THE EFFECT OF PERCEIVED TRUST AND PERCEIVED ENJOYMENT ON REPURCHASE INTENTION
(Study on Tokopedia Users in Medan City)

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Abstract

One of the e-commerce that has been well known by some Indonesians is Tokopedia. Tokopedia is ranked as the first most trusted e-commerce and as the most visited e-commerce in 2022. The domination of using Tokopedia compared to other e-commerce has led to various perceptions provided by Tokopedia so that it attracts users to repurchase. The purpose of this study was to determine the effect of perceived trust and perceived enjoyment on repurchase intention of Tokopedia users in Medan City. This research was conducted using quantitative techniques with a research sample of 100 respondents who are Tokopedia users in Medan City. The analysis techniques used include instrument tests, classical assumption tests, multiple linear regression analysis and hypothesis testing. The results of this study show that Perceived Trust has a significant positive effect on Repurchase Intention with a sig value of 0.000 <0.05 and Perceived Enjoyment has a significant positive effect on Repurchase Intention with a sig value of 0.019 <0.05. In simultaneous testing, the Perceived Trust and Perceived Enjoyment variables simultaneously have a positive effect on Repurchase Intention with an influence level of 61.3%.

Keywords: Perceived Trust, Perceived Enjoyment, Repurchase Intention

1. INTRODUCTION

Tokopedia, a trailblazing e-commerce platform, has captured the attention and admiration of a substantial portion of the Indonesian population. It embarked on its journey on August 17, 2009, with a resounding mission: "Digital Economic Equality." This mission reflects a commitment to democratizing access to digital opportunities and economic empowerment for all. The visionary founders, William Tanuwijaya and Leontinus Alpha Edison, share a deep dedication to this mission, which has been the driving force behind Tokopedia's growth. Their unwavering focus on innovation and cooperation has allowed Tokopedia to emerge as a pivotal player in the Indonesian e-commerce landscape.

In 2022, Tokopedia secured a remarkable achievement by ranking as the e-commerce platform with the highest monthly visitors in the e-commerce databox survey (Lupi & Nurdin, 2016). The data collected revealed that Tokopedia consistently drew an impressive average of 158.3 million website visitors each month. This dominance over its competitors showcases Tokopedia's popularity and the trust it commands among online shoppers. However, it's important to acknowledge that the road to this triumph was not without its challenges. In 2020, Tokopedia faced a crisis of customer confidence when news broke that user data had been compromised and traded on illicit platforms. Yet, Tokopedia's adept handling of the situation, along with robust security measures, enabled the platform to regain the trust of consumers, who subsequently returned to using Tokopedia for their online shopping needs.

Another noteworthy feather in Tokopedia's cap came in August 2022 when it was recognized as the most trusted and reliable e-commerce platform by Indonesian micro, small, and medium-sized enterprises (MSMEs). A staggering 76% trust rating elevated Tokopedia to the top spot, solidifying its reputation as a dependable and trustworthy partner for businesses. Simultaneously, Tokopedia continued to excel in terms of web traffic, maintaining its lead with 158.3 million monthly visitors in the second quarter of 2022. This dual accomplishment underscores Tokopedia's prominence as a reliable and highly sought-after online shopping destination for the Indonesian public.

While Tokopedia stands tall as a dominant force in the e-commerce arena, Indonesia's online shopping ecosystem is brimming with competitors such as Shopee, Lazada, and others, all vying for consumer attention (Tobagus, 2018). Based on information from Tokopedia, certain regions have emerged as strongholds for online sales, notably Medan, Bandung, and Surabaya. The significant sales activity in Medan is particularly notable, suggesting that Tokopedia has garnered a substantial user and customer base in this city, rivaling even larger urban centers.

In a broader context, competition in the Indonesian e-commerce sector is illuminated through a survey conducted by Snapchart, which included major players like Shopee, Lazada, and TikTok Shop (Febriantoro, 2018). Tokopedia's performance in this survey, particularly concerning the number of transactions, placed it in the second position, securing a 22% market share. While this showcases Tokopedia's strength in terms of transaction volume, it is important to note that the platform faced formidable competition. Additionally, when considering the transaction value market share, Tokopedia achieved a 26% share, trailing behind Shopee, which commanded a substantial 46% share. This indicates that while Tokopedia performs admirably in terms of transaction volume, it faces strong competition in terms of the overall value of transactions from other players in the market.

