

The Influence of Trust and Sales Promotion on Repurchase Intention Through Consumer Satisfaction in Doing Online Shopping in Medan City

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ABSTRACT

Technological advancements are growing rapidly in the current digital age. E-commerce is a kind of technology advancement within the economic area. By providing several conveniences, e-commerce facilitates it for customers to do shopping activities to suit their demands. Shopee is one of the most visited e-commerce websites in Indonesia. Therefore, this research aims to investigate the effects of customer satisfaction on the relationship between consumer trust and repurchase intention. The investigation was conducted in Medan. This research is classified as associative research. The sample size for this research was 119 respondents. Path is the method of data analysis used. SPSS was used for the analysis of the data. The findings indicate that trust has a positive and significant influence on online customer satisfaction. Positive and substantial effects of sales promotion on customer satisfaction in online shopping. Trust has a positive and significant influence on online shopping repurchase intention. Online shopping repurchase intention is influenced positively and significantly by sales promotion. Consumer satisfaction has a positive and significant influence on online shopping repurchase intention. Consumer satisfaction cannot mediate between trust and the intention to repurchase. The relationship between sales promotion and repurchase intention could be mediated by consumer satisfaction.

Keywords: Trust, Sales Promotion, Consumer Satisfaction and Repurchase Intention.

INTRODUCTION

Based on the We Are Social (2022) survey, the number of internet users in Indonesia at the beginning of 2022 reached 204.7 million users, or around 73.7% of the total population. According to the APJII report, the increase in the number of internet users is due to the digital transformation and the COVID-19 pandemic, which requires people to use the internet to carry out activities from home, including shopping online. Online shopping is now more popular because it is considered easier and faster. From the We Are Social survey, 87.1% of internet users who bought various products during the pandemic, and from the Populix survey report, it is the millennial generation who do the most online shopping activities.

According to Yushwohady (2016), the millennial generation grew up in the midst of technological development. The ability to adapt to technology can easily be used by the millennial generation to shop online with certain applications. This trend is the logical reason why e-commerce is growing in Indonesia. Changes in activity patterns are the reason why people's lifestyles are now changing. Even when the outbreak of the COVID-19 pandemic appeared, there

was panic buying. Panic buying is the practice of purchasing a need and stockpiling it in large quantities when an emergency situation arises (Taylor, 2019). Transacting digitally through e-commerce directly benefits consumers from a variety of physical contacts. Based on the Analytic Data Advertising (ADA) (2021) report, the use of online shopping applications for

various transactions experienced an increase of up to 400% in mid-2021. This is the impact of the changing shopping patterns of society. E-commerce has facilitated transactions between sellers and buyers who meet on a platform. Here is a list of monthly visitors to the five largest e-commerce sites in Indonesia at the moment.

Table 1: Indonesian E-commerce Visitors (Million Clicks)

E-commerce	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021
Shopee	93,4	96,5	129,3	127,4	127	134,4
Tokopedia	86,1	85	114,7	135,1	147,8	158,1
Bukalapak	35,3	31,4	38,6	34,2	29,5	30,1
Lazada	22	22,7	36,3	30,5	27,7	28
Bibli	18,3	18,7	22,4	19,6	18,7	16,3

Table 1 shows that e-commerce sites such as Shopee are the most visited compared to others. Ironically, the trend has been decreasing since Q1 of 2021. The decrease in the number of visits to Shopee e-commerce is possible due to the incompatibility of the services they provide with consumer expectations, which ultimately leads to consumer disappointment.

Various initiatives are carried out by companies so that customers do not switch to competitors. For example, instilling a subjective perception in consumers when they consume goods or services and, in the end, marked by an intention in buying them back (Musaddad, 2011). This is a strong internal drive that motivates action because this drive is influenced by positive feelings about the product (Kotler, 2016). The impact of satisfied consumers on a product can encourage them to make repurchases. Reurchase is a behavior that solely concerns the repurchase of certain similar brands (Tjiptono, 2014). Generally, the behavior of satisfied customers will also recommend the product voluntarily to others (Griffin 2007). Therefore, satisfaction is a situation where there is a difference between consumer expectations and performance perceived by consumers (Londong, 2012), and it is the main factor that should be the company's attention. Empirical evidence has been reported by Milakovic (2020), who stated

that the decision to repurchase online is influenced by consumers who are not disappointed and satisfied.

Another factor that affects repurchases is trust. Trust is the main factor that business people must build to influence consumers' intention in shopping online (Harris & Goode, 2010). Trust is the main foundation of online business, where a business transaction will happen when both parties trust each other.

Building trust sometimes creates obstacles due to the concern of most of the community to transact online with personal information (Ling, 2010). This has been expressed by Saripudin & Faihaputri (2021) that the intention in repurchasing online on JD.ID is because consumers believe their personal information is not misused.

From the report presented by Lazada's Chief Customer Care Officer, it is clear that promotion is a driving factor that makes online shopping activities increase rapidly. Activities that offer specific targets and encourage consumers to make purchases (Peter and Donnelly, 2013). For example, by giving some kind of appreciation (reward), which is expected to trigger customers to make purchases and create satisfaction and maintain loyal customers (Alma, 2012). One of the promotional phenomena carried out by e-commerce is the holding of an online shopping festival,

with various attractive offers such as free shipping, cash back, and product discounts. From the formulation of the problem above, it can be concluded that the questions in this research are as follows:

RQ1. Does trust affect consumer satisfaction when doing online shopping?

