into e-commerce, offering new opportunities in developing markets like Indonesia. This study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the relationships between perceived technology, security, reputation, risk, S-commerce knowledge, and prior online purchase experience on online trust and repurchase intention. Findings reveal that perceived technology and reputation positively influence online trust, while perceived risk has a negative effect. Online trust mediates the effect of perceived technology on repurchase intention but not prior online purchase experience. The study emphasizes the role of trust in enhancing consumer participation in S-commerce.
Keywords*: E-Commerce, Social Commerce, Online Trust, Online Repurchase Intention, Consumer Behavior*

ABSTRAK
Perkembangan teknologi yang pesat telah berdampak signifikan pada aktivitas bisnis, yang mengakibatkan munculnya e-commerce. Social commerce (S-commerce) mengintegrasikan media sosial ke dalam e-commerce, menawarkan peluang baru di pasar berkembang seperti Indonesia. Studi ini menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) untuk menganalisis hubungan antara persepsi teknologi, keamanan, reputasi, risiko, pengetahuan S-commerce, dan pengalaman pembelian online sebelumnya terhadap kepercayaan online dan niat pembelian ulang. Hasil penelitian menunjukkan bahwa persepsi teknologi dan reputasi secara positif mempengaruhi kepercayaan online, sementara persepsi risiko memiliki efek negatif. Kepercayaan online memediasi efek persepsi teknologi terhadap niat pembelian ulang, tetapi tidak memediasi efek pengalaman pembelian online sebelumnya. Studi ini menekankan peran kepercayaan dalam meningkatkan partisipasi konsumen dalam S-commerce.
Kata Kunci: E-Commerce, Social Commerce, Kepercayaan Online, Niat Pembelian Ulang Online, Perilaku Konsumen.

INTRODUCTION

The rapid development of digital technology in the last few decades has changed various aspects of life, including the way of doing business. One of the biggest impacts of this technological revolution is the emergence of the internet, which has changed the way humans interact and conduct business transactions. Information technology, especially the internet, has created new opportunities for the business sector through e-commerce, which facilitates online buying and selling transactions (Guedon, 1997).

E-Commerce offers a new paradigm in the business world by enabling business people to increase operational efficiency, expand market reach, and provide convenient shopping experience for consumers. However, in developing countries, the implementation of e-commerce often faces a number of challenges such as inadequate infrastructure, limited internet access, and low consumer trust in online transactions (Lestari, 2019). Therefore, a deep understanding of the factors that influence e-commerce

adoption is important for the development of more effective and sustainable business strategies (Hendricks & Mwapwele, 2023). As the popularity of social media increases, the concept of social commerce is starting to develop. S-Commerce is a platform that combines elements of social media into e-commerce, such as product reviews, recommendations from other users, and community interactions that provide a more interactive and personalized shopping experience (Asanprakit & Kraiwanit, 2023). Platforms like TikTok Shop, which combine social media with e-commerce features, have shown great potential in changing consumer shopping behavior, especially in developing countries like Indonesia, where internet and social media use continues to increase (Hong & Anh, 2023).

One of the key factors that determines the success of e-commerce and s-commerce is consumers' online trust in shopping activities. Consumer trust in s-commerce platforms is crucial in creating a safe and reliable environment, which ultimately influences consumer purchasing decisions (Lim et al., 2020). Previous research has shown that the level of consumer trust has a positive correlation with online purchasing intentions, where trust helps reduce concerns regarding security and privacy risks in online transactions (Santo & Marques, 2022). Therefore, a deep understanding of online trust and how this factor influences online repurchase intention on s- commerce platforms is very important, especially in developing countries. Through this approach, businesses can develop more effective strategies to build consumer trust, strengthen long-term relationships, and create competitive advantages in an increasingly connected digital era (Cho

et al., 2014; Razak et al., 2014).

Shopping Factors

The research by (Attar et al., 2021) explain that Social Commerce refers to the activity of buying and selling goods or services on social media platforms. Active users on social media provide ratings, write reviews, and provide references regarding products or services. Key factors such as the trust variable and surface credibility variable are the main determinants of online shopping satisfaction. In research by (Akman & Mishra, 2017), it is explained in more detail that s-commerce is a type of electronic commerce, where customers use social media to support social interactions and make their contributions when they buy goods and services online. S-Commerce aims to improve communication between businesses and their stakeholders, including suppliers, business partners, and customers, by leveraging the social and collaborative aspects of social media (Lim et al., 2020).