With Tokopedia's notable trajectory and its prominent position within the Indonesian e-commerce milieu, prospective research endeavors in this domain should aim to conduct a comprehensive inquiry into the determinants underpinning Tokopedia's enduring success and the evolving dynamics of the Indonesian e-commerce sector. A primary research objective would be to scrutinize the influence of Tokopedia's innovative strategies, cybersecurity protocols, and its steadfast commitment to the realization of digital economic equity on its reputation, trustworthiness, and market share. Additionally, research initiatives should explore the competitive landscape, consumer predilections, and regional idiosyncrasies in online shopping behaviors to offer scholarly insights that can not only enrich academic discourse but also provide practical guidance to e-commerce enterprises and policy makers. Such an undertaking would serve as a valuable contribution to the academic realm and offer actionable insights for industry stakeholders, facilitating their adaptability and prosperity within the continually evolving digital marketplace.

2. LITERATURE REVIEW
2.1. Perceived Trust

Perceived trust is the level of consumer confidence in goods and services and a company where the company must meet the expectations of a consumer. According to Mowen and Minor in Pasaribu & Siregar (2022) Perceived trust is all the information available to consumers and all

the conclusions consumers draw about the product, its features and benefits. Targets can be products, people, companies, and anything that a person believes and owns.

According to Nurrahmanto in Saripudin & Faihaputri (2021) perceived trust is the belief held by a consumer that other people around him have integrity and can be trusted and that person will make transactions in accordance with what a consumer expects. According to Siagian in Irvania, Bagus Nyoman Udayana, & Fadhilah (2022), trust is an expectation of a person or individual who will later become a consumer that the company can be trusted and relied on to provide satisfaction for its consumers. The indicators of perceived trust according to Kennedy in Gayatri & Damarsiwi (2021) are dependability, honesty, competence, and likeable.

2.2. Perceived Enjoyment

Perceived enjoyment can be said to be a condition where activities in using a particular system are considered enjoyable for themselves. Enjoyment is defined as a holistic awareness of sensations, when people engage in certain activities. Enjoyment of online shopping is as important as enjoyment in a physical shopping environment, and has an important influence on customer intentions and behavior.

According to Davis et al in Monica & Japarianto (2022), perceived enjoyment is defined as a condition where consumers experience comfort and feelings of pleasure when using a certain system and consider that the activity they are doing is a very pleasant activity. Oktarini and Wardana Sinaga, Tobing, & Larasati (2022) state that perceived enjoyment is a form of support that comes from internal sources regarding how a person can process in using a system or technology and describe it with a sense of pleasure and satisfaction that will be obtained in using a technology. The indicators of perceived enjoyment according to Yuping Li in Monica & Japarianto (2022) are pleasure, enjoyable, and fun.

2.3. Repurchase Intention

Repurchase intention is the desire to engage with the environment, the tendency to explore, research and carry out activities that interest consumers. Consumers are interested in an item because these goods and products are useful in meeting their needs. According to Hendarsono in Harita & Siregar (2022) repurchase interest can be defined as consumer behavior where consumers give a positive response to what has been provided by a company and express an interest in returning to the company's location or consuming the company's products.

Kotler and Keller in Mudfarikah & Dwijayanti (2021) state that repurchase intention is an attitude that appears as a consumer response that shows a desire to purchase. According to in Giovandhi & Adlina (2023) repurchase intention is an individual's expectation to continue using the same product and recommend relevant products to others. The indicators of repurchase intention according to Ferdinand in Tiefani & Saputra (2020) are transactional interest, referential interest, preferential interest and exploratory interest.

2.4. Framework of Thought
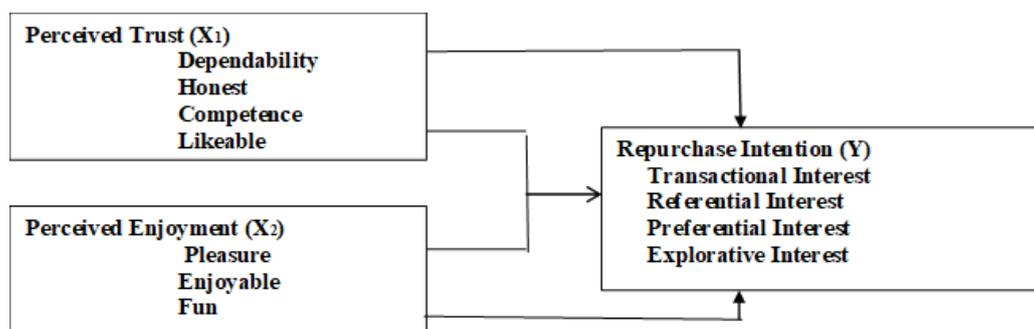
Figure 1. Conceptual Framework

Research hypotheses:
Based on the research problem, the following hypotheses are proposed

H_a1 = There is an effect of perceived trust on repurchase intention for Tokopedia users in Medan City.