RQ2. Does sales promotion affect consumer satisfaction when doing online shopping?

RQ3. Does trust have an effect on repurchase intention when doing online shopping?

RQ4. Does sales promotion have an effect on repurchase intention when doing online shopping?

RQ5. Does consumer satisfaction have an effect on repurchase intention when doing online shopping?

RQ6. Does trust influence repurchase intention through consumer satisfaction when doing online shopping?

RQ7. Does sales promotion affect repurchase intention through consumer satisfaction when doing online shopping?

Based on the background described earlier, the purpose of this research is as follows:

1. To find out and analyze the influence of trust on consumer satisfaction in online shopping.
2. To find out and analyze the influence of sales promotion on consumer satisfaction in online shopping.
3. To find out and analyze the influence of trust on repurchase intention in online shopping.
4. To find out and analyze the influence of sales promotion on repurchase intention in online shopping.
5. To find out and analyze the influence of consumer satisfaction on repurchase intention in online shopping.
6. To find out and analyze the influence of trust on repurchase intention through consumer satisfaction in online shopping.
7. To find out and analyze the influence of sales promotion on repurchase intention through consumer satisfaction in online shopping.

The results of this research are expected to increase knowledge for students and the community about online shopping and can be a reference material for further researchers who are interested in online shopping problems. This research is expected to be used as input to the extent of the service quality on Shopee e-commerce and what factors need to be improved. The recommended results are expected to be considered by Shopee to improve the performance of its better services.

LITERATURE REVIEW

Repurchase Intention

Basically, repurchase themselves happen because of the consumer satisfaction factor, where a consumer feels the benefit and gets satisfaction from consuming a product so that he intends to consume the product again at another time. According to Kotler and Keller (2012), the intention in repurchase is created when a person or consumer feels satisfied with a product that matches expectations with the expected performance, will create a satisfaction that encourages repurchases of the same product or brand in the future, and will tell others about the good things about the product.

Another definition, according to Nurhayati & Wahyu (2012), is the desire and action of consumers to repurchase a product because of the satisfaction they receive from a product. Brands that are already attached to the hearts of customers will cause customers to continue purchasing or re-purchasing. Whereas according to Ali Hasan (2018), repurchases are purchases based on purchase experiences that have been made in the past, high repurchase reflect a high level of satisfaction from consumers.

Repurchase intention is related to the possibility that consumers have the desire to repurchase products or services that have been consumed based on past experiences. A high intention to repurchase is supported by high consumer satisfaction in the past. Kotler and Armstrong (2011) noted that the main factors that influence a person's

intention to repurchase are: (1) cultural factors; (2) psychological factors; (3) personal factors; and (4) social factors. Hasan and Ali (2013) argue that repurchase intention is identified through the following indicators: (1) transactional intention, (2) preferential intention, and (3) explorative intention.

Consumer satisfaction

Satisfying consumer needs is the hope of every company. Aside from being important for the company's survival, satisfying consumers can increase superiority in the competition. Consumers who fast for a product will tend to make repurchase when the need arises again in the future. This means that satisfaction is an important factor for consumers in making repurchase. Kotler and Keller (2014) note that satisfaction is a person's happy or disappointed feeling that appears after comparing the performance (results) of the product being considered against the expected performance (or results). If the service that the customer receives is smaller than what the customer expects, then the customer will be dissatisfied, uninterested, and disappointed with the service provider concerned. Whereas if the service felt by the customer exceeds what is expected, the customer will feel satisfied.

Sunyoto (2015) argues, consumer satisfaction is one of the reasons why consumers decide to shop somewhere. When consumers feel satisfied with a product, they tend to continue to buy and use it and tell others about their pleasant experience with it. Sangadji and Sophia (2013) argue that customer satisfaction can create a good basis for repurchase as well as create customer loyalty, resulting in word-of-mouth recommendations that can benefit the company. Consumer satisfaction is the level of a person's feelings of happiness or disappointment that comes from the comparison between what is expected and what is received for a product.

As Tjiptono (2014) mentions, the measurement of consumer satisfaction has

six core concepts, which are as follows: (1) overall customer satisfaction; (2) various types of customer satisfaction; (3) expectation confirmation; (4) repurchase intent; (5) willingness to recommend; and (6) customer dissatisfaction. Lupiyoadi (2001) mentions five main factors that need to be observed in relation to consumer satisfaction and dissatisfaction, among others: Product quality, service quality, emotional impact, price, and cost are all important considerations. According to Kotler and Keller (2009), there are four indicators that can influence consumer satisfaction, namely: repurchases, product performance, needs, and expectations.

Trust

Trust is defined as a person's tendency to believe in other people (Mckinght et al., 2002:336). While Yamagisi (1998) explains trust as people's confidence in the good intentions of others who do not harm them, care about their rights and fulfill their obligations. Trust involves a person's willingness to behave in a certain way because of the belief that their partner will provide the satisfaction he expects and the hope that a person generally has that the words, promises, or statements of others can be trusted (Barnes, 2003).

