

The Effect of Security and Perceived Ease of Use on Repurchase Intention in Online Marketplace Consumers with Trust as Mediation (Case: Marketplace "T" in Jakarta)

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Abstract

The capabilities of the internet are highly beneficial for everyone who uses it. The e-commerce industry involves the buying and selling of products and services conducted online. In 2024, the e-commerce sector in Indonesia experienced the highest growth. Due to the increase in transactions, each e-commerce platform must maintain repurchases to survive and compete with its rivals. Security, perceived ease of use, and trust are crucial factors in determining repurchase intention. This study aims to examine the effect of security, perceived ease of use, and trust on the repurchase intention of online marketplace consumers of "T" in Jakarta. The population in this study consists of consumers who have shopped on the "T" marketplace in Jakarta. A purposive sampling technique was used to select respondents who are at least 18 years old, reside in Jakarta, and have purchased items at least twice on the "T" marketplace. After distributing questionnaires online, the data was processed using SmartPLS ver 3.2.9, the sample consisted of 338 respondents; however, only 304 respondents were assessed in this study. The research found that security and perceived ease of use have a positive and significant influence on the repurchase intention of "T" marketplace consumers in Jakarta, both directly and when mediated by trust.

Keywords: Security, Ease Of Use, Trust, Repurchase Intention, Marketplace

INTRODUCTION

The ability of the internet is very useful and beneficial for everyone who uses it because the internet has abilities that are very useful for everyone who uses it. In the previous era, the benefits of the internet were to find information for users, now the internet is used for many activities, including conducting online transactions/business.

The high and rapid growth of the internet in Indonesia can influence people's behavior in buying or selling goods and services. Judging from the development of technology in Indonesia, buying and selling activities are not only carried out directly but many buying and selling transactions are carried out by people via the internet/online. Electronic commerce or commonly abbreviated as e-commerce has become one of the important channels in making buying and selling transactions. Furthermore, e-commerce is all aspects of business and market processes held via the internet (Nurunnisha & Dalimunthe, 2018).

The development of e-commerce in Indonesia experienced the highest growth in 2024. In Figure 1 below, it can be seen that Indonesia ranks first in the 10 countries with the highest projected e-commerce growth in 2024.

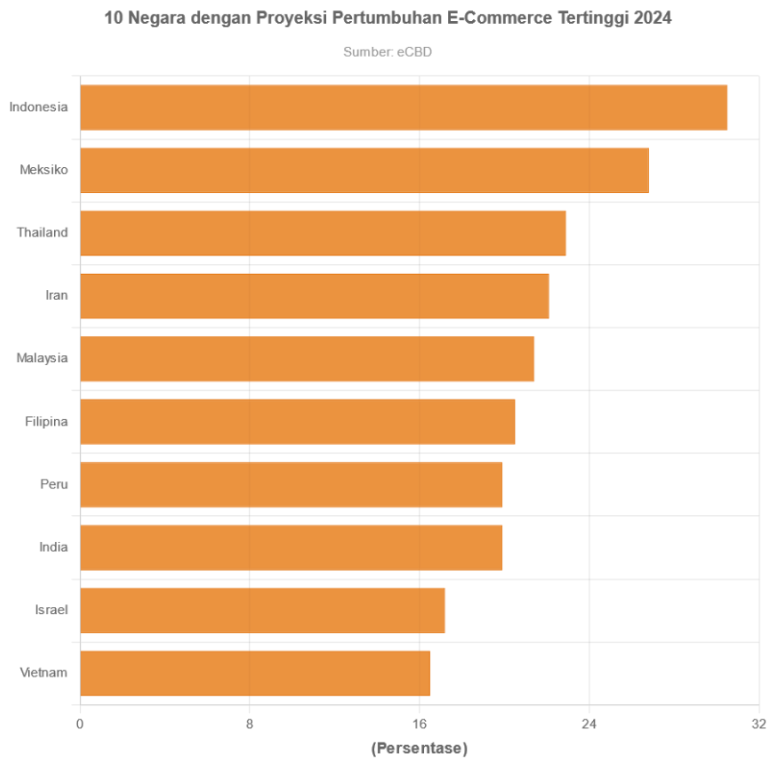


Figure 1. 10 countries with the highest projected e-commerce growth by 2024
 Source: Goodstats (2024)

The increase in transactions in e-commerce makes each e-commerce must be able to maintain repurchases to survive and compete with its competitors. (Angelina & Ruslim, 2023) examined the importance of repurchase intention at the Shopee marketplace in Jakarta, if repurchase intention can be maintained/ increased, it will provide benefits for the company to be able to compete with its competitors.

