



# The Influence of Online Trust, Sales Promotion and Electronic Word of Mouth on Repurchase Intention

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**Abstract.** The level of competition for e-commerce trade is getting tougher. Studies to support the sustainability of e-commerce are still in demand. This sustainability is demonstrated by interest in repurchasing. Therefore, this research examines the determining factors in increasing repurchase interest among Shopee e-commerce consumers in South Jakarta, Indonesia. The determining factors tested are online trust, sales promotion, and electronic word of mouth (e-WOM). Samples were taken from Shopee consumers who live in South Jakarta, Indonesia. Then, the collected data was analyzed using multiple regression. The results show that online trust, sales promotions, and enhanced e-WOM will increase interest in repurchasing. So, Shopee should continue to initiate positive comments that form e-WOM because this factor makes the biggest contribution to influencing repurchase interest compared to the other two factors..

**Keywords:** Online Trust, Sales Promotion, Electronic Word Of Mouth, Repurchase Intention.

## 1 Introduction

The increasing development of communication technology, information technology, and media, as well as the rapid development of global information infrastructure, have influenced business methods and models. The development of information technology requires every entrepreneur to adapt to technology in order to survive the competition and gain a competitive advantage. Today's practical lifestyle makes the Internet, better known in marketing as online systems, increasingly popular and vital for producers and consumers. At the same time, social media marketers can be both social media and e-commerce.

Studies relating to purchasing in e-commerce are still an interesting study in the marketing field to this day. They are likewise, concerning repurchase intention in online shops. The reasons why customers choose certain online shops and their interest in repurchasing e-commerce are still things that have been studied for the past two decades. Moreover, studying the mechanism of repurchase interest is essential for the sustainability of this e-commerce business (Ali & Basin, 2019). Retaining consumers is the right choice and minimizes costs more than looking for new consumers (Sullivan & Kim, 2018).

Furthermore, Sullivan and Kim (2018) emphasized that retaining consumers requires a business strategy that meets consumer expectations with increasingly complex online systems. Of course, this requires consumer trust. Creating and increasing customer trust is essential in building repurchase interest, part of retaining consumers in e-commerce (Wandoko & Panggati, 2022; Yeo et al., 2021).

Trust in online platforms is crucial for the relationship between buyers and sellers because they do not meet face to face (Annaraud & Berezina, 2020). Therefore, e-commerce that is more trusted by customers will bring more success (Miao et al., 2022). Trust in e-commerce can be built through conversations as a communication bridge between consumers, such as customer assessments and customer comments, which are part of electronic word of mouth (e-WOM) (Bulut & Karabulut, 2018). This disclosure is confirmed by Wandoko and

Panggati (2022), who stated that e-WOM is an antecedent to trust and repurchase intention. Several studies have also confirmed that e-WOM is an antecedent for repurchase intention (Ginting et al., 2023; Zeqiri et al., 2023).

Therefore, this research contributes by adding support to the repurchase intention literature by emphasizing trust factors, e-WOM, and sales promotions. The addition of the sales promotion variable in this research is because there have been many studies that prove that sales promotions will influence repurchase intention (Azmi et al., 2021; Gorji & Siami, 2020; Mohammad et al., 2022), but studies link sales promotions together with Trust factors and e-WOM in influencing repurchase intention have not been implemented in the e-commerce sector in Indonesia. Therefore, researchers are interested in conducting this research, so the aim of the research is to test the three factors that influence repurchase intention, namely trust, sales promotion, and e-WOM

## 2 Hypothesis Development

E-commerce is a business-to-customer (B2C) that uses an online platform where you cannot meet in person and cannot see the actual shop and goods (Liu & Tang, 2018). Of course, this makes consumer trust very essential (Annaraud & Berezina, 2020; Liu & Tang, 2018). Trust is a crucial determinant of repurchase intention (Liu & Tang, 2018), especially among Generation Y in e-commerce trading (Trivedi & Yadav, 2018; Trivedi & Yadav, 2020). The trust-loyalty mechanism revealed by Bulut and Karabulut (2018) shows the importance of trust as a determinant of repurchase intention. Therefore, consumer trust will increase the desire to repurchase in e-commerce (Sullivan & Kim, 2018; Tandon et al., 2021).