H_01 = There is no effect of perceived trust on repurchase intention for Tokopedia users in Medan City.

H_a2 = There is an effect of perceived enjoyment on repurchase intention for Tokopedia users in Medan City.

H_02 = There is no effect of perceived enjoyment on repurchase intention for Tokopedia users in Medan City.

H_a3 = There is an effect of perceived trust and perceived enjoyment on repurchase intention for Tokopedia users in Medan City.

H_03 = There is no effect of perceived trust and perceived enjoyment on repurchase intention for Tokopedia users in Medan City.

3. METHOD

The research at hand employs a quantitative methodology, employing an associative approach, which is a fundamental component of scientific research in social sciences and various other disciplines. Quantitative research, as defined by Sugiyono (2017), is a systematic research method typically used to investigate and analyze specific populations or sample groups. It involves the collection of data through various research instruments and employs rigorous quantitative data analysis techniques aimed at testing hypotheses previously formulated. This approach provides an objective and structured framework for understanding complex phenomena and drawing empirical conclusions, making it particularly valuable in this research context.

The study was specifically conducted in the vibrant city of Medan, situated in North Sumatra, Indonesia. The focus of the research was on individuals who have actively engaged in online transactions and shopping through the Tokopedia application, one of the prominent e-commerce platforms in the region. The population under scrutiny encompasses all Tokopedia users residing in Medan City, and a well-considered sample size of 100 individuals was chosen to represent this larger population. The data analysis process involved a series of critical steps, including instrument tests to ensure data collection reliability, classical assumption tests to verify the appropriateness of statistical techniques, multiple linear regression analysis to examine relationships between variables, and hypothesis testing to validate or refute the proposed hypotheses. This comprehensive analytical approach not only enhances the credibility of the research findings but also contributes to the body of knowledge on online consumer behavior and its implications for e-commerce platforms like Tokopedia.

4. RESULT AND DISCUSSION
4.1. Research Result
4.1.1. Validity Test

Table 1. Validity Test Result

Variable	Indicator	r-statistic	r-table	Information
Perceived Trust (X1)	X1.1	0,779	0,196	Valid
	X1.2	0,524		Valid
	X1.3	0,779		Valid
	X1.4	0,481		Valid
	X1.5	0,452		Valid
	X1.6	0,505		Valid

	X1.7	0,345		Valid
	X1.8	0,680		Valid
	X1.9	0,372		Valid
	X1.10	0,509		Valid
Perceived Enjoyment (X2)	X2.1	0,564	0,196	Valid
	X2.2	0,645		Valid
	X2.3	0,783		Valid
	X2.4	0,645		Valid
	X2.5	0,783		Valid
	X2.6	0,498		Valid
	X2.7	0,460		Valid
Repurchase Intention (Y)	Y1	0,681	0,196	Valid
	Y2	0,463		Valid
	Y3	0,533		Valid
	Y4	0,645		Valid
	Y5	0,706		Valid
	Y6	0,607		Valid
	Y7	0,513		Valid
	Y8	0,638		Valid
	Y9	0,561		Valid
	Y10	0,511		Valid

Source: Primary Data Management Results (2023)

Based on the results in table 1, all statement items on the three variables have rstatistic scores exceeding the value of 0.196. Referring to these results, the 27 statements contained in all variables are declared valid so that they are suitable to be used as instruments for measuring variables in this study.

4.1.2. Reliability Test

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	N of Items
Perceived Trust (X1)	0,750	10
Perceived Enjoyment (X2)	0,735	7
Repurchase Intention (Y)	0,788	10

Source: Primary Data Management Results (2023)

Based on table 2, the reliability coefficient on the perceived trust variable (X1) is 0.750, then the reliability coefficient on the perceived enjoyment variable (X2) is 0.735. And the result of the reliability coefficient on the repurchase intention variable (Y) is 0.788. This means that all variables have a reliability coefficient value greater than 0.6. Thus, all statements in the three variables can be trusted and reliably used in research.