(Chinomona, 2013) examined the importance of trust as an antecedent factor in determining usage intention. (Dewi et al., 2020) found that trust has a significant effect on repurchase intention, where the higher the trust of consumers/buyers, the higher the level of repurchase.

One other important factor that is the main concern of electronic businesses is security, online consumers will be reluctant to disclose their personal information and financial information without security guarantees (Trivedi & Yadav, 2018). (Mandiri & Susila, 2023) revealed that online transaction security issues are increasingly important, if website security is not guaranteed, users will not be willing to make purchases.

(Nisa & Solekah, 2022) in their research examined the effect of perceived ease of use on intention to use e-wallet, in their research perceived ease of use has a significant effect, in this case it can be concluded that the higher the perceived ease of use and flexibility in a system, the higher someone's intention to use it.

This study will adapt several previous studies by (Alfani et al., 2023; Kurniawan et al., 2022; Mandiri & Susila, 2023; Nisa & Solekah, 2022; Widiar et al., 2023) This research examines the direct effect of security and perceived ease of use on repurchase intention in one of the marketplaces in Indonesia, and testing the indirect effect by using trust as a mediation. Seeing the importance of repurchase intention, researchers are interested in conducting research on repurchase intention which is influenced by security and perceived ease of use through trust as mediation.

Research Hypothesis

According to research conducted by (Agag et al., 2016; Rahnamaee & Berger, 2013), security has a positive and significant influence on repurchase intention. Consumers will make repeat purchases if the level of security from where they shop is guaranteed safety. The higher the level of security, the higher a person's intention to make repeat purchases at that place.

H1: Security has a positive and significant influence on repurchase intention.

Research by (Chawla & Joshi, 2019; Tran & Nguyen, 2022) security has a positive and significant effect on trust. A good level of security will make consumers trust to transact in that place. The higher the level of security, the higher the level of trust for someone to shop at that place.

H2: Security has a positive and significant influence on trust.

According to (Alexandra & Ruslim, 2023; Nadeem et al., 2020; Trivedi & Yadav, 2018) perceived ease of use has a positive and significant effect on repurchase intention. According to (Sarmah et al., 2021) perceived ease of use has a positive and significant effect on behavioral intention. The easier an application is to use, it will make consumers make purchases using the application. The higher the perceived ease of use of an application, the higher a person's intention to make repeat purchases at that place.

H3: Perceived ease of use has a positive and significant influence on repurchase intention.

According to (Chinomona, 2013; Kumar et al., 2018) perceived ease of use has a positive and significant effect on trust. The easier an application is to use, it will make consumers trust the use of the application. The higher the perceived ease of use of an application, the higher a person's intention to make repeat purchases at that place.

H4: Perceived ease of use has a positive and significant influence on trust.

According to (Dewi et al., 2020), trust has a positive and significant effect on repurchase intention. According to (Yang et al., 2021), trust has a positive and significant effect on intention to use. A high level of consumer trust will make these consumers intend to make

repeat purchases in the same place. The higher the level of trust, the higher a person's intention to make repeat purchases at that place.

H5: Trust has a positive and significant influence on repurchase intention.

According to (Nisa & Solekah, 2022), security has a positive and significant influence on repurchase intention which is mediated by trust. According to (Mandiri & Susila, 2023), security has a positive and significant influence on purchase intention which is mediated by trust. A high level of security will make consumers trust in shopping at that place, and can make them have a high intention to make repeat purchases at that place.

H6: Security has a positive and significant influence on repurchase intention mediated by trust.

According to (Alfani et al., 2023; Kurniawan et al., 2022), perceived ease of use has a positive and significant influence on intention to use which is mediated by trust. According to (Widiar et al., 2023), perceived ease of use has a positive and significant effect on behavioral intention which is mediated by trust. The level of convenience felt by consumers can increase consumer confidence in transacting at that place, and this can make them have a high intention to make repeat purchases at that place.

H7: Perceived ease of use has a positive and significant influence on repurchase intention mediated by trust.