Moran and Hoy (2001) argue customer trust is the result that customers feel after using a service based on the accumulation of experiences that have a positive or negative impact from previous experiences using the service. In addition, Zulganef and Murni (2008) state that trust is a person's behavior to rely on the reliability and integrity of others in fulfilling their expectations in the future. Moran (2001) argue that people who can be trusted are people who are predictable, speak carefully, especially when making commitments, keep promises and never cheat. It can be concluded that trust is a comfortable feeling that arises as a result of the fulfillment of consumer expectations after using a product, thus creating a positive perception and being able to fulfill the consumer's desire to trust the

product. Gurviesz and Korchia (2011) argue, there are three elements that make up trust: ability, integrity, and benevolence. Trust has an impact on other aspects, some of which are: consumer loyalty, repurchase, customer satisfaction, and purchase decisions. Moran and Hoy (1999) argue trust is the willingness of a person or group to be vulnerable to other parties based on the confidence of their last actions in showing benevolence, trustworthiness, competence, honesty and openness.

Sales promotion

Sales promotion is one form of marketing communication that aims to attract new consumers, influence consumers to try new products, encourage more consumers, attack competitors' promotional activities, increase unplanned purchases or strive for closer cooperation with retailers, as a whole technique- Sales promotion techniques only have a short-term impact.

Kotler and Keller (2016) explain that sales promotion is the primary tool in marketing campaigns, consisting of a group of incentive tools, most of which are short-term and designed to stimulate the purchase of certain products or services faster or more by consumers or trade. Kotler and Armstrong (2016) suggest that sales promotion consists of short-term incentives to encourage the purchase or sale of products or services.

Peter and Donnelly (2013) mention that a sales promotion is an activity or material that offers various parties' motivation to make a purchase. The incentive, which is an added value or incentive for the product, can be in the form of a coupon, prize draw, or refund guarantee. Alma (2012) argue that promotion provides special rewards such as giving discounts, bonuses, vouchers, or gifts to customers, which are expected to trigger customers to make purchases and can create satisfaction and maintain loyal customers.

It can be concluded that promotion is an activity carried out by companies in offering short-term intensives (discounts, vouchers

and bonuses) which are used to encourage consumers to immediately buy products.

Kotler and Keller (2016) mention several promotional tools, namely: samples, coupons or vouchers, premiums, patronage rewards discounts or cents-off-deals, bonus packs, rebates, point-of-purchase, contests, sweepstakes, and games. The sales promotion indicators in this research are: discounts, coupons or vouchers, rebates, bonus packs or price packs, and contests or games.

The effect of trust on consumer satisfaction

Consumer trust is indicative of a company's ability to fulfill its promises. The presence of trust may persuade consumers that a firm is trustworthy. The businessperson's credibility might persuade people to purchase online through the website (Harris & Goode, 2010). Both parties must be able to trust one another for a commercial transaction to actually occur. The development of trust is impacted by previous events. A persistent positive experience with one person in the past will enhance mutual trust, hence increasing the likelihood of a future beneficial relationship (Arsono, 2002:7).

This is reinforced by the findings of Sitorus and Yustisia (2018), who discovered that trust affects consumer satisfaction. Therefore, customer satisfaction will grow if consumer trust is strong. In order to attain customer satisfaction, building long-term relationships based on mutual trust is crucial.

H1: Trust has a positive and significant effect on consumer satisfaction in online shopping.

The influence of sales promotion on consumer satisfaction

Kotler and Keller (2016) state that sales promotion is a key marketing campaign, consisting of a group of incentive tools, most of which are short-term and designed to stimulate the purchase of certain products or services faster or more by consumers or

trade. Promotion provides a kind of special appreciation such as giving discounts, bonuses, vouchers, and gifts to customers that are expected to trigger consumers to make purchases and can create satisfaction and retain customers (Alma, 2012).

The results of Hutagalung's research (2018) on sales promotion influence consumer satisfaction, as the most popular form of sales promotion is price reduction. In addition, Viliandari and Ratnasari (2019) suggest that giving sales promotions such as price discounts and bonus packs can increase consumer satisfaction. This is because by giving discounts, consumers can save money, and by giving free products, they can provide a profit because consumers get more products at no additional cost.

H2: Sales promotion has a positive and significant effect on consumer satisfaction in online shopping.

The influence of trust on repurchase intention

The importance of trust in re-purchasing. With trust, the customer will feel secure transacting with the same company again, and the transactions will be assuredly completed. Trustworthiness is crucial to boosting consumer trust in businesses (Liu and Tang, 2019). The higher a consumer's degree of trust in a shopping website, the larger the consumer's intention in shopping on the website (Claudia, 2013). According to another research, a lack of trust might have a detrimental impact on consumer intention in online activities (Meskaran, Ismail, and Shanmugam, 2013).

In online transactions, trust is a significant aspect that influences the attractiveness of online purchase. Only customers who have trust will do online transactions. Without trust, e-commerce transactions are impossible (Rahmawati, 2013). However, trust is not the only factor that can be used to predict customer behavior in online purchases. It is feasible for consumers to interact in online transactions with a low level of trust (Kim, Park, and Jeong, 2004). According to study done by Fang et al.

(2011), online recurrent purchases are influenced by trust.

H3: Trust has a positive and significant effect on the intention to repurchase in online shopping.

