

THE INFLUENCE OF SECURITY PERCEPTION AND CONSUMER TRUST ON REPURCHASE INTENTION ON E-COMMERCE PLATFORMS

Annisa Lisdayanti

annisa.lisdayanti@widyatama.ac.id

Lecturer at Widyatama University

Ayuningtyas Yuli Hapsari

Ayuningtyas.yuli@widyatama.ac.id

Lecturer at Widyatama University

Abstract, This study aims to elucidate the impact of security perceptions and consumer trust on repurchase intention on the Shopee Indonesia e-commerce platform. The accelerated growth of e-commerce in Indonesia has yielded considerable advantages for consumers, yet it has also prompted apprehensions regarding the security of personal data. The objective of this study is to examine the influence of security perception and consumer trust on repurchase intention and to provide recommendations for Shopee to enhance both factors. The research method employed is a descriptive and verificative analysis with an iteration sampling technique. A minimum of 116 respondents were included in the study, selected through purposive sampling. The findings indicate that security perception exerts a significant influence on repurchase intention, accounting for 16.89% of the total effect. Conversely, consumer trust demonstrates a more pronounced impact, contributing 48.58% to the overall effect. The combined influence of these two variables on consumer repurchase intention on Shopee Indonesia is 50.4%. This study concludes that security perception and consumer trust play an important role in driving repurchase intention on e-commerce platforms. Therefore, Shopee Indonesia must continuously improve security aspects and build consumer trust to maintain and increase repurchase intention.

Keywords: Security Perception, Consumer Trust, Repurchase Intention.

1. Research Background

In the continually evolving digital age, e-commerce has become a significant aspect of many individuals' lives. The convenience of online shopping provides consumers with a variety of advantages, including the ability to meet their needs with greater ease and efficiency. One of the primary advantages of online shopping is convenience. Consumers are able to purchase any product they require with minimal effort, eliminating the need to visit a physical store. This enables consumers to engage in shopping activities at any time and from any location, without being constrained by the operational hours of physical stores. Furthermore, online shopping enables consumers to evaluate pricing and identify optimal offers without the necessity of traversing numerous physical locations. Furthermore, e-commerce provides consumers with a more expansive range of products. Online shopping enables customers to explore a vast array

of items from an array of brands and sellers across the globe. Furthermore, consumers have the opportunity to locate items that are difficult to find or possess a distinctive quality that is not available at nearby physical stores.

As indicated by Solomon (2020), approximately 1.66 billion individuals globally engage in transactions with online vendors, with a total value of goods and services purchased reaching \$2.3 trillion. It is becoming increasingly common for such transactions to occur via mobile devices, particularly in the Asia-Pacific region, where 46% of online buyers use phones, compared to 28% in North America, which nevertheless represents a significant proportion. The experience of obtaining products or services can be markedly disparate between the offline and online realms. This transactional aspect provides additional value above and beyond the tangible products or services purchased. In order to meet the ever-evolving needs of consumers, many companies and stores have adopted e-commerce as a strategic component of their business model. This enables them to reach a more extensive audience and expand their market share.

The utilization of e-commerce as a commercial platform has witnessed a considerable surge in Indonesia, a nation with a substantial online population. Furthermore, statistical evidence indicates that the expansion of e-commerce in Indonesia is occurring at an accelerated pace. According to data from Statista Market Insights, as cited on the DataIndonesia.id website, the number of individuals in Indonesia who utilize e-commerce reached 178.94 million in 2022. This figure represents an increase of 12.79% compared to the previous year, which saw 158.65 million users. The following table presents the number of e-commerce users in Indonesia from 2018 to 2022, along with projections of continued growth through 2027.

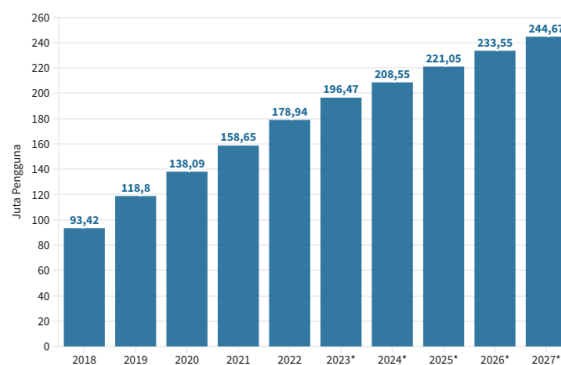


Figure 1.1 Number of E-Commerce Users in Indonesia 2018-2027*

Source: <https://dataindonesia.id/> accessed December 9, 2023

The upward trajectory of e-commerce users is projected to persist over the next four years. This projection is bolstered by the unrelenting pace of technological advancement and the discernible shift in consumer behavior, which increasingly favors online shopping. A review of data from Datareportal.com reveals the following patterns in e-commerce usage activities in Indonesia:



Figure 1.2 E-Commerce Usage Activities in Indonesia

Source: [DataReportal – Global Digital Insights](#) , accessed December 9, 2023

The data indicate that the majority of Indonesian consumers engage in online shopping on a weekly basis, with the primary objective being the purchase of goods and services. The second most prevalent category of online purchases is food products. This assertion is corroborated by data from oosga.com, which indicates that 60.6% of Indonesians purchase products and services through online channels on a weekly basis. A total of 36% of respondents indicated that they purchase groceries online on a weekly basis. Additionally, 13% of respondents indicated that they purchase used products on a weekly basis. Conversely, 18.3% utilize price comparison websites on a weekly basis, while 43.3% employ buy now, pay later (BNPL) financing options on a weekly basis.