4.1.3. Classic Assumption Test

1) Normality Test

Based on table 3 below, the value obtained through the Kolmogorov-Smirnov test was found to be 0.200. Based on the provisions, this value exceeds the specified limit value to be able to say that the data is normally distributed, namely 0.05. So, it can be said that the data obtained in this study are normally distributed and meet the assumptions of the normality test

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.52614912
Most Extreme Differences	Absolute	.064
	Positive	.041
	Negative	-.064
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Primary Data Management Results (2023)

2) Multicollinearity Test

Table 4. Multicollinearity Test Result

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std.Error	Beta	T	Sig.	Tolerance	VIF
(Constant)	2.393	3.131	.764		.446		
Perceived Trust	.638	.131	.549	4.884	.000	.309	3.235
Perceived Enjoyment	.391	.163	.269	2.395	.019	.309	3.235

a. Dependent Variable: Repurchase Intention

Source: Primary Data Management Results (2023)

Based on table 4, it can be observed that the tolerance value on the perceived trust variable and the perceived enjoyment variable amounts to 0.309, this shows that the tolerance value obtained is greater than> 0.10. The VIF value on both variables also shows a number of 3.235 where this result is < 10.00. Thus, it can be seen that the two independent variables do not show symptoms of multicollinearity so that the regression model used is feasible and can be used for regression equations.
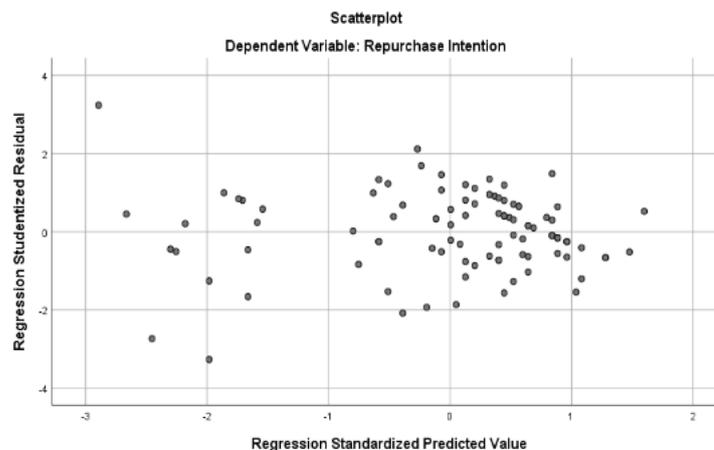
3) Heteroscedasticity Test

Figure 2. Heteroscedasticity Test Result
Source: Primary Data Management Results (2023)

Based on Figure 2, it can be observed that the points on the scatterplot graph spread randomly at 0 both below and above on the Y axis and do not form a clear pattern. The data displayed can be concluded that the regression model used does not occur heteroscedasticity.

4.1.4. Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.393	3.131		.764	.446
	Perceived Trust	.638	.131	.549	4.884	.000
	Perceived Enjoyment	.391	.163	.269	2.395	.019

Source: Primary Data Management Results (2023)

Based on table 5, the linear equation in this study is as follows:

$$Y = 2{,}393 + 0{,}638X_1 + 0{,}391X_2$$

Based on the results of multiple linear regression tests obtained, the multiple linear regression equation attached above can be explained as follows:
1) The constant coefficient is 2.393, which means that if the independent variables, namely perceived trust (X1) and perceived enjoyment (X2) are 0 (zero), then the value of repurchase intention (Y) is 2.393.
2) The perceived trust (X1) regression coefficient is 0.638, meaning that every increase in the value of X1 by 1 unit, the repurchase intention (Y) variable will increase by 0.638. The coefficient has a positive value, meaning that there is a positive relationship between the perceived trust variable (X1) and the repurchase intention variable (Y).
3) The perceived enjoyment (X2) regression coefficient is 0.391, meaning that every increase in the X2 value by 1 unit, the repurchase intention (Y) variable will increase by 0.391. The coefficient has a positive value, meaning that there is a positive relationship between the perceived enjoyment variable (X2) and the repurchase intention variable (Y).