The influence of sales promotion on repurchase intention

The objective of sales promotion is to enhance sales volume via the development of effective sales promotion tactics that inspire customers to make purchases. According to Nagdeepa et al. (2015), promotional measures such as price reductions, additional bundles (buy one get one free), and coupons are often used to entice customers to make purchases. The firm offers a variety of sales incentives to improve customer awareness, entice them with its distinctiveness, and drive repurchase. Thus, it is evident that promotions affect the likelihood of future purchases (Ghezelbash, 2017).

This is corroborated by a study undertaken by Luthfiana and Hadi (2019), which indicates that promotions promote repurchase on the Shopee e-commerce platform. The research conducted by Ariska and Wijaksana (2017) demonstrates that sales promotions influence the intention to repurchase. Promotions in the form of sweepstakes, discounts, photo contests, and stamp cards are sufficiently attractive to consumers to encourage repurchasing intention.

H4: Sales promotion has a positive and significant effect on repurchase intention in online shopping.

The influence of consumer satisfaction on repurchase intention

Consumer satisfaction offers a variety of distinct advantages, including the opportunity to generate future money via repurchases (Tjiptono and Chandra, 2012). Repurchase demonstrates customer satisfaction with a product. This indicates that buyers who move quickly toward a product have the opportunity to make more purchases (Ferdinand, 2022). When items

satisfy a buyer's expectations, purchase satisfaction is crucial to the exchange process (Zhang and Prasosungkarn, 2017). Customers who are satisfied will return and tell others about their positive experience (Kotler and Armstrong, 2008).

Consumer satisfaction with a product will have an influence on the desire for repurchase, indicating that consumer satisfaction has a positive effect on repurchases (Ghezlbash, 2017). Goh et al. (2016) suggest that the satisfaction acquired after the purchase will raise the consumer's favorable attitude toward the given goods, hence increasing the likelihood of repurchase. This is corroborated by the findings of Milakovic (2020), which indicate that online consumer satisfaction influences repurchases.

H5: Consumer satisfaction has a positive and significant effect on repurchase intention in online shopping.

The influence of trust on repurchase intention through consumer satisfaction

Repurchase refers to purchases that are influenced by prior purchasing experiences. It indicates a high degree of customer satisfaction (Ali Hasan, 2018). When customers have a positive experience with a product, they will repurchase it in an attempt to replicate that experience. In addition, customers who already have trust in the brand may find it preferable to continue using the same product rather than move to an alternative. This is consistent with the findings of Alamsyah (2016), Fang et al. (2011), and Chamchuntra and Fongsuwan (2014), who found that customer satisfaction, promotion, and trust increase repurchase.

H6: Trust has a positive and significant influence on repurchase intention through customer satisfaction in online shopping.

The influence of sales promotion on repurchase intention through consumer satisfaction

A repurchase decision refers to the act of purchasing goods or services after having

already done so. When promotional strategies are used effectively, intention may be generated. In addition, promotional programs may be a significant factor in enticing customers to make purchases that provide them with several benefits. The vast majority of sales promotion incentives are short-term. With a sales promotion, the purchase of a product by customers might be seen as more convenient and profitable. Attractive offers may successfully improve the likelihood of repurchase among customers.

Tjiptono and Chandra (2012) note that increasing repurchases is one of the objectives of sales promotion focused on end consumers. According to Alvian and Prababani's (2020) research, consumer satisfaction may moderate the relationship between sales promotions and repurchase intention.

H7: Sales promotion has a positive and significant effect on repurchase intention through consumer satisfaction in online shopping.

RESEARCH METHODS

The type of research used is associative research with quantitative techniques, namely to find the influence between the independent variable and the dependent variable. Associative research is research that connects two or more variables (Situmorang, 2017). As for the variables that are linked in this research, trust and sales promotion towards repurchase intention with consumer satisfaction as an intervening variable. This research was conducted in the city of Medan from May 2022 until June 2022.

Population and Sample

This study's population consists of Medan's millennials who have made internet purchases. Undetermined is the entire population size of this investigation. In the first phase of this study, two sample approaches are used. First, the researcher employs the convenience sampling technique, which involves sending

questionnaires to a undetermined population of respondents. This is done to facilitate sample collection by researchers. Then, they (the group of initial respondents) will suggest the questionnaire to more respondents, and so on. This procedure will go like a wave from one suggestion to the next one. This technique is also known as snowball sampling (Malhotra, 2015).

Operationalization of Variables

Trust (X1) is a person's or group's readiness to be vulnerable to other parties based on the trust generated by their most recent behavior (Moran and Hoy, 1999). Sales promotion (X2) is a collection of temporary incentives aimed at stimulating the purchase of goods and services more quickly and frequently (Kotler and Keller, 2016). Consumer satisfaction (Y1) is a person's happiness or unhappiness after comparing the actual performance (or outcomes) of a product with their expected performance

(Kotler and Keller, 2014). Repurchase intention (Y2) is an intention in making a purchase based on prior purchasing experience. A high level of repurchases indicates a high degree of customer satisfaction (Hasan, 2013).

Data Collection Techniques

The authors collect data for this study by utilizing the statement list with a set questionnaire. A set questionnaire is a type of data collection in which respondents answer a series of written questions or statements (Sugiyono, 2012). This study measures each variable using a Likert scale and uses both primary and secondary data as its data sources.

Validity and Reliability Test

In this study, the questionnaire's validity was tested in the Medan community, which excluded 30 respondents from the sample.