Furthermore, e-commerce has transformed the manner in which consumers engage with brands. E-commerce users are able to communicate directly with brands via chat features or messages on e-commerce platforms. Furthermore, brands have the capacity to disseminate information regarding products and promotions directly to consumers via email or app notifications. Furthermore, the advent of e-commerce has led to a heightened level of consumer involvement in the purchasing process. E-commerce users are able to provide reviews and product ratings following a purchase, which can assist brands in enhancing the quality of their products and services. In summary, e-commerce has provided consumers with a greater number of options, convenience, and comfort in their interactions with brands and purchases. This represents a significant development in the business world, presenting both challenges and opportunities for brands to continue to innovate and provide positive shopping experiences for consumers.

As the use of e-commerce continues to grow, the issue of personal data security has emerged as a significant concern for consumers. In the context of online transactions, consumers are required to furnish a range of personal information, including their name, address, telephone number, and credit card details. In order to address these concerns, it is imperative that e-commerce entities implement comprehensive security measures. It is imperative that these entities safeguard the personal data of consumers through the implementation of robust encryption and other security technologies. Moreover, e-commerce entities must implement transparent and comprehensive privacy policies that delineate the manner in which consumer

data will be utilized and safeguarded. It is also incumbent upon e-commerce users to assume an active role in safeguarding their privacy when engaging in online shopping. It is incumbent upon e-commerce users to utilize secure internet connections, such as those provided by trusted Wi-Fi networks, and to refrain from conducting transactions in public places. Furthermore, it is imperative to consistently review privacy policies and terms of service prior to engaging in online transactions. In this context, the government bears the responsibility of regulating and supervising the security of personal data in e-commerce. It is incumbent upon the relevant authorities to encourage e-commerce participants to comply with the established security rules and standards. By maintaining the security of personal data, consumers may feel more secure and confident when shopping online.

Security perception in e-commerce has a significant impact on consumer satisfaction. Security perception in e-commerce refers to the information provided to users regarding electronic payment systems and their security solutions (Rufaidah et al., 2023). It was demonstrated that this security perception influences consumer satisfaction (Sidanta et al., 2022). The quality of information and the security of applications or websites have been demonstrated to have a direct relationship with repurchase intentions and user satisfaction (Gabry et al., 2022). Moreover, security perception, in conjunction with ease of use and perceived benefits, exerts a partial influence on the intention to reuse e-wallets (Listiwati et al., 2022). During the pandemic, research has demonstrated that perceptions of usefulness, ease of use, price, consumer attitudes, and perceived benefits have a significant impact on e-commerce purchasing decisions (Ngurah et al., 2022). Moreover, the impact of security perception on the intention to utilize fintech, including e-commerce, has been substantiated (Ananda Dewi Wahyuni, 2021). The results of the research clearly demonstrate that consumer trust is a pivotal factor in fostering engagement with e-commerce platforms.

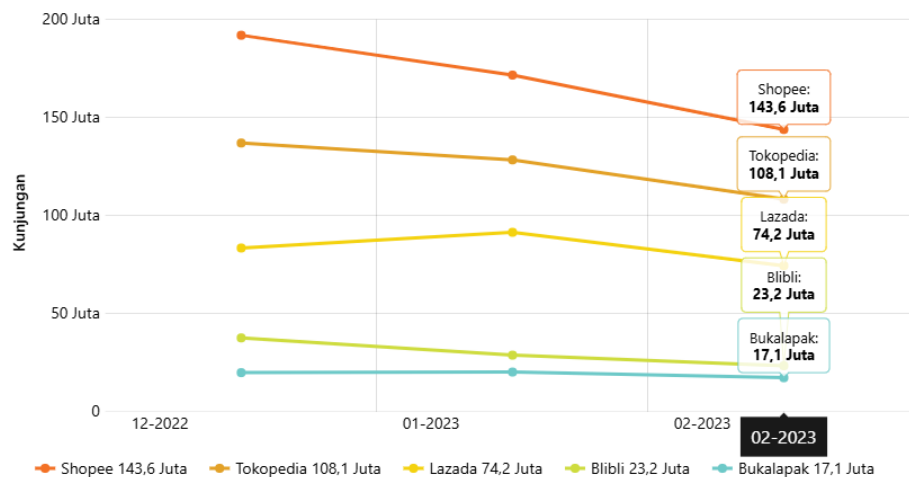
Moreover, ensuring security in e-commerce is vital to maintaining user satisfaction and trust, which are essential for encouraging repurchase intentions (Kusumawati & Aulawi, 2021). Security perception in e-commerce plays a pivotal role in influencing consumer satisfaction. This has a direct impact on user behaviour, trust, and repurchase intentions. It is therefore incumbent upon e-commerce platforms to give priority to and improve their security measures in order to ensure consumer satisfaction and trust. The perceptions of personal data security and the ease of transaction using e-commerce are significant factors that influence consumer behavior in online shopping.