Shop online factors refer to various elements that influence consumers' decisions to shop online, including aspects such as products, delivery, payment, privacy, security, attractive visuals, convenience, and entertainment (Suprapto et al., 2022). Consumer perceptions of these variables from previous experiences will influence subsequent purchase intentions. Tangmanee & Rawsena (2016) emphasized that perceived risk and website reputation are the main factors influencing online shopping intentions, where higher perceived risk decreases trust, while a good site reputation increases trust and purchase intentions. Online trust was identified as an important mediator that moderates the influence of both factors on purchase

intentions, highlighting the importance of risk management and reputation in driving online shopping (Suprapto et al., 2022; Tangmanee & Rawsena, 2016

Online repurchase intention refers to a consumer's desire or intention to repurchase products from the same online trading platform. In this context, the difference with online purchase intention is that consumers already have experience in making online purchase transactions and their intention is to make repeat purchases on the same online trading platform (Bulut, 2015). In the context of s-commerce, maintaining consumers repurchase intentions is very important because the costs of attracting new customers are much higher compared to retaining existing customers. So, it will be more efficient and effective in increasing profits and reducing costs. One of the key factors that influences repurchase intention is online trust (Liu & Tang, 2018). Repurchase Intention according to research conducted by Razak et al. (2014) is a consumer decision to repurchase services or products provided from the same company or shop.

According to research by (Suprapto et al., 2022), the perceived technology variable refers to consumers perceptions of the ease and benefits of using e-commerce sites or platforms, including assessments of security, quality of technology, and others benefits obtained from online transactions. Shewan Yasin Ahmed (2021) supports this finding by adding that perceived technology includes ease of use, as well as the technology's ability to mitigate risks and transaction errors. Both studies also emphasize that perceived technology has an effect on online trust, where technology that is perceived as easy, efficient and reliable increases consumer trust in s-commerce

platforms (Shewan Yasin Ahmed, 2021; Suprapto et al., 2022). Perceived reputation refers to consumers' perceptions of the honesty, care and reliability of a site or online shop in fulfilling its promises. A good reputation plays an important role in building consumer trust, which is a key factor for long-term relationships. When consumers believe that the platform is reliable and has their interests at heart, this increases trust and makes them more likely to transact again (Qalati et al., 2021; Suprapto et al., 2022; Tran & Nguyen, 2022).

The security variable, according to (Tran & Nguyen, 2022), refers to the protection of consumers personal data and information when shopping online. This security is closely related to online trust and perceived risk, where their research shows that security contributes positively to consumers cognitive trust in e-commerce platforms. In other words, when consumers feel that their personal information is safe, their level of trust in the platform increases, which ultimately reduces consumers risk perceptions (Tran & Nguyen, 2022). In research by Yang et al. (2015) explained that the perceived risk variable refers to consumers' subjective perception of potential risks that may occur when shopping online, such as identity theft, leakage of personal information, or transaction failure. This research shows that the higher the perceived risk felt by consumers, the lower their level of trust in online trading platforms, so that perceived risk has a negative influence on online trust. E-commerce knowledge, according to Suciana (2017), is consumers understanding of online transactions, security, technology and risks on online trading platforms. Good knowledge regarding online trading platforms increases online trust, because consumers feel safer and more confident

when making transactions. Anggadwita & Martini (2019) also found that s-commerce knowledge has a positive effect on consumer trust, the more knowledgeable consumers are, the higher their trust. Hong & Anh (2023) stated that understanding social commerce helps consumers evaluate the reliability of sellers and products, reduces risks, and increases trust, which also encourages repeat purchases and recommendations (Lim et al., 2020).

Prior Online Purchase Experience refers to a consumer's experience in previous online shopping, which includes various aspects such as ease of use of the site, security, and satisfaction with services (Suprapto et al., 2022). This experience shapes consumer perceptions of online transactions, which in turn influences online trust and online purchase intention. Research by (Putri & Setiadi, 2022) shows that positive experiences, such as satisfaction with products and transaction security, increase repurchase intentions. Meanwhile, positive previous purchasing experiences also increase consumer trust in online trading platforms (Suprapto et al., 2022) Conversely, negative experiences can damage trust and hinder online purchase intentions (Suprapto et al., 2022).

H1: *Perceived Technology* berpengaruh positif pada *Online Trust.*

H2: *Perceived Technology* berpengaruh positif *Online Purchase Intention*.

H3: *Perceived Reputation* berpengaruh positif *Online Trust*.

H4: *Security* berpengaruh positif terhadap *Online Trust*.

**H5:** *Perceived Risk* berpegaruh negatif terhadap *Online Trust*.

H6: *S-Commerce Knowledge* berpengaruh positif terhadap *Online rust*.

H7: *Prior Online Purchase Experience* berpengaruh positif terhadap *Online Trust*.