**H1:** Online Trust positively and significantly influences repurchase interest in Shopee e-commerce in South Jakarta.

The better the sales promotion, the higher the interest in repeat purchases from consumers (Alvian & Prabawani, 2020). This statement is reinforced by the results of research conducted by Ikhsan and Lestari (2021) that sales promotions positively and significantly affect consumers' repurchase interest. Furthermore, sales promotions are a determinant that increases repurchase intention and have been studied by providing similar results in several e-commerce sites, including Tokopedia (Mohammad & Wikarto, 2022), Tiktok (Napontun & Pimchainoi, 2023) and Shopee (Azmi et al., 2021).

**H2:** Sales promotions have a positive and significant influence on repurchase interest in Shopee e-commerce in South Jakarta.

One form of Electronic word-of-mouth communication is an assessment where they can share opinions and experiences, such as ratings or comments online. Bulut and Karabulut (2018) divided two types of e-Wom in their research: quantity and quality. Quantity is the level of frequent or repetitive and intense comments, while quality is seen from the content consumers write in the comments or rating column. Furthermore, Bulut and Karabulut's (2018) research results show that repetitive and intense e-WOM is a crucial factor for repurchase intention compared to the quality of e-WOM or its content. The results of studies from several studies confirm that E-WOM is a determining factor for increasing repurchase interest in several e-commerce sites, such as Bukalapak (Wijayanto et al., 2023), Tokopedia (Pangestika et al., 2022), Tiktok Shop (Muchlis, 2022) and Shopee (Sanapang, 2022).

**H3:** Electronic Word of Mouth positively and significantly influences repurchase interest in Shopee e-commerce in South Jakarta.

## 3 Methodology

The population of this research is Shopee users who live in South Jakarta. The category for being a Shopee user is having the Shopee application and transacting with Shopee at least once in the last three months. The sample measuring technique was determined using the Anderson formula and obtained 96 respondents. Sample determination was carried out using convenience sampling.

The measure for measuring variables in this research uses a Likert scale. All variables are measured based on indicators from previous research, which have gone through a validity and reliability process. The analysis technique used is multiple regression with the help of SPSS.

### 4 Results

Testing the validity and reliability of the variable measures in this research provides feasible and reliable results. This result is shown by the value of each question item getting an item value above 0.5. Likewise, the reliability value is indicated by the Cronbach alpha value for each variable above 0.7.

The test results from multiple regression are shown in Table 1. Table 1 shows that the model of the three factors, namely trust, sales promotion, and e-WOM, which together influence repurchase intention, is indeed good; the model is feasible. The suitability of this model can be shown from the F value of 29.084 with sig at 0.000<0.05. Furthermore, this model can explain the factors that influence repurchase intention with a direct influence of the three variables tested at 47%.

**Table 1 Hypothesis Testing Results**

Model	Unstandardize d	SE	Standardized	t	sig
constant	1.520	1.566		.971	.334
Trust	.412	.117	.300	3.508	.001
Sales Promotion	.297	.107	.218	2.786	.006
E-WOM	.497	.105	.403	4.756	.000
Adj R <sup>2</sup>	.470				
F	29.084				.000

Source: Data processing

Table 1 shows that e-WOM has the most significant contribution in influencing the increase in repurchase interest, followed by trust and sales promotions. The research results using SPSS 26 explain that online trust consisting of Honesty, Competence, and Information has a positive and significant influence on Repurchase Interest in Shopee e-commerce in South Jakarta. This result is obtained from the t-test results with a t-count of 3.508 and t-table 1.66, and the significance is 0.001 <0.05, so it can be concluded that Online Trust has a positive and significant influence on Repurchase Intention. Hypothesis 1 is supported. This support means that customers' interest in repurchasing on Shopee e-commerce will increase as online trust increases. Furthermore, it can be shown by the highest mean, which is found in the competency indicator with the statement, "I believe in shopping online at Shopee because Shopee has reliable advantages compared to other e-commerce," with a score of 3.96. The results of this research support previous research, namely research from Wafiyah et al. (2021), which stated that consumer trust positively and significantly affects repurchase interest in Shopee e-commerce.

Hypothesis 2 is supported. Sales promotions consisting of sales promotion communications, incentives, and invitations regarding previous sales promotions have a positive and significant influence on repurchase interest in Shopee e-commerce in South Jakarta. This statement supports the results obtained from the t-test results with a count of 2.786 and a table of 1.66, and the significance is 0.006 <0.05, so it can be concluded that Sales Promotion has a positive and significant influence on Repurchase Intention. This result means that the higher the Sales Promotion, the more customers' interest in repurchasing on Shopee E-Commerce will increase. Moreover, it can especially be shown by the highest mean, namely incentives with previous sales promotions with the statement "With the communication message in clear language in providing shopping promotions on Shopee, it makes me interested in buying," with a score of 3.86.