Validity Test Results

Table 2: Validity Test Results

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Correlation	Item-Total	Cronbach's Alpha if Item Deleted
Trust					
K1	17.3000	2.424	.571		.700
K2	17.2667	2.478	.506		.725
K3	17.2333	2.737	.406		.757
K4	17.1667	2.626	.547		.712
K5	17.0333	2.309	.617		.682
Promotion					
P1	17.7667	2.392	.392		.773
P2	17.1333	1.913	.604		.704
P3	17.3333	2.092	.552		.722
P4	17.6333	2.516	.469		.754
P5	17.2000	1.752	.715		.656
Satisfaction					
KK1	12.5000	2.672	.692		.834
KK2	12.4333	2.530	.708		.829
KK3	12.4000	2.938	.720		.829
KK4	12.3667	2.516	.746		.811
Repurchase intention					
MB1	8.7667	1.564	.556		.794
MB2	8.6000	.938	.684		.662
MB3	8.3667	1.137	.693		.631

Table 2 shows that the value of each statement on all variables is greater than the r-table value (0.361). This means that all statements about each variable are completely valid.

Reliability Test

Ghozali (2018) notes the reliability of a tool to measure a questionnaire that is an indicator of a variable or construct. The reliability test is used to measure the consistency of the measurement results from the questionnaire in repeated use. A variable is claimed to be reliable if it gives a

Cronbach alpha value of greater than 0.70 (Ghozali, 2018).

Table 3: Reliability Test

Constructs	Cronbach's Alpha
Trust (X1)	0,760
Sales promotion (X2)	0,769
Consumer satisfaction (Z)	0,863
Repurchase intention (Y)	0,785

Cronbach's alpha values for all variables in Table 4 are more than 0.70, hence it can be claimed that the results of the reliability tests for all variables fulfill the requirements.

Data Analysis Method

Descriptive Statistics

In the descriptive analysis method, the data is obtained, arranged, grouped, and analyzed to obtain a clear picture of the research object. Data is obtained from primary data in the form of questionnaires that have been filled out by a number of respondents.

Classical Assumptions Test

The classical assumption test is a test that aims to ensure that the data obtained can be analyzed with the path analysis method. The classical assumption test consists of the normality test, the heteroscedasticity test, and the multicollinearity test.

Path Analysis Method

The hypothesis testing for this research is done by using the path analysis model and data processing using the SPSS program. Path analysis is used because it is suspected that there is a correlation between the independent variables, there is a direct and indirect influence on the dependent variable.

Coefficient of Determination (R²)

The coefficient of determination is used to test the goodness-of-fit of the regression model. The value of this coefficient of determination is between zero and one ($0 < R^2 < 1$). A small R² value means that the ability of the independent variables in explaining the variation of the dependent variable is more limited.

RESULTS

Respondent characteristics

Table 4. Characteristics of Respondents

Characteristics	Respondent	Percentage
Age		
21–25 years	37	31.1
26–30 years	54	45.4
31–35 years	20	16.8
36–40 years	8	6.7
Amount	119	100
Gender		
Male	43	36.1
Female	76	63.9
Amount	119	100
Occupation		
Student	32	26.9
Civil Servant or equivalent	11	9.2
Private employees	38	31.9
Self-employed	25	21
Other	13	10.9
Amount	119	100
Product items		
Fashion	38	31.9
Beauty	23	19.3
Household appliances	17	14.3
Electronic	22	18.5
Other	19	16
Amount	119	100
Frequency		
1-2 times	79	66.4
3-5 times	31	26.1
Above 5 times.	9	7.6
Amount	119	100

Table 4 shows that the most age-based respondent characteristics in this research are those aged 26–30 years, which is a total of 54 respondents. Based on the gender of the most respondents in this research, there are 76 female respondents. Based on the occupation of the most respondents in this research, those who work as private employees are 38 respondents. The products most often purchased by 38 respondents in this research were fashion products. Based on the frequency of purchases, most respondents make purchases 1-2 times a month, as many as 79 respondents.

Normality Test

The purpose of the normality test is to find out if the distribution of data follows or approaches a normal distribution test. This is needed because the hypothesis assumes that residual value follows a normal distribution.

Table 5: Kolmogorov-Smirnov test of the first and second substructure

		Unstandardized Residual (Substructure-1)	Unstandardized Residual (Substructure-2)
N		119	119
Normal Parameters ^{a,b}	Mean	.0000000	.0000000
	Std. Deviation	.99305459	1.17756132
Most Extreme Differences	Absolute	.056	.053
	Positive	.040	.039
	Negative	-.056	-.053
Test Statistic		.053	.056
Asymp. Sig. (2-tailed)		.200 ^{c,d}	.200 ^{c,d}

Table 5 shows that the Asymp.Sig value (2-tailed) for both substructures is 0.200 above the significant value (0.05) or $0.200 > 0.05$. In other words, the residual variable is normally distributed.