4.1.5. Partial Significance Test (T-Test)

Table 6. Partial Significance Test Result (T-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.393	3.131		.764	.446
	Perceived Trust	.638	.131	.549	4.884	.000
	Perceived Enjoyment	.391	.163	.269	2.395	.019

Source: Primary Data Management Results (2023)

Based on the results obtained in table 6, it can be concluded that:
1) In the variable perceived trust (X1) on repurchase intention (Y), the tstatistic value is 4.884> 1.984 with a significance level of 0.000 <0.05 and has a positive regression coefficient value of 0.638. This shows that the perceived trust variable (X1) has a significant effect on the repurchase intention variable (Y). Based on these results, H_a1 is accepted.
2) In the variable perceived enjoyment (X2) on repurchase intention (Y), the tstatistic value is 2.395> 1.984 with a significance level of 0.019 <0.05 and also has a positive regression

coefficient value of 0.391. This shows that the variable perceived enjoyment (X2) has a significant effect on the repurchase intention (Y) variable. Based on these results, H_a2 is accepted.

4.1.6. Simultaneous Test (F Test)

Table 7. Simultaneous Test Result (F Test)

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	1033.078	2	516.539	79.309	.000[b]
1	Residual	631.762	97	6.513		
	Total	**1664.840**	**99**			

a. Dependent Variable: Repurchase Intention
b. Predictors: (Constant), Perceived Enjoyment, Perceived Trust
Source: Primary Data Management Results (2023)

Based on the results in table 7, it can be seen that the significance value of the effect of perceived trust and perceived enjoyment together or simultaneously on the repurchase intention variable is 0.000 <0.05 and the Fstatistic value obtained is 79.309> 3.09. these results prove that the two independent variables, namely perceived trust and perceived enjoyment, have a simultaneous or concurrent effect on the dependent variable, namely repurchase intention. Based on this, H_a3 is accepted.

4.1.7. Determination Coefficient Test

Table 8. Determination Coefficient Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788[a]	.621	.613	2.552

a. Predictors: (Constant), Perceived Enjoyment, Perceived Trust
Source: Primary Data Management Results (2023)

Based on the results of data processing displayed in table 8 above, it is known that the R value is 0.788, which means that there is a relationship between the variables perceived trust and perceived enjoyment on repurchase intention of 78.8% so that the relationship between these variables can be categorized as close. The Adjusted R Square value or the coefficient of determination shows that the perceived trust and perceived enjoyment variables are able to explain the repurchase intention variable by 61.3%, while the remaining 38.7% is influenced by factors outside this research model.

4.2. Discussion

4.2.1. The Effect of Perceived Trust on Repurchase Intention

The growing era with increasingly sophisticated technology makes it easier for people to fulfill their needs. One of them is in terms of shopping. Shopping trends that previously could only be done offline, due to the growing internet technology, the trend of shopping online has emerged. Shopping online can be done anytime and anywhere by utilizing existing technology without having to meet between sellers and buyers face to face. The trust that a person gives to a technology, in this case e-commerce, comes from experiences when shopping in the past.

Based on the results of this study, it is obtained that the most respondent answer data such as respondents have trust when using Tokopedia and respondents believe that Tokopedia provides the best products for its users with the number of respondents who strongly agree reaching a

percentage of up to 52%. This proves that Tokopedia is one of the e-commerce sites that is trusted by the people of Indonesia, especially Medan City, as a place to shop online and find the needs they want.

Tokopedia provides a wide selection of daily necessities products ranging from household needs, fashion to skincare. Tokopedia sellers or sellers are also spread throughout all regions in Indonesia, which makes it easy for users to buy goods according to the distance where they live without taking a long time. Basically, Tokopedia has been able to meet the needs of people who want everything to be fast and instant.

Based on the results of data testing using SPSS, the perceived trust variable on repurchase intention obtained a t-statistic value of 4.884> 1.984 with a significance level of 0.000 <0.05 and has a positive regression coefficient value of 0.638. This shows that the perceived trust variable (X1) has a significant effect on the repurchase intention variable (Y). This proves that the people of Medan City have the trust to shop and transact through Tokopedia. Tokopedia is able to gain the trust of the community due to the services or features provided and the many best products provided for Tokopedia users to find their needs.

The results of this study are also supported by research conducted by Saripudin and Nabilla Faihaputri (2021) in their research entitled "The Effect of Trust, Security, and Ease of Application Use on Repurchase Intention (Case Study at JD.ID E-commerce)". The results showed that perceived trust simultaneously had a positive effect on repurchase intention.

4.2.2. The Effect of Perceived Enjoyment on Repurchase Intention

Based on the results of this study, it is obtained that the most respondent answer data such as respondents enjoy when they are using Tokopedia because they can visit the shopping site they want and respondents feel that overall Tokopedia is attractive starting from the design, features to the services they provide with the number of respondents who agree reaching a percentage of up to 60%. This proves that Tokopedia has provided comfort and enjoyment for its users.