The level of sales promotion for Shopee e-commerce can influence repurchase interest. Promotions carried out by Shopee include free shipping, discounts on certain quantities and items, and also at certain hours. The results, which reveal that this sales promotion is positive in repurchase interest, confirm the results of previous research, such as Sari's (2021) research conducted during the Covid-19 pandemic on Shopee customers.

Electronic Word of Mouth is a positive or negative opinion from every potential, regular, and former customer about a product or service distributed via the Internet (Bulut & Karabulut, 2018). E-WOM, as measured by Intensity, Content, and Valence of Opinion in this study, was proven to have a positive effect on repurchase intention. So, hypothesis 3 is supported.

## 5 Discussion

As expected in this research, consumer trust is a crucial factor determining repeat purchase interest in e-commerce. Purchases in e-commerce that cannot meet face-to-face with the seller directly cannot see the shop or the original goods rely heavily on consumer trust (Annaraut & Berezina, 2020; Liu & Tang, 2018). It is proven that the results of this research find that repurchase interest will increase when consumer trust in e-commerce also increases.

Therefore, the company, for this reason, Shopee must make efforts to increase consumer trust. For new consumers who have never purchased, trust can be built by assessing ratings, comments, discussions, and communication between users or consumers, as is the case with e-WOM. This statement is confirmed by evidence, which states that e-WOM contributes to building and creating consumer trust (Ilhamalimy & Ali, 2021; Jattamart et al., 2019).

Creating online trust in e-commerce, according to meta-analysis research from Kim and Peterson (2017), explains that the antecedents to online trust include service quality, security, privacy, reputation, usefulness, risk, and design. Based on this explanation, Shopee needs to improve service quality, improve web design, make the website more accessible to accept, and maintain consumer security and privacy. Furthermore, learning from the experience in Spain, from the research of Fernández-Bonilla et al. (2022) revealed that the formation of online trust is also determined by age, gender, internet skills, and tools for using the internet, as well as income level. Therefore, Shopee needs to focus on its target market segment.

Sales promotion combined with trust and e-WOM factors in this research was also proven to influence increasing repeat purchase intention on Shopee e-commerce. This research results support the previous research result of Syachrony et al. (2023), with a sample of 200 Shopee customers in DKI Jakarta, found that main customers were interested in buying again when sales promotions became more intense and attractive. Likewise, research by Zhu et al. (2020) with 401 questionnaires distributed shows that marketers are still implementing promotional strategies to increase repurchase interest, even though promotion has a weak relationship with trust.

For consumers who have previously purchased, as interest in repurchasing involves consumers who have purchased at least once, e-WOM will strengthen their desire to purchase again. So, e-WOM is proven to be the main determining factor in this research, which contributes most to increasing Shopee consumers' desire to buy again. Research by Ginting et al. (2023) shows that e-WOM could stimulate interest in repurchasing; this sample research with 344 consumers of many e-commerce in Indonesia. Likewise, in the research of Muchlis et al. (2021), 185 Bukalapak respondents were increasingly interested in repurchasing when e-WOM increased.

## 6 Conclusion

### 6.1 Conclusion

The three factors proposed to influence repurchase interest in Shopee e-commerce are proven to have an influence in a positive direction.

### 6.2 Research Implications

Online trust, sales promotions, and E-WOM are variables that can be focused on online sales business activities in order to increase customer loyalty. It is hoped that marketers can design appropriate marketing strategies based on these variables for competitive advantage

### 6.3 Limitations of research and suggestions

This research has research limitations in the South Jakarta area. It is hoped that future research can be conducted in the broader area. Shopee e-commerce can build online trust because it can influence repeat purchase interest. However, Shopee e-commerce must focus more on increasing honesty in the entire service process. It is hoped that it will increase customer repurchase interest in Shopee e-commerce.

Shopee e-commerce can build sales promotions because it can influence repurchase interest. However, Shopee e-commerce must focus more on improving sales promotion communications by providing attractive and appropriate shopping discounts according to

consumers' wants and needs. It is hoped that it will increase customer repurchase interest in Shopee e-commerce.

Shopee e-commerce can build electronic word of mouth because it can influence repeat purchase interest. However, Shopee e-commerce must focus more on increasing intensity to avoid frequent comparisons between consumers regarding the superiority of Shopee e-commerce with others. It is hoped that it can increase customer repurchase interest in Shopee e-commerce.

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