In addition to security perception, consumer trust in e-commerce is a crucial factor influencing online purchasing behavior. The formation of consumer trust can be facilitated through a comprehensive understanding of the products and services offered by sellers, as well as the interactions between sellers and consumers (Sa'adah et al., 2023). In the context of e-commerce, trust is a significant factor influencing consumer inclination to engage in online transactions (Briyant Rosario & Bertalya, 2023). Additionally, research indicates that trust in e-commerce can serve as a mediator between the effects of service quality, satisfaction, and transaction security on consumer purchase intentions (Wulandari et al., 2021).

In the context of e-commerce, the establishment of customer trust is of paramount importance for the success of online businesses. When consumers perceive a brand or store in the online domain as trustworthy, they are more likely to engage in repeated purchases and transactions. As posited by Kotler et al. (2022), a company is more likely to be perceived as trustworthy when it provides complete and honest information. Furthermore, the process of establishing

trust can be inherently challenging, particularly in the context of online interactions. A number of other studies have emphasised the importance of trust in influencing consumer purchase intentions and behaviour in the context of e-commerce (Ananda Dewi Wahyuni, 2021; Piarna, 2016; Kusumawati & Achjari, 2019). The studies conducted by Awi (2021) and Kusumawati and Achjari (2019) indicate that trust is a significant factor in fostering consumer trust and satisfaction, which in turn influences repurchase intentions and overall satisfaction with e-commerce platforms. As evidenced by research conducted by Bailusy et al. (2022), which surveyed 850 respondents in Indonesia, consumer perception of online shopping security is a significant factor in the context of e-commerce. Similarly, research conducted by Nurunnisha and G. A. & Dalimunthe, G. P. (2018) posit that millennial female consumers' perceptions of honesty, reliability, and trust in Instagram Stories advertisements exert a profound influence on their assessment of the value of these advertisements.

Shopee is one of the largest e-commerce platforms in Indonesia. According to data from SimilarWeb, throughout February 2023, the Shopee website received 143.6 million visits. This figure represents a 16% decline compared to January 2023 and a 25% reduction from the previous year's total. According to information from antaranews.com and the Shopee.co.id information website, Shopee has implemented several measures to enhance security perception and consumer trust, including: (1) Shopee's guarantee program offers protection to buyers by guaranteeing refunds in the event that the purchased goods are not received or do not correspond to the order. This provides consumers with a sense of security with regard to transactions. (2) Seller Account Verification: Shopee verifies the identities of sellers by requesting the submission of pertinent identification documents. This facilitates the verification of sellers' legitimacy and enables their accountability. (3) Rating and Review System: Shopee enables consumers to provide ratings and reviews of products and sellers. Such information facilitates more informed purchasing decisions and enhances confidence in the reliability of reputable sellers. (4) Customer Service, Shopee offers responsive customer service to address consumer inquiries, concerns, and issues. Such practices facilitate the establishment of positive consumer relationships and enhance consumer trust. (5) Education Campaigns: Shopee engages in the active dissemination of information to consumers regarding the safe practices of online shopping, the identification of fraudulent activities, and the utilization of the platform's security features. It is anticipated that the implementation of these programs will enhance consumer perception of security and foster greater consumer trust, which will ultimately influence consumer purchasing intentions on the Shopee e-commerce platform. However, according to data from katadata.co.id, there has been a decline in the number of visits to e-commerce sites in Indonesia during the early months of 2023. This trend has been observed across the five e-commerce sites with the largest number of visitors, namely Shopee, Tokopedia, Lazada, Blibli, and Bukalapak.



Graph 1.1: A Decline in The Number of E-Commerce Visitors in Indonesia During The Month of February 2023.

Source: (katadata.co.id), accessed December 9, 2023

The data indicates that Shopee is the e-commerce platform with the highest number of visitors, and that it has experienced a decline in this regard. This is not commensurate with the initiatives undertaken by Shopee to enhance user perception of security and ease of use. A reduction in the number of visitors may be attributable to a decline in repurchase intentions with respect to Shopee e-commerce. This can be shaped by a range of factors, including service quality, consumer trust, security, satisfaction, and external environmental factors. Security perception and trust are significant factors influencing consumer purchase intentions in the context of e-commerce. The Indonesian e-commerce association (IdEA) has published a statement on the Kompas.com website page that corroborates the aforementioned data. This statement indicates that the number of visitors to e-commerce platforms or marketplace platforms in Indonesia has declined significantly at the beginning of 2023. The top five e-commerce platforms in Indonesia, including Shopee, Tokopedia, Lazada, Blibli, and Bukalapak, have exhibited a similar pattern of declining visits. On the same website page, the chairman of the Indonesian e-commerce association (IdEA) posited that e-commerce platforms with their systems are safer for buyers and sellers to transact compared to social commerce. This assertion lends further credence to the proposition that e-commerce is perceived as a more secure mode of transaction within society.