Tokopedia offers various types of products, shopping sites and sellers that users can choose according to their needs and desires. The convenience and security offered by Tokopedia causes people to be interested in using Tokopedia for transactions or shopping. Basically, user comfort when using a technology is the most important thing. An attractive and easy-to-understand design is what makes users comfortable and enjoy surfing the e-commerce.

Based on the results of data testing using SPSS, the variable perceived enjoyment (X2) on repurchase intention (Y) obtained a t-statistic value of 2.395> 1.984 with a significance level of 0.019 <0.05 and also has a positive regression coefficient value of 0.391. This shows that the variable perceived enjoyment (X2) has a significant effect on the repurchase intention (Y) variable. This proves that Tokopedia is able to provide security and comfort and enjoyment for its users, especially people in Medan City. The people of Medan City have comfort when using Tokopedia, one of which is because of the services provided and also the many products provided by Tokopedia.

The results of this study are also supported by research by Alvi Nikmatul Arofah (2022) in her research entitled "The Effect of Perceived Usefulness, Perceived Enjoyment, Perceived Ease of Use, Perceived Value and Trust on Online Repurchase Intention in Shopee Indonesia Consumers". The results of this study found that perceived enjoyment has an effect on repurchase intention.

4.2.3. The Effect of Perceived Trust and Perceived Enjoyment on Repurchase Intention

Basically, humans prefer something fast and instant because it can shorten the time they use. The trust and comfort gained by users will be a valuable experience owned by users. An e-commerce that has gained the trust of the community will make the community feel at home and want to always transact and shop through the e-commerce and it is not uncommon for them to shop again to recommend a suitable shopping place to relatives and people around them.

In the simultaneous hypothesis results, it was found that the significance value of the effect of perceived trust and perceived enjoyment together or simultaneously on the repurchase intention variable was 0.000 <0.05 and the F-statistic value obtained was 79.309> 3.09. These results prove that the two independent variables, namely perceived trust and perceived enjoyment, have a simultaneous or concurrent effect on the dependent variable, namely repurchase intention. In simultaneous testing, it is known that the perceived trust variable has a beta coefficient value of 0.638, where this value is greater than the perceived enjoyment variable which has a beta coefficient value of 0.391.

The R value is 0.788, which means that there is a relationship between the perceived trust and perceived enjoyment variables on repurchase intention of 78.8% so that the relationship between these variables can be categorized as close. The Adjusted R Square value or the coefficient of determination shows that the perceived trust and perceived enjoyment variables are able to explain the repurchase intention variable by 61.3%, while the remaining 38.7% is influenced by factors outside this research model.

5. CONCLUSION

The research findings underscore the substantial influence of perceived trust (X1) on repurchase intention (Y), with a t-statistic of 4.884 and a significance level of 0.000, unequivocally affirming the acceptance of Ha1. Furthermore, perceived enjoyment (X2) exhibits a significant positive impact on repurchase intention (Y), as evidenced by a t-statistic of 2.395 and a significance level of 0.019, substantiating the validity of Ha2. When assessing both variables in concert, it becomes evident that perceived trust and perceived enjoyment jointly exert a profound effect on repurchase intention. The substantial significance level of 0.000 and an F-statistic of 79.309 provide robust support for the acceptance of Ha3, signifying the collective explanatory power of these variables, accounting for a significant portion (61.3%) of the variance in repurchase intention. These findings furnish valuable strategic insights for Tokopedia.

In light of the research outcomes, we proffer several recommendations for Tokopedia. Firstly, it is advisable for Tokopedia to maintain a dynamic product portfolio that aligns with the evolving preferences of the current generation. This should be coupled with an unwavering commitment to upholding the highest standards of product quality and service excellence. Ensuring the consistent security of goods during transactions, along with the provision of user-friendly designs and transparent money-back guarantees that align with customer expectations, is pivotal in cultivating trust and enhancing overall satisfaction. Secondly, Tokopedia should prioritize the aesthetic enhancement of its user interface, catering to the needs of both new and existing users. The addition of features such as food delivery services can augment the platform's appeal and competitiveness. Ultimately, Tokopedia should place a premium on delivering exemplary customer service, including offering highly sought-after and readily accessible products, to encourage repeat patronage and solidify its position as the preferred e-commerce platform in the market.

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