Heteroskedasticity Test

The heteroscedasticity test is performed to find out if in a regression model there is an inequality of variance from the residual of one observation to another observation. The test for heteroskedasticity can be done with the Glejser method, as can be seen in the following Table 6:

Table 6: Test Glejser Substructure first and second

Substructure Model 1		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.483	.989		.488	.626
	Trust	.027	.043	.063	.629	.531
	Promotion	-.007	.042	-.016	-.160	.873
a. Dependent Variable: Absut						
Substructure Model 2		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.632	.773		2.113	.037
	Trust	-.046	.035	-.139	-1.323	.188
	Promotion	-.065	.037	-.195	-1.745	.084
	Satisfaction	.086	.046	.224	1.881	.062
a. Dependent Variable: Absut2						

In Table 6, it shows that in the first substructure, the value of the sig. trust variable is ($0.531 > 0.05$) and the sig. sales promotion is ($0.873 > 0.05$). In the second substructure, the value of sig. on trust is ($0.188 > 0.05$) and the value of sig. sales promotion is ($0.84 > 0.05$) and sig. consumer satisfaction is ($0.62 > 0.05$). These results show that all variables from

both substructures do not have heteroscedasticity symptoms.

Multicollinearity Test

A multicollinearity test to determine whether the regression model found a correlation between independent variables. If there is a correlation, there is a multicollinearity problem that must be overcome.

Table 7: Multicollinearity test of the first and second substructure

Substructure Model 1		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Trust	.868	1.151
	Promotion	.868	1.151
Dependent Variable: Satisfaction			
Substructure Model 2		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Trust	.754	1.326
	Promotion	.662	1.511
	Satisfaction	.583	1.715
Dependent Variable: Repurchase intention			

Table 7 shows that in the first substructure, the tolerance value for the trust variable is (0.868 > 0.1) and the VIF value is (1.151 < 5). The tolerance value of the sales promotion variable is (0.868 > 0.1) and the VIF value is (1.151 < 5). In the second substructure, the tolerance value of the trust variable is (0.754 > 0.1) and the VIF value

is (1.326 < 5). The tolerance value of the sales promotion variable is (0.662 > 0.1) and the VIF value is (1.511 < 5). The tolerance value of the consumer satisfaction variable is (0.583 > 0, 1) and the VIF value is (1,715 < 5). This means that all variables in both substructures do not have multicollinearity.

Path Analysis

Table 8: Regression Model of the First and Second Substructure

Substructure Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.984	1.538		1.941	.055
Trust	.277	.066	.319	4.187	.000
Promotion	.394	.065	.458	6.019	.000
a. Dependent Variable: Satisfaction					
Substructure Model 2	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.980	1.323		1.496	.137
Trust	.187	.060	.268	3.116	.002
Promotion	.185	.064	.268	2.918	.004
Satisfaction	.170	.079	.211	2.158	.033
a. Dependent Variable: Repurchase intention					

Table 8 shows the band analysis model for the first substructure has the equation $Z = \beta_1 X_1 + \beta_2 X_2 + e$, and the model for the second substructure has the equation $Y = \beta_3 X_1 + \beta_4 X_2 + \beta_5 Z + e$.

First substructure: $Z = 0.319 X_1 + 0.458 X_2 + e$

In the first substructure equation explaining the X_1 (Trust) coefficient of 0.319, the variable trust has a positive effect on consumer satisfaction (Z), meaning that if trust is increased, then consumer satisfaction will increase by 0.319. The X_2 (sales promotion) coefficient of 0.458 shows that the promotion variable has an effect on satisfaction (Z), which mean that when promotion is increased, consumer satisfaction will increase by 0.458.

Second substructure: $Y = 0,268 X_1 + 0,268 X_2 + 0,211 Z + e$

In the second substructure equation, the coefficient X_1 (Trust) of 0.268 shows that the variable trust has a positive influence on

the intention to repurchase (Y), meaning that when trust is increased, the intention to repurchase will increase by 0.268. The coefficient X_2 (sales promotion) of 0.268 shows that the variable promotion has a positive effect on repurchase intention (Y), meaning that if promotion is increased, repurchase intention will increase by 0.268. The coefficient Z (consumer satisfaction) of 0.211 shows that the consumer satisfaction variable has a positive influence on repurchase intention (Y), meaning that when consumer satisfaction is increased, it will increase intention to repurchase by 0.211.

Coefficient of Determination

The coefficient of determination (R^2) aims to find out how much the ability of the independent variable explains the dependent variable. The determinant coefficient ranges from 0 (zero) to 1 (one); $0 < R^2 < 1$. The value of the coefficient of determination in this research is as follows:

Table 9: Determinant Coefficient Test (R^2) of the first and second substructures

Substructure Model 1	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.692	.479	.469	1.06063
a. Predictors: (Constant), Trust, Promotion				
Substructure Model 2	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.635	.403	.386	.92060
a. Predictors: (Constant), Satisfaction, Trust, Promotion				

Table 9 shows that in the first substructure, the R square value is 0.479. As much as 47.9% of consumer satisfaction (Z) can be explained by trust (X1) and sales promotion (X2), while 52.1% is influenced by other factors that were not examined in this research. On the second substructure, the R square value is 0.403. This shows that 40.3% of repurchase intention (Y) can be explained by trust (X1), sales promotion (X2), and consumer satisfaction (Z), while 59.7% is due to other factors that were not examined in this research.