The objective of this study is to gain a deeper understanding of the factors influencing consumer perceptions of security and trust in relation to the intention to purchase products on the Shopee Indonesia e-commerce platform. By elucidating the key drivers of consumer shopping behaviour in e-commerce, it is hoped that this research will provide insights for e-commerce companies and marketers to enhance security and trust, thereby fostering a more secure and trusting online shopping environment for consumers in Indonesia.

2. Literature Review

2.1. Security Perception

Security perception is a significant factor in a number of contexts. In the taxation sector, for instance, the protection of personal and financial data is of paramount importance in fostering customer trust in the use of online tax services. Concurrently, the security protocols in place for public transportation are of paramount importance in order to provide passengers with a sense of security and comfort. In the context of e-commerce, taxation, and public transportation, security perception is of paramount importance. The level of security perceived by customers influences their trust in conducting online transactions on e-commerce platforms. Security perception is defined as the consumer's perception of the security of e-commerce transactions (Eid, 2011). In the context of e-commerce, security perception has been demonstrated to significantly influence repurchase intentions (Adelia, 2018; Ramos, 2018). These studies highlight the positive impact of security perception on consumer trust and loyalty. Moreover, Marianus and Ali (2021) highlight the correlation between perceived security and the intention to use e-commerce websites, thereby corroborating the pivotal role of security perception in online transactions. Moreover, Handayani (2022) underscores the significance of security perception in fostering a secure and reassuring environment for consumers to engage in online transactions, thereby underscoring its pivotal role in e-commerce. Additionally, Umam (2020) posits that perception ultimately shapes individual awareness of internet security, thereby underscoring the paramount importance of security perception in the digital domain.

The research conducted by Yanti et al. (2023) indicates that the online shopping experience and consumer trust have a significant influence on repurchase intentions on Tiktok Shop. The findings of this study underscore the pivotal role of trust in influencing repurchase intention behavior.

2.2. Consumer Trust

It is irrefutable that consumer trust plays a pivotal role in influencing consumer purchase intentions and purchasing decisions in the context of e-commerce. When customers perceive an e-commerce platform as secure and reliable, they are more likely to engage in transactions and purchase products or services.

In essence, consumer trust represents a crucial element in the success of e-commerce. By maintaining security, cultivating a positive reputation, and providing transparency to consumers, e-commerce platforms can gain robust consumer trust, which will ultimately have a favorable impact on consumer purchase intentions and purchasing decisions.

In the context of e-commerce, trust plays an instrumental role in encouraging consumers to engage in online transactions (Rosario & Bertalya, 2023). Furthermore, research indicates that trust in e-commerce can act as a mediator between service quality, satisfaction, and transaction security and consumer purchase intentions (Wulandari et al., 2021). Moreover, trust can also influence consumer purchasing decisions, particularly when consumers have established trust in specific e-commerce companies (Salma et al., 2022). Meanwhile, Deliana (2022) investigates the influence of website quality and service quality on repurchase intentions

through consumer satisfaction and trust on the Shopee platform. The findings of this study underscore the mediating function of trust in shaping repurchase intention behavior. Moreover, consumer trust can be influenced by personality traits and effective communication in online transactions (Intan Pandina, 2017).

2.3. Repurchase Intention

For e-commerce companies, consumer repurchase intention is a crucial factor. Consumers who are willing to make repeat purchases can be considered valuable assets for businesses, as they not only represent a source of sustained revenue but also have the potential to contribute to long-term growth. Consequently, it is more cost-effective to retain existing consumers than to attempt to persuade new ones to make purchases. In conclusion, consumer repurchase intention in e-commerce represents a crucial element that can exert a considerable influence on a company's growth and success. By prioritizing consumer satisfaction and fostering robust relationships, companies can guarantee that consumers who have already made purchases will return and become valuable assets over the long term. As posited by Wilson et al. (2019), consumer repurchase intention in e-commerce is a significant factor for companies, as consumers who are willing to make repeat purchases represent a valuable asset.

In light of the aforementioned framework, the research paradigm and hypotheses can be described as follows:

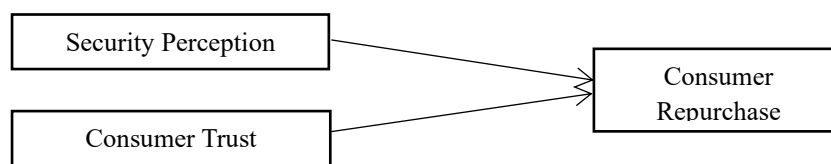


Figure 1 Research Paradigm

The following hypotheses are proposed:

Hypothesis 1: Security perception influences consumer repurchase intention on e-commerce platforms.

Hypothesis 2: Consumer trust influences consumer repurchase intention on e-commerce platforms.