H8: *Prior Online Purchase Experience* berpengaruh positif terhadap *Online Purchase Intention*.

H9: *Online Trust* berpengaruh posistif terhadap *Online Repurchase Intention*.
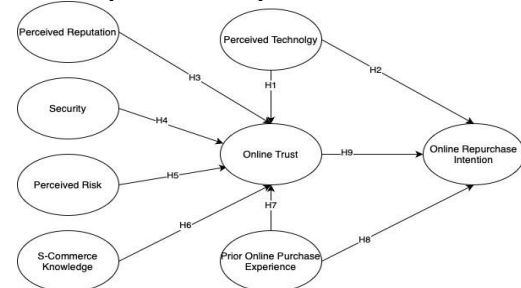
Figure 1: Research Model

RESEARCH RESULT AND ANALYSIS

The approach to this research uses quantitative methods, which involve collecting and analyzing numerical data through statistical techniques to test theories and hypotheses. Quantitative research aims to measure attitudes, behavior and other variables, with data collection techniques which generally use questionnaires with closed questions using a Likert scale (Ugwu & Val, 2023). The respondents of this research are Indonesian people who have made transactions via the TikTok Shop s-commerce application in the last six months, with sampling using probability sampling and a minimum target of 270 respondents, according to Roscoe's (1975) guidelines which are summarized in the book Sekaran & Bougie (2019).

Table 1 : R², Q², Nilai Predictive Relevance

Konstruk	R²	Nilai	Q²	Nilai Predictive Relevance
ONLINE REPURCHASE INTENTION	0.700	Sedang	0.489	Tinggi
ONLINE TRUST	0.848	Kuat	0.508	Tinggi

Sumber : Primary Data (2024)

Operational definitions of each construct and its indicators have been established to provide clarity in variable measurement. Validity and reliability

tests of research instruments were also carried out to ensure that the data collected was accurate and consistent, measured through loading factor values, Average Variance Extracted (AVE), and Cronbach's Alpha (Latan & Ghozali, 2015). The analytical method used in this research is Partial Least Squares Structural Equation Modeling (PLS-SEM), which allows analysis of relationships between latent variables by considering measurement error (Latan & Ghozali, 2015). The structural model is tested through validity and reliability, where R^2 shows how much variation in endogenous latent variables can be explained by exogenous variables. Hypothesis testing is carried out through bootstrapping to test the significance of the path coefficient, with the condition that the t-statistics value must be greater than the corresponding t-table value and the p-value must be less than the specified significance level (Hair et al., 2022).

The table above shows good predictive relevance for the Online Repurchase Intention and Online Trust variables. The Q^2 value of 0.489 for Online Repurchase Intention and 0.508 for Online Trust shows the model's ability to predict observed values with a high level of accuracy. In addition, an R^2 value of 0.700 indicates that 70% of the variation in Online Repurchase Intention can be explained by exogenous variables, which indicates moderate predictive power. Meanwhile, an R^2 value of 0.848 for Online Trust indicates very high predictive power, with 84.8% of the variation in Online Trust explained by exogenous variables in the model.

Direct Effect

Hip.	Variable	Path *Coeficient*	T *Statistics (|O/STDEV|)*	P Values	Ket.
H1	Perceived Technolog Y -> Online Trust	0.139	2.044	0.041	Signifikan
H2	Perceived Technolog Y -> Online Repurchas E Intention	0.282	5.905	0.000	Signifikan
H3	Perceived Reputation -> Online Trust	0.374	5.863	0.000	Signifikan
H4	Security -> Online Trust	0.191	2.335	0.020	Signifikan
H5	PERCEIVED RISK -> ONLINE TRUST	-0.107	2.486	0.013	Signifikan
H6	S -Commerce Knowledg E -> Online Trust	0.131	1.862	0.063	Tidak Signifikan
H7	Prior Online Purchase Experience -> Online Trust	0.154	1.848	0.065	Tidak Signifikan
H8	Prior Online Purchase Experience -> Online Repurchas E Intention	0.226	2.945	0.003	Signifikan
H9	Online Trust -> Online Repurchas E Intention	0.414	5.495	0.000	Signifikan

Sumber : Primary Data (2024)

