The Effect of Web Design Quality and E-Trust on Repurchase Intention of Shopee Users

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ABSTRACT

This study aims to examine the effect of web design quality and e-trust on repurchase intention. The design of this study uses a quantitative method of population of shopee users at Buana Perjuangan University, with 172 students of Management study program in the period April to August 2023. Data collection through the google form questionnaire. Data processing in this study used Partial Least Square (PLS) based Structural Equation Model (SEM) analysis. The web design Quality variable has a value greater than 0.05. Both are below the significance level of 1.987. This shows that the main speculation which states that there is an impact of web design quality on repurchase intention is not proven. The e-trust variable has a p-value of 0.000 below 0.05. This shows that the second hypothesis that e-trust has an effect on repurchase is proven.

Keywords: *Web Design Quality, E-Trust, Repurchase Intention*

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh web design quality dan e-trust terhadap repurchase intention, Desain penelitian ini menggunakan metode kuantitatif populasi pada pengguna shopee di Universitas Buana Perjuangan Karawang pada mahasiswa prodi Manajemen sebanyak 172 pengguna shopee dalam kurun waktu bulan April sampai dengan Agustus 2023. Pengumpulan data melalui kuesioner google form pengolahan data dalam penelitian ini menggunakan analisis Structural Equation Model (SEM) berbasis Partial Least Square (PLS). Variabel web design Quality mempunyai nilai lebih besar dari 0,05. Keduanya berada dibawah taraf signifikansi 1,987. Hal ini menunjukkan bahwa spekulasi utama yang menyatakan bahwa terdapat dampak web design quality terhadap repurchase intention tidak terbukti. Variabel e-trust p-value sebesar 0,000 dibawah 0,05. Hal ini menunjukkan bahwa hipotesis kedua bahwa e-trust berpengaruh terhadap repurchase adalah terbukti.

Kata kunci: *Kualitas Desain Web, Kepercayaan Elektronik, Niat Membeli Kembali*

INTRODUCTION

Shopping is an activity that is very popular and loved by many people in various parts of the world. Various types of needs and desires are one of the factors causing why people really like shopping. Various activities that were previously carried out traditionally have become activities that can be done by just sitting and staring at a gadget screen. One of them is shopping activities which can be done by just sitting at

home while doing other activities. This human behavior is an open window for Opportunists, it is a very promising opportunity.
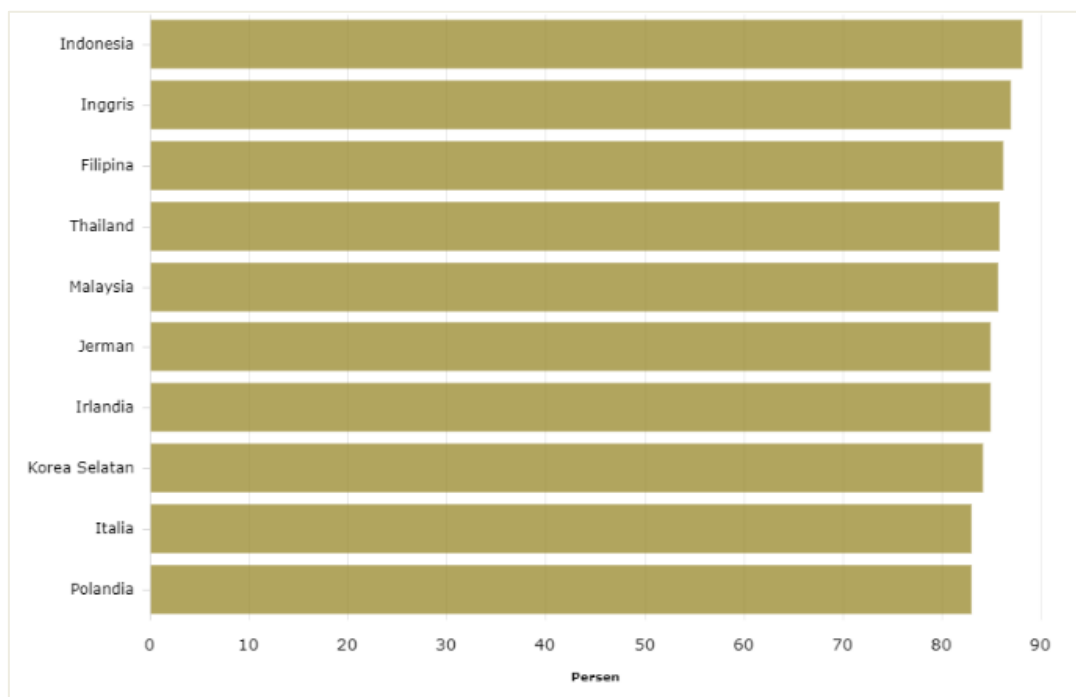

Figure 1. World E-Commerce Usage Data

Based on Figure 1, the results are very clearly visible. That Indonesia is the country with the highest percentage of E-Commerce usage in the world. As many as 88.1% of Indonesian citizens use E-Commerce services as their shopping choice. This is of course supported by Indonesia's population of 270 million people and coupled with the ease of internet access that the Indonesian people have. By looking at this percentage, it is certainly the goal for every Marketplace to attract the attention of the Indonesian people. Every company operating in this field will compete with each other to be number 1 and provide the best service to win the hearts of potential users or potential consumers.

Figure 2. Top 10 E-Commerce in Indonesia Q1 2020

In the first quarter of 2020 (January – March), with the topic Top 10 E-Commerce in Indonesia Q1 2020 based on the number of clicks on websites, Shopee was again in first place with a total of 71.53 million clicks. Then in the previous order was Tokopedia with 69.8 million clicks. This per-click baromoter can be interpreted as meaning that

each Marketplace has a high level of active users and can also be interpreted as high traffic. In 2020 Shopee will always be in first place in every aspect and aspect, the hard work and smart work carried out by Shopee is certainly one of the causes of this achievement. Various sources and survey institutions always show Shopee as a marketplace that is always at the top with its rival, namely Tokopedia, which is then followed by Bukalapak, Lazada, Blibli, and others. 2020 will certainly be tough competition for the two Marketplaces. With the rapid development in terms of internet users, it will certainly have a direct impact on potential Marketplace application users. This is certainly an opportunity and playground for business people in the technology sector and business people operating in the E-Commerce sector.

Web Design Quality is the design of a website and how the website arranges content in such a way that it makes it easier for consumers to use and utilize the website (Jundrio & Keni, 2020; Qalati et al., 2021). According to Liani & Yusuf (2021) and Cahyanti & Dhewi (2022) E-Trust is consumer confidence or trust in service or product providers that they can be trusted and relied on in keeping their promises in accordance with consumers' expectations online. According to Trivedi & Yadav (2020) and Diyanti et al. (2021), Repurchase Intention is the possibility or subjective desire of an individual customer to repurchase a product or continue using the same online shopping site.

METHOD

This research design uses quantitative methods which are used to study web design quality, e-trust and repurchase intention by conducting a preliminary survey of Shopee marketplace users, management students at Universitas Buana Perjuangan, Karawang. The population in this study was taken from Shopee customers, management students at Universitas Buana Perjuangan, Karawang from April - August 2023, totaling 173 Shopee users. The data collection technique uses a Google Form questionnaire by giving questions online to respondents. A validity test is carried out to prove whether or not a question is valid for each variable used. This research was carried out from April to August 2023, while the location of this research was on the Buana Perjuangan University *(