4. Research Method

This study employs a descriptive and verificative analysis research method, whereby the results will be processed and conclusions drawn. As outlined by Zulganef (2018:12), the descriptive method is a research method whereby the researcher seeks to describe a phenomenon without disclosing or establishing the potential causal factors or variables that may have contributed to its emergence. The objective of descriptive research is to gain insight into how society responds to perceptions of security, consumer trust, and repurchase intentions within the context of e-commerce platforms such as Shopee. Verificative analysis, as defined by Sugiyono (2013), is a research method employed to test pre-established hypotheses within a specific population or sample. In this study, it is utilized to ascertain the extent to which security perception and trust influence consumer purchase intention with regard to e-commerce platforms such as Shopee.

The research model employed is that of multiple linear regression, with hypothesis testing conducted to ascertain whether the hypothesis is accepted or rejected.

The sampling technique employed in this study is iteration sampling, which involves three rounds of testing. It is essential that the analytical tools utilized in hypothesis testing are in conformity with one another. As defined by Sugiyono (2018:137), a sample represents a subset of a population, selected to reflect the characteristics and attributes of the larger group. In this study, the iteration calculation determined that a minimum of 116 respondents is required for the sample. The sampling technique employed was purposive sampling, which involves selecting individuals who possess the specific criteria necessary to provide the information sought in this study.

5. Results and Discussion

The results of the descriptive research, based on the processing of questionnaire data collected, are as follows:

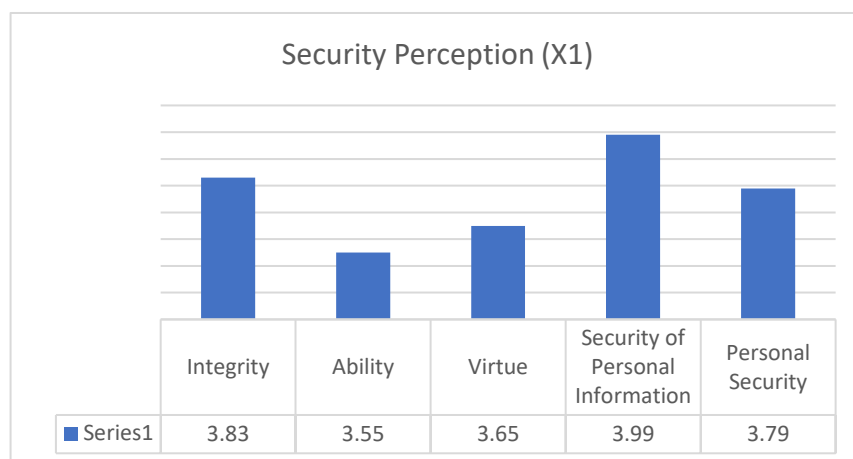


Diagram 1 - Recapitulation of Security Perception (X1)

Source: Researcher's processed data

The data presented indicate that the average value for the Security Perception variable (X1) ranges from 3.55 to 3.99, with the highest value observed on the Personal Information Security indicator. This indicates that consumers of Shopee Indonesia have a favorable perception of the security of their personal information on this platform. To ensure the security of consumer personal information, Shopee Indonesia has implemented several measures, including data encryption, two-step verification, and transparent privacy policies. These measures contribute to an enhanced consumer confidence in the platform, thereby encouraging greater transactional activity.

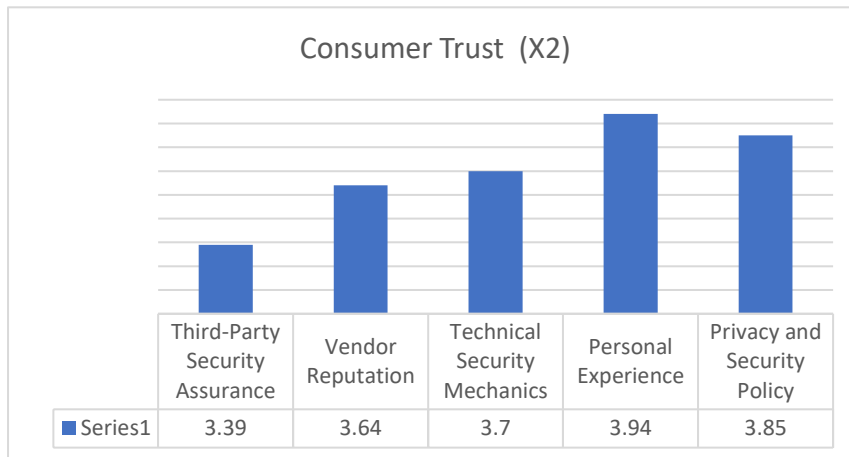


Diagram 2 - Recapitulation of Customer Trust (X2)

Source: Researcher’s processed data

The mean value for the consumer trust variable (X2) is between 3.64 and 3.94, with the highest value observed for the Personal Experience indicator. This indicates that consumers in Indonesia have a high level of trust in the Shopee platform based on their personal experiences. Shopee Indonesia has endeavored to provide a positive shopping experience for consumers through the implementation of various features and services, including rating and review systems, responsive customer service, and loyalty programs. This positive personal experience can enhance consumer trust and encourage repeat purchases on the platform.