From the description that has been presented, the framework of this research can be described as follows:

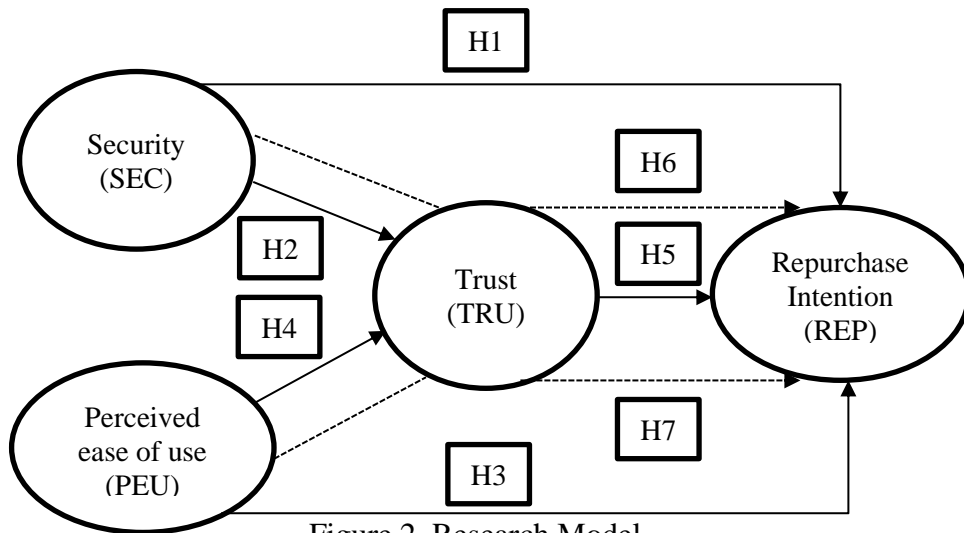


Figure 2. Research Model
Source: Processed by Researchers (2024)

RESEARCH METHODS

By using the non-probability sampling method, namely judgmental sampling, the distribution of questionnaires was carried out using google form, with sample criteria being those who are at least 18 years old, domiciled in Jakarta, and have transacted in the "T" marketplace application at least 2 times. Variable operationalization uses a Likert scale (1 to 5) from strongly disagree to strongly agree, in table 1 to table 4 shows the operationalization of each variable in this study.

Table 1
Operationalization of Security Variables

Variables	Indicator
Security (SEC)	<ol style="list-style-type: none"> "T" has good security features in purchasing products "T" can guarantee the confidentiality of messages between buyers and sellers. "T" can guarantee the security of each user's buying and selling transaction information. "T" can guarantee the information security of each user's data.

Source: (Safa & Von Solms, 2016; Trivedi & Yadav, 2018) and adapted by the researcher

Table 2
Operationalization of Perceived Ease of Use Variable

Variables	Indicator
Perceived ease of use (PEU)	<ol style="list-style-type: none"> I find it easy to make product purchases at "T" I find it easy to find product information on "T" "T" app features make it easy for me to interact flexibly with sellers The payment features on "T" make it easy for me to make all types of product purchases

Source: (Mohamed et al., 2014; Ruslim et al., 2024; Yang et al., 2021) and adapted by the researcher

Table 3
Operationalization of Trust Variables

Variables	Indicator
Trust (TRU)	<ol style="list-style-type: none"> "T" is an application that can be trusted over time I believe that "T" complies with consumer laws "T" is reliable in making product purchases "T" has always fulfilled its commitment to be responsible for every buying and selling transaction of its users

Source: (Liu & Tang, 2018; Mortazavi et al., 2014) and adapted by the researcher.

Table 4
Operationalization of Repurchase Intention Variables

Variables	Indicator
Repurchase Intention (REP)	<ol style="list-style-type: none"> I intend to make a repurchase at "T" in the future I will repurchase products in the near future at "T" I have a high intention to make a repurchase at "T"

Source: (Liu & Tang, 2018; Mohamed et al., 2014) and adapted by the researcher.

RESULT AND DISCUSSION

A total of 338 respondents were collected, only 304 respondents met the requirements and then processed the data. Of the 304 respondents, 177 respondents (58.22%) were male, while the remaining 127 respondents (41.78%) were female. The majority of respondents live in West Jakarta, namely 82 respondents (26.97%), North Jakarta as many as 68 respondents (22.37%), Central

Jakarta as many as 65 respondents (20.39%), South Jakarta as many as 47 respondents (15.46%), East Jakarta as many as 42 respondents (13.82%).