Structural Model Testing Results

Table 10: Direct and Indirect Effects

Variables	Effects		Total
	Direct	Indirect	
X1 to Y1	0,319	-	0,319
X2 to Y1	0,458	-	0,458
X1 to Y2	0,268	-	0,268
X2 to Y2	0,268	-	0,268
Y1 to Y2	0,211	-	0,211
X1 to Y2 via Y1	-	0,067	0,067
X2 to Y2 via Y1	-	0,096	0,096

Direct Effect

The analysis of study data yielded the following findings in response to the research hypothesis: the effect of the trust variable (X1) on consumer satisfaction (Y1) is directly equal to 0.319. The direct effect of the sales promotion variable (X2) on consumer satisfaction (Y1) is 0.458. The direct effect of the trust variable (X1) on the repurchase intention (Y2) is 0.268. The direct influence of sales promotion (X2) on repurchase intention (Y2) is 0.268. The direct effect of consumer satisfaction (Y1) on repurchase intention (Y2) is 0.211

Indirect effect

Trust (X1) indirectly affects repurchase intention (Y2) through consumer satisfaction (Y1). This can be formulated as follows: $(\rho_1) (\rho_5) = (0.319) (0.211) = 0.067$. Sales promotion (X2) indirectly affects repurchase intention (Y2) through consumer satisfaction (Y1) and can be formulated as follows: $(\rho_2) (\rho_5) = (0.458) (0.211) = 0.096$.

Total Effect

The total effect of trust (X1) on repurchase intention (Y2) through consumer satisfaction (Y1) can be formulated as follows: $(\rho_3) + (\rho_1 \times \rho_5) = 0.268 + 0.067 = 0.335$. The total effect of sales promotion (X2) on repurchase intention (Y2) through consumer satisfaction (Y1) can be formulated as follows: $(\rho_4) + (\rho_2 \times \rho_5) = 0.268 + 0.096 = 0.364$

DISCUSSION

The effect of trust on consumer satisfaction

The findings revealed a statistically significant and positive relationship between trust and customer satisfaction. The conclusion is that hypothesis 1 was confirmed. The direct effect of trust on consumer satisfaction is 31.9%, demonstrating that trust has a less significant direct influence on consumer satisfaction than sales promotion. Trust is a characteristic that enables customers to feel fulfilled and instills them with trust in the organization while doing business. Consumer trust in businesses varies from person to person. Consumer satisfaction will increase according to the level of trust, however it will decrease if the level of trust is poor.

Consumer trust in Shopee can stimulate a consumer's desire to make transactions at Shopee. The results of this study are supported by research conducted by Latifah et al. (2020) that shows trust has an effect on Shopee user satisfaction. There is a guarantee in Shopee transactions such as confirmation of receipt of goods before payment is transferred to sellers. According to Elvandari (2011), e-commerce is trusted if it has a good reputation through the process of creating a system that facilitates and guarantees consumer safety issues when transacting.

The effect of sales promotion on consumer satisfaction

The findings indicated that the variable sales promotion had a positive and statistically

significant influence on the variable customer satisfaction. The conclusion is that Hypothesis 2 is accepted. 45.8 percent is the direct effect of sales promotion on consumer satisfaction. This demonstrates that sales promotions have a stronger direct impact on customer satisfaction than does trust. A sales promotion is a set of tools meant to encourage customers to make a purchase. Whether a campaign is appealing or not, its success may be gauged by the level of customer intention in making a purchase. The more the attractiveness of the promotion offered to customers, the greater their satisfaction.

Shopee often provides discounted prices because by taking advantage of discounts given by consumers, they can save on their expenses. The free shipping vouchers provided are also beneficial for consumers who are in areas far from the location of the delivery of goods because they only pay for goods without additional shipping costs. The results of this study are supported by research by Naduvilveetil (2020), which states that promotional offers affect the level of customer satisfaction. In addition to giving discounts, gift cards and seasonal promotions affect consumer satisfaction. Al-Zyoud (2019) revealed that seasonal promotions increase the satisfaction of customers who engage in online shopping during various popular holiday seasons every year. According to Perera and Sachitra (2019), customer satisfaction can be increased when given a wide range of low-cost products and different discounts and promotions, including free shipping, easy return policies, and special discounts.

The effect of trust on repurchase intention

The results showed that the trust variable had a positive and significant effect on the repurchase intention variable, so it can be concluded that Hypothesis 3 is accepted. The direct effect of trust on repurchase intention is 26.8%. This shows that trust has a greater direct influence on repurchase intention than consumer satisfaction. A

number of consumers will show an intention in making repurchase if they are satisfied with their previous purchases. Repurchase intention can be formed through trust. The higher the trust of a consumer, the intention in making repurchase will increase. Consumer confidence that Shopee has good customer service, provides various types of products, provides product information according to facts, and has honest and responsible sellers will give consumer confidence in Shopee. The results of this study are in line with Kanuk and Quareshi (2015), who found that repurchase intention was evaluated based on consumer confidence that they consider certain brands or manufacturers as the main choice in the future, so it can be said that the existence of trust in a product can affect consumers' repurchase intention. Upamanyu et al. (2015) state that when the element of trust is fulfilled, the possibility of consumers making a purchase will increase.