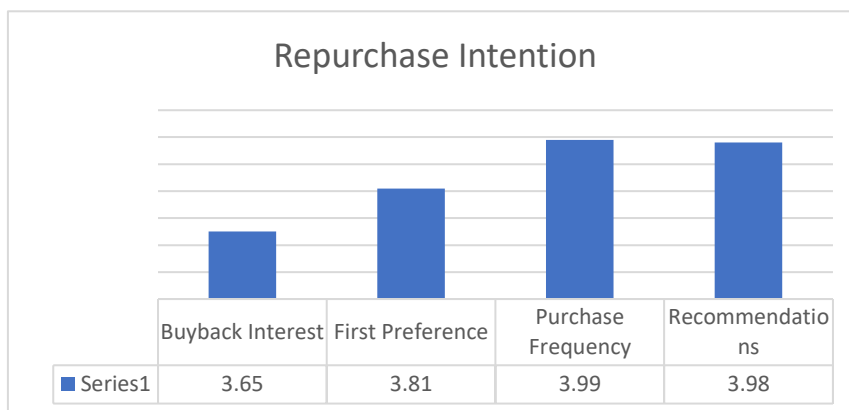


Diagram 3 – Recapitulation of Repurchase Intention (Y)

Source: Researcher’s processed data

The mean value of the Consumer Repurchase Intention (Y) variable falls between 3.65 and 3.99, with the highest value observed on the Purchase Frequency indicator. This indicates that consumers in Indonesia who use Shopee have a high propensity to make repeat purchases on the platform. Shopee Indonesia has implemented various strategies to increase consumer purchase frequency, including promotional programs, flash sales, and personalized product recommendations. These strategies can attract consumer interest and increase their loyalty to the platform.

Analysis of the Effect of Perceived Security and Consumer Trust on Repurchase Interest

To ascertain the relationship and influence between the variables under investigation, the data was processed using the statistical software package SPSS version 25. The resulting data is presented below.

Table 1 -- Partial Relationships between Variables

		Y	X1	X2
Pearson Correlation	Y	1.000	.411	.697
	X1	.411	1.000	.724
	X2	.697	.724	1.000
Sig. (1-tailed)	Y	.	.000	.000
	X1	.000	.	.000
	X2	.000	.000	.
N	Y	120	120	120
	X1	120	120	120
	X2	120	120	120

Source: Researcher’s processed data

The objective of this study is to analyze the influence of security perception on repurchase intention. The analysis results demonstrate that security perception (X1) exerts a significant influence on consumer repurchase intention (Y) on Shopee Indonesia, with a coefficient of determination (R^2) of 0.1689. This finding is consistent with the findings of Raman (2019), who posited that security perception is a significant factor influencing consumer repurchase intentions in the context of e-commerce. When consumers perceive a platform as secure with respect to their personal information and transactions, they are more likely to engage in repeat purchases on that platform.

The analysis results indicate that consumer trust (X2) exerts a more pronounced influence on consumer repurchase intention (Y) than security perception, which accounts for 48.58%. This finding is corroborated by research conducted by Masoud (2018), which posits that consumer trust is a pivotal factor influencing repurchase intentions in e-commerce. When consumers possess a high degree of trust in vendors, reputation, and security mechanisms on e-commerce platforms, they are more likely to engage in repeat purchases.

Table 2 -- Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.710 ^a	.504	.495	.38465	.504	59.369	2	117	.000

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Researcher’s processed data

The objective of this study is to analyze the effect of perceived safety and consumer trust on repurchase interest. The results of the analysis demonstrate that security perceptions (X1) and consumer trust (X2) collectively exert an influence of 50.4% on consumer repurchase interest (Y) at Shopee Indonesia. This finding is consistent with the findings of Tham et al. (2019), which indicate that perceived security and consumer trust are significant factors influencing repurchase interest in e-commerce. When consumers perceive e-commerce platforms as secure and trustworthy, they are more likely to make repeat purchases and recommend the platform to others.

6. Conclusion

1. The analysis results indicate that security perception has a significant impact on consumer repurchase intention on Shopee Indonesia. A favorable perception of security, particularly with regard to the protection of personal information and the security of transactions, can foster consumer trust and motivate them to make repeat purchases on the e-commerce platform. It is therefore imperative for Shopee Indonesia to persist in enhancing and upholding a superior standard of security in order to retain consumer satisfaction and loyalty.
2. The results of the analysis indicate that consumer trust exerts a more pronounced influence on repurchase intention than security perception with respect to Shopee Indonesia. The establishment of consumer trust may be achieved through the implementation of third-party security guarantees, the enhancement of vendor reputation, the introduction of robust technical security mechanisms, the facilitation of positive personal experiences, and the provision of transparent privacy policies, which may subsequently lead to an increase in consumer interest in making repeat purchases. Consequently, it is imperative for Shopee Indonesia to persist in its efforts to cultivate and sustain consumer trust by offering reliable services and positive shopping experiences.
3. The analysis results indicate that security perception and consumer trust, when considered together, exert a significant influence on consumer repurchase intention on Shopee Indonesia. When consumers perceive e-commerce platforms as secure and trustworthy, they are more likely to make repeat purchases and recommend the platform to others. Therefore, Shopee Indonesia must adopt a comprehensive approach to enhance security perception and consumer trust, addressing diverse factors such as personal information security, transaction security, third-party security assurances, vendor reputation, technical security mechanisms, and transparent privacy policies.