Validity and Reliability Analysis

By using SmartPLS 3.2.2.9 software, the 304 questionnaires collected were processed and then tested for validity (convergent and discriminant), reliability and the test results are attached in table 5 to table 8 below:

Table 5
Convergent Validity and Reliability Test Results

Construct	Item	Outer loadings	AVE	CR	CA
PEU	PEU1	0.770	0.592	0.770	0.853
	PEU2	0.783			
	PEU3	0.767			
	PEU4	0.759			
REP	REP1	0.825	0.687	0.773	0.868
	REP2	0.823			
	REP3	0.838			
SEC	SEC1	0.739	0.587	0.765	0.850
	SEC2	0.805			
	SEC3	0.759			
	SEC4	0.759			
TRU	TRU1	0.760	0.581	0.760	0.847
	TRU2	0.775			
	TRU3	0.771			
	TRU4	0.744			

Source: questionnaire processed by researchers

The results of the convergent validity test show that the outer loadings value of each indicator is greater than 0.708 (in table 5) and the AVE value of each variable is greater than 0.5, it can be concluded that it meets the requirements of convergent validity, while in the reliability test results, the Cronbach's Alpha (CA) value of all variables is greater than 0.6 and Composite Reliability (CR) is greater than 0.7, so that each variable in the study is reliable (Hair et al., 2022)

Table 6
Discriminant Validity Test Results (Fornell-Larcker Criterion)

Variables	PEU	REP	SEC	TRU
PEU	0.769			
REP	0.631	0.829		
SEC	0.493	0.597	0.766	
TRU	0.635	0.605	0.598	0.762

Source: questionnaire processed by researchers

Table 7
Discriminant Validity Test Results (Cross-Loadings)

Item	PEU	REP	SEC	TRU
PEU1	0.770	0.476	0.322	0.501
PEU2	0.783	0.502	0.324	0.493
PEU3	0.767	0.455	0.409	0.485
PEU4	0.759	0.507	0.465	0.476
REP1	0.450	0.825	0.493	0.467
REP2	0.573	0.823	0.435	0.496
REP3	0.539	0.838	0.553	0.537
SEC1	0.376	0.506	0.739	0.436
SEC2	0.349	0.440	0.805	0.447
SEC3	0.369	0.430	0.759	0.477
SEC4	0.414	0.450	0.759	0.470
TRU1	0.447	0.437	0.426	0.760
TRU2	0.468	0.437	0.513	0.775
TRU3	0.566	0.507	0.398	0.771
TRU4	0.447	0.460	0.489	0.744

Source: questionnaire processed by researchers

Table 8
Discriminant Validity Test Results (Heterotrait-Monotrait Ratio (HTMT))

Variables	PEU	REP	SEC	TRU
PEU				
REP	0.813			
SEC	0.642	0.774		
TRU	0.827	0.785	0.785	

Source: questionnaire processed by researchers

Based on the results of the discriminant validity test, the Fornell-Larcker criterion and cross loading values (in table 6 and table 7) each indicator correlates more with its construct than with other constructs, while the HTMT test results (table 8), each variable has a value below 0.85 (Hair et al., 2022), it can be said that all variables used have met the requirements of discriminant validity.

Hypothesis Test

Hypothesis testing is measured by path coefficient (PC) analysis used to test the positive / negative relationship between research variables. The p-values analysis is used to test the significance of the influence between variables and to show whether a hypothesis is accepted. Research with a significance level of 5% needs to produce p-values below 0.05 to state that the hypothesis is accepted (Hair et al., 2022)

Table 9
Hypothesis Testing

Hypothesis	PC	P-Values	Conclusion
H1: SEC → REP	0.304	0.000	Supported
H2: SEC → TRU	0.377	0.000	
H3: PEU → REP	0.355	0.000	
H4: PEU → TRU	0.449	0.000	
H5: TRU → REP	0.198	0.001	
H6: SEC → TRU → REP	0.074	0.002	
H7: PEU → TRU → REP	0.089	0.002	

Source: questionnaire processed by researchers

The results of testing the first hypothesis (H1) are supported, which shows that security has a positive and significant effect on repurchase intention among consumers of the online marketplace "T" in Jakarta. The results of this study are in line with previous research conducted by (Agag et al., 2016; Rahnamaee & Berger, 2013) which shows security has a positive and significant effect on repurchase intention, it can be concluded that the higher the level of security that is felt, it will make consumers repurchase at that place.