The effect of sales promotion on repurchase intention

The results showed that the sales promotion variable had a positive and significant effect on the consumer satisfaction variable, so it can be concluded that Hypothesis 4 was accepted in a positive direction. The direct effect of sales promotion on repurchase intention is 26.8%. This shows that sales promotions have a greater direct influence on repurchase intention than consumer satisfaction. The results of this study indicate that repurchase intention can be formed through the promotions offered. This means that the more attractive the promotion, the greater the intention in making repurchase. Attractive promotions can create a perception that consumers will benefit if they take advantage of the promotions provided as well as possible. Promotional programs such as giving discounts, free shipping vouchers, cashback, discounted price packages and playing Shopee Games can attract consumers to make repurchase. The results of this study are supported by the research of Chung and

Lee (2003) and Wibawana and Mahfudz (2020) that repurchase intention can be maintained and increased through consumer satisfaction, because one of the strategies for repurchasing intention is always satisfying consumer expectations. With the promotion, it can create a perception of more profit on the purchase of a product due to attractive offers, which are very effective in increasing consumer intention to repurchase.

The effect of consumer satisfaction on repurchase intention

The results showed that the variable consumer satisfaction had a positive and significant effect on the variable of repurchase intention, so it can be concluded that Hypothesis 5 is accepted. The direct effect of trust on repurchase intention is 21.1%. This shows that consumer satisfaction has a smaller direct effect on repurchase intention than trust and promotion. Consumer satisfaction is a person's feelings of pleasure after comparing expectations with the results obtained after using a product. The more satisfied consumers are, the intention in making repurchase increases. Satisfaction shows how good or bad the quality is received by consumers. If consumers are satisfied, it will have a positive impact on shopee e-store because consumers will make transactions again in the future. This can be seen from the store rating or reviews of items received. Consumer satisfaction also affects the reviews that will be given. If the reviews given are always good, it will stimulate other consumers to make purchases, but if the reviews are bad, then other consumers will be reluctant to make purchases. Repurchase on Shopee not only has an impact on purchasing the same product but also affects the purchase of other products available on Shopee. In line with Dwipayana's research (2018), consumers' repurchase intentions, especially in services, are determined by some consumer trust and satisfaction with Go-Food services.

The influence of trust on repurchase intention through consumer satisfaction

The results show that consumer satisfaction is not able to mediate between trust and repurchase intention. It can be concluded that Hypothesis 6 is rejected. The results showed that the direct effect had a value of 0.268 and the indirect effect had a value of 0.067, indicating that the direct effect has a greater influence. It can be concluded that consumer repurchase intention is more dominantly determined by trust than by consumer satisfaction. The results of this study are supported by Suryani and Rosalina's research (2019) that shows satisfaction does not affect the trust variable in the decision to reuse the Go-Jek application. This means that satisfaction is not able to moderate the influence of trust on repurchase intention because even though consumers are satisfied with the service of Go-Jek, their level of trust in the reuse of the Go-Jek application can be influenced by other factors.

The effect of sales promotion on repurchase intention through consumer satisfaction

The total effect given by the sales promotion variable on repurchase intention through consumer satisfaction is 0.364. Based on the Sobel Test, Z-value ($2.0279 > Z\text{-table}$ (1.96) with significance ($0.042 < (0.05)$). This means that consumer satisfaction is able to mediate between promotions and repurchase intention. It can be concluded that Hypothesis 7 is accepted. The results also show that the direct effect value is 0.268 and the indirect effect is 0.096, so it can be stated that the direct effect has a greater influence. This means that there are direct and indirect effects of promotion on repurchase intention by mediating consumer satisfaction. The more attractive the promotions that Shopee provides, the more it will affect the increase in consumer satisfaction and it will have a direct impact on the intention in making repurchases at Shopee. The results of this study corroborate the findings of Alvia and

Prabawani (2020), which state that Shopee promotions such as coupons, discounts, flash sales, and harbonlas attract consumers' attention to make repurchase.

CONCLUSION AND SUGGESTIONS

From the analysis and discussion, several conclusions can be drawn as follows: trust has an effect on consumer satisfaction in online shopping. Promotion has an effect on consumer satisfaction in online shopping. Trust has an effect on repurchase intention in online shopping. Promotion has an effect on repurchase intention in online shopping. Consumer Satisfaction has an effect on Repurchase intention in doing Online Shopping. Consumer Satisfaction is not able to mediate or intervene between trust and repurchase intention in online shopping. Consumer Satisfaction is able to mediate or intervene between sales promotion and repurchase intention in online shopping.

Based on the findings of this study, the researchers provide the following suggestions: in terms of trust, it is recommended that Shopee emphasizes that its sellers always provide product information that will be offered according to the current situation and always update product information so that consumers get the latest information. In addition, the honesty of Shopee sellers must also be increased so that consumers will not feel disappointed. In addition, with good quality customer service, the availability of various types of products and products that match quality is something that needs to be maintained, because consumers already believe that Shopee is able to do this.

In terms of sales promotions, it is recommended that Shopee be able to present more interesting and fun games than the current Shopee Games (Plant Trees and Shake Shopee). Meanwhile, the provision of free shipping vouchers is a promotional program that is in great demand by consumers. In terms of consumer satisfaction, it is recommended for Shopee to maintain existing promotional programs such as frequently giving discounts, free

shipping vouchers, cashback, discount packages, and Shopee Games. It is recommended that Shopee present a more attractive promotional program that is different from other e-commerce because the current promotions are the same for Shopee and other e-commerce.

This research can be used as a reference for further researchers in developing the concept or theory of marketing management. Given the limitations of the authors in conducting this research, further researchers are expected to be able to develop research on other variables such as consumer experience, word of mouth, ease of use, customer reviews or other variables related to e-commerce as a comparison to this research.

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