7. Recommendations

In light of the findings of the research, the following recommendations can be put forth for future research and for e-commerce platform managers such as Shopee Indonesia:

1. Further research is anticipated to examine additional factors that may impact consumer repurchase intentions on e-commerce platforms, including product quality, price, ease of use, and customer service quality. By taking these additional factors into account, future research can provide a more comprehensive understanding of consumer behavior in the context of e-commerce.

2. The present study is limited to a sample of Shopee Indonesia consumers. Future research may wish to extend the scope of the study by analysing other e-commerce platforms or conducting comparative studies between several e-commerce platforms in order to gain a broader insight into the influence of security perception and consumer trust on repurchase intention.
3. It is recommended that Shopee Indonesia continue to enhance and sustain a robust security posture on its platform. This may be achieved by the adoption of the most recent security technologies, the undertaking of periodic security audits, and the enhancement of consumer awareness regarding the implementation of secure practices during online shopping.
4. Additionally, Shopee Indonesia is encouraged to prioritize initiatives aimed at fostering consumer trust. This can be accomplished by furnishing customers with transparent and comprehensive information regarding the company's privacy and security policies, enhancing the quality of customer service, effectively addressing consumer complaints, and promoting vendors with favorable reputations.
5. To enhance consumer repurchase intention, Shopee Indonesia can implement appealing loyalty programs, provide exclusive promotions and discounts for loyal customers, and optimize the consumer shopping experience through innovative and user-friendly features.
6. Future research can employ diverse research methods, such as qualitative approaches or mixed methods, to gain a more profound understanding of consumer perceptions, experiences, and behaviors in the context of e-commerce.

8. References

- [1] Adelia, S. (2018). Pengaruh Online Promotion Terhadap Repurchase Intention Dengan Consumer Perception Sebagai Mediasi Pada Travel Online. *Jurnal Manajemen Pemasaran*, 12(2), 94–100. <https://doi.org/10.9744/pemasaran.12.2.94-100>
- [2] Ananda Dewi Wahyuni¹, D. (2021). Konsumen Di Marketplace Shopee. *Kepercayaan Dan Persepsi Risiko Terhadap Keamanan Konsumen Dan Implikasinya Terhadap Minat Beli Konsumen Di Marketplace Shopee Kota Jambi*, 10(01), 29–41.
- [3] Bailusy, M. N., Buamonabot, I., Fahri, J., & Arilaha, M. A. (2022). Online Shopping Indonesia: Customer Perception. *International Journal of Applied Business and International Management*, 7(2), 82–104. <https://doi.org/10.32535/ijabim.v7i2.1662>
- [4] Briyant Rosario, G., & Bertalya, B. (2023). Analisis Layanan Website Perusahaan Leasing Mobil Menggunakan Metode Webqual 4.0. *Jurnal Indonesia Sosial Teknologi*, 4(3), 274–289. <https://doi.org/10.59141/jist.v4i3.587>
- [5] Deliana, N. (2022). Pengaruh Kualitas Website dan Kualitas Layanan Terhadap Minat Beli Ulang Melalui Kepuasan dan Kepercayaan Konsumen Shopee. *Jurnal Indonesia Sosial Teknologi*, 3(3), 358–369. <https://doi.org/10.36418/jist.v3i3.377>
- [6] Eid, M. I. (2011). Determinants of e-commerce customer satisfaction, trust, and loyalty in Saudi Arabia. *Journal of Electronic Commerce Research*, 12(1), 78–93.
- [7] Gabry, R., Sembiring, A., Wahyuni, H., & Elgeka, S. (2022). Hubungan Kualitas Informasi dan Keamanan Situs terhadap Niat Pembelian Ulang Pengguna Mobile Commerce Shopee dengan Kepuasan Konsumen sebagai Mediator. 8(2), 238–250. <https://doi.org/10.22146/gamajop.75290>
- [8] Handayani, D. (2022). Promosi, Electronic Word of Mouth dan Persepsi Keamanan