The results of testing the second hypothesis (H2) are supported, which shows that security has a positive and significant effect on trust in online marketplace consumers "T" in Jakarta. The results of this study are in line with previous research conducted by (Chawla & Joshi, 2019; Tran & Nguyen, 2022), which shows that security has a positive and significant effect on trust, it can be concluded that the higher the level of security that is felt, it will increase one's trust to shop at that place.

The results of testing the third hypothesis (H3) are supported, which shows that perceived ease of use has a positive and significant effect on repurchase intention among consumers of the online marketplace "T" in Jakarta. The results of this study are in line with previous research conducted by (Alexandra & Ruslim, 2023; Nadeem et al., 2020; Trivedi & Yadav, 2018), which shows that perceived ease of use has a positive and significant effect on repurchase intention, it can be concluded that the higher the level of perceived ease of use in an application, it will increase the desire to make repeat purchases in the same place.

The results of testing the fourth hypothesis (H4) are supported, which shows that perceived ease of use has a positive and significant effect on consumer trust online marketplace "T" in Jakarta. The results of this study are in line with previous research conducted by (Chinomona, 2013; Kumar et al., 2018), which shows that perceived ease of use has a positive and significant effect on trust, it can be concluded that the higher the level of perceived ease of use in an application, it will increase trust in transactions in that place.

The results of testing the fifth hypothesis (H5) are supported, which shows that trust has a positive and significant effect on the repurchase intention of online marketplace consumers "T" in Jakarta. The results of this study are in line with previous research conducted by (Dewi et al., 2020; Yang et al., 2021), which shows that trust has a positive and significant effect on repurchase intention, it can be concluded that the higher a person's level of trust, the higher his intention to make repeat purchases in the same place.

The results of testing the first hypothesis (H6) are supported, which shows that security has a positive and significant effect on repurchase intention on consumers of the online marketplace "T" in Jakarta which is mediated by trust. The results of this study are in line with previous research conducted by (Nisa & Solekah, 2022), which shows security has a positive and significant effect on

repurchase intention mediated by trust, it can be concluded that the higher the level of security that is felt, it will make consumers trust in transacting at that place, this will also increase consumers' intention to shop at the same place in the future.

The results of testing the first hypothesis (H7) are supported, which shows that security has a positive and significant effect on repurchase intention on online marketplace consumers "T" in Jakarta which is mediated by trust. The results of this study are in line with previous research conducted by (Dennis Shabri Alfani et al., 2023; Kurniawan et al., 2022), which shows that ease of use has a positive and significant effect on repurchase intention mediated by trust, it can be concluded that the higher the level of perceived convenience, it will make consumers trust in transacting at that place, this will also increase consumers' intention to shop at the same place in the future.

R² Test Results

Table 10
R² Test Results

Variables	R ²	Conclusion
REP	0.525	Medium

Source: questionnaire processed by researchers

The R² test results indicate that the variables in this study are able to explain repurchase intention by 52.5% and the remaining 47.5% is explained by other variables outside this study (Hair et al., 2022).

CONCLUSION

Based on the results and discussion that has been described, it can be concluded that in this study the variables of security and perceived ease of use have a positive and significant effect on the variables of trust and repurchase intention. And it was also found that the variables of security and perceived ease of use also have a positive and significant effect on the repurchase intention variable mediated by trust. Through this, it can be said that in increasing repurchase intention, the "T" marketplace can increase the trust of its consumers, as well as maintain the security system of the application and continue to maintain the ease of use of the application.

Recommendations that can be given to the marketplace company "T" are that the company can guarantee the confidentiality of messages from consumers to sellers, maintain the security of its trading transactions, maintain the security of data information from its consumers. The company also needs to maintain the ease of searching for products in its application, maintain the ease of transactions in using its application, maintain the ease of transactions with sellers in its application, maintain the ease of payment in purchases using its application. In addition, the company must also continue to comply with consumer laws, always fulfill its commitment to be responsible for every buying and selling transaction of its users.

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