Based on the data above, it shows that perceived technology has a positive influence on online trust (t = 2.044, p = 0.041) and online repurchase intention (t = 5.905, p = 0.000). Features such as live streaming and easy navigation on the TikTok Shop increase consumer trust in the platform and encourage the intention to shop again. Apart from that, perceived reputation (t = 0.374, p = 0.000) and security (t = 2.335, p = 0.020) also contribute positively to online trust, where a good reputation and strong transaction security increase consumers' sense of security and trust in TikTok. Shop. On the other hand, perceived risk has a negative influence on online trust (t = 2.486, p = 0.013), indicating that the higher the perceived risk of consumers, the lower their level of trust in the platform. Although s-commerce

knowledge (t = 1.862, p = 0.063) does not significantly influence online trust, prior online purchase experience also does not directly increase trust in TikTok Shop (t = 1.848, p = 0.065). Consumers, especially Generation Z and Millennials, rely more on product reviews and social interactions than previous shopping experiences to build trust. Online trust is proven to have a significant influence on online repurchase intention (t = 5.495, p = 0.000). Consumers who have a high level of trust in the platform tend to be more motivated to make repeat purchases. Thus, maintaining consumer trust through a good reputation, strong security, and a positive shopping experience is critical to driving loyalty and repeat purchases on TikTok Shop.

sIndirect Effect

Hip.	Variable	Path Coeficient	T *Statistics (|O/STDEV|)*	P Values	Ket.
H10	Perceived Technology > Online Trust -> Online Repurchase Intention	0.058	0.055	0.032	Signifikan
H11	Prior Online Purchase Experience -> Online Trust > Online Repurchase Intention	0.064	0.054	0.080	Tidak Signifikan

Sumber : Primary Data (2024)

Based on the data in the table above, it explains that H10 is accepted, where online trust mediates the relationship between perceived technology and online repurchase intention, with a p-value of 0.032 which meets the significance criteria < 0.05. However, the effect is considered small because the t value is only 0.055, below the standard of 1.98. This shows that although TikTok Shop technology is easy to use, repeat purchase intentions only increase if consumers have sufficient trust in the platform. Meanwhile, H11 was rejected, with a p-value of 0.032, indicating that online trust does not mediate the relationship

between prior online purchase experience and online repurchase intention. Factors such as security, technology, and platform reputation play a greater role in building trust, and previous shopping experiences are not strong enough to directly increase consumer trust.

CONCLUSION

Based on all the discussion above, this research shows that perceived technology and perceived reputation play an important role in forming online trust, which ultimately influences online repurchase intention at TikTok Shop. Easy-to-use technology and a good

reputation increase consumer trust, which is key to driving repeat purchase intent. This is relevant to the context of TikTok Shop in Indonesia, which relies on features such as live streaming, yellow basket integration, and a simple interface to increase user trust (Nurunnisha, 2019). Even though prior online purchase experience does not directly influence online trust, previous shopping experience still plays a role in encouraging repeat purchases if supported by good security and service quality. Therefore, TikTok Shop needs to focus on developing technological features and improving reputation to increase consumer loyalty (Suprapto et al., 2022). However, this research also has limitations, namely the rejection of the hypothesis regarding the influence of prior online purchase experience on online trust, which shows that previous shopping experience is not strong enough to build consumer trust without other factors such as platform security and transparency. For further research, it is recommended to add new variables such as influencer credibility and user experience, which are relevant in the context of social commerce, as well as using a qualitative approach to understand more deeply consumer behavior on platforms such as TikTok Shop (Lal, 2017; Pattikawa & Hasan, 2023).

Implication

TikTok Shop needs to keep improving its technological features, such as live streaming, social media integration, and secure payment options to strengthen user trust. Implementing technology that makes the shopping experience easier, such as yellow baskets and display cases, can be a competitive advantage that strengthens consumer loyalty. By continuing to improve the user interface and interactive shopping experience, TikTok Shop can build long-term trust, especially among Generation Z and Millennials who dominate this platform (Nurunnisha, 2019). TikTok Shop needs to focus on providing incentives such as discounts and promotions to encourage repeat purchases, even though trust has not yet been fully formed. Providing consistent customer service and increasing transaction security will create a positive shopping experience. This is important because, although previous shopping experiences do not directly increase trust, they still play an important role in encouraging consumers to make repeat purchases (Suprapto et al., 2022).

Limitation

This research has limitations in equating cognitive trust with online trust, which actually has fundamental differences. Cognitive trust focuses on consumers' rational assessment of the seller's competence and reliability, while online trust covers more general perceptions regarding the reliability and security of a platform. Future research needs to differentiate these two concepts to produce more accurate analyzes and be able to select variables that have appropriate similarities (Suprapto et al., 2022; Tran & Nguyen, 2022). Another thing needs to be considered is that using the TikTok Shop research object may not be suitable for the perceived risk variable, because products sold at the TikTok Shop generally have affordable prices and are often accompanied by discounts, so the risk perceived by consumers may be lower. Future research is advised to focus more on official online stores with higher priced products so that variables such as perceived risk and online trust are more relevant and can be measured more accurately (Lal, 2017).

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