- terhadap Minat Beli melalui Kepercayaan Konsumen sebagai Variabel Intervening. *Journal of Business and Economics (JBE) UPI YPTK*, 7(3), 365–377. <https://doi.org/10.35134/jbeupiyptk.v7i3.187>
- [9] Intan Pandina, G. G. (2017). Trait Kepribadian Dan Kepercayaan Konsumen Untuk Berbelanja Pada Toko Online. *Perspektif Ilmu Pendidikan*, 28(1), 75. <https://doi.org/10.21009/pip.281.9>
- [10] Kotler, P., Kevin, K., & Chernev, A. (2022). Marketing Management. In *Pearson* (Vol. 53, Issue 9).
- [11] Kusumawati, R. D., & Achjari, D. (2019). Peran Escrow Services sebagai Variabel Pemoderasi di Marketplace. *Jurnal Ekonomi Indonesia*, 8(2), 279–292. <https://doi.org/10.52813/jei.v8i2.22>
- [12] Kusumawati, R. D., & Aulawi, H. (2021). Peran Perceived Effectiveness of Escrow Services terhadap Satisfaction dan Trust pada E-Commerce di Indonesia. *Jurnal Ekonomi Indonesia*, 10(1), 13–24. <https://doi.org/10.52813/jei.v10i1.67>
- [13] Listiawati, R., Vidyasari, R., & Sari, N. (2022). Analisis Minat Penggunaan Berulang E-Wallet Selama Pandemi Covid-19 (Studi Kasus di 5 Kota Terdampak Covid-19 di Indonesia). *Account*, 9(1). <https://doi.org/10.32722/acc.v9i1.4584>
- [14] Marianus, S., & Ali, S. (2021). Factors Determining the Perceived Security Dimensions in B2C Electronic Commerce Website Usage: An Indonesian Study. *Journal of Accounting and Investment*, 22(1), 104–132. <https://doi.org/10.18196/jai.v22i1.8171>
- [15] Ngurah, I. G., Wijaya, S., Wayan, N., Ayu, C., & Yasa, I. G. D. (2022). Volume 14 Issue 1 (2022) Pages 26-37 JURNAL MANAJEMEN ISSN : 0285-6911 (Print) 2528-1518 (Online) Keputusan pembelian e-commerce selama pandemi : persepsi kegunaan , persepsi kemudahan penggunaan , harga , dan sikap konsumen E-commerce purchase deci. 14(1), 26–37. <https://doi.org/10.29264/jmmn.v14i1.10993>
- [16] Nurunnisha, G. A., & Dalimunthe, G. P. (2018). The Effect of E-Commerce Awareness in E-Commerce Technology Acceptance on MSME in Bandung. DeReMa (Development Research of Management): Jurnal Manajemen, 13(2), 198-217. (n.d.). *No Title*.
- [17] Piarna, R. (2016). Pengaruh Kualitas Website Terhadap Kepercayaan Pelanggan Dalam Menentukan Keputusan Bertransaksi Pada E-Commerce. *Jurnal Ekonomi Dan Bisnis Indonesia*, 1(2), 1–7. <https://doi.org/10.37673/jebi.v1i2.45>
- [18] Rufaidah, E., Ma'ruf, A., Pujiati, P., & Mirza, BR, A. D. (2023). Minat Penggunaan E-Money di Masa Pandemi: Studi Kasus Mahasiswa Universitas Lampung. *Jurnal Bisnis Dan Manajemen*, 19(1), 36–43. <https://doi.org/10.23960/jbm.v19i1.834>
- [19] Sa'adah, S. K., Apriyansyah, B., & Hakim, N. S. (2023). Kajian Faktor Pengaruh Niat Pembelian Tas Mewah Melalui Social Commerce. *Jurnal Sains Dan Seni ITS*, 11(3). <https://doi.org/10.12962/j23373520.v11i3.82999>
- [20] Sidanta, K., Christian, B., Hadi, H., Angelia, W., & Istijanto, I. (2022). Faktor-Faktor yang Memengaruhi Kepuasan Konsumen Milenial pada E-Commerce di Indonesia. *Indonesian Business Review*, 5(2), 156–173. <https://doi.org/10.21632/ibr.5.2.156-173>
- [21] Solomon, M. (2020). Consumer Behavior: Buying, Having, Being, 13th Edition. In *Pearson* (Issue April).
- [22] Umam, S. (2020). Is the Cyber Security Awareness Perspective Different? *Journal of Business Management Review*, 1(6), 425–435. <https://doi.org/10.47153/jbmr16.772020>
- [23] Wilson, N., Keni, K., & Tan, P. H. P. (2019). The effect of website design quality and service quality on repurchase intention in the E-commerce industry: A cross-continental analysis. *Gajah Mada International Journal of Business*, 21(2), 187–222.

- <https://doi.org/10.22146/gamaijb.33665>
- [24] Wulandari, A., Prakosa, A. S., Anhari, F. Z., Pamungkas, B. A., & Suryanti, R. (2021). Pentingnya Kepercayaan Memediasi Pengaruh Keamanan Bertransaksi dan Kepuasan Terhadap Minat Beli Konsumen. *Jurnal Pengembangan Wiraswasta*, 23(2), 101. <https://doi.org/10.33370/jpw.v23i2.580>
- [25] Yanti, S. D., Astuti, S., & Safitri, C. (2023). Pengaruh Pengalaman Belanja Online Dan Kepercayaan Terhadap Minat Beli Ulang Di Tiktok Shop (Studi Kasus Mahasiswa Fkip Uhamka 2018). *Jurnal EMT KITA*, 7(1), 47–61. <https://doi.org/10.35870/emt.v7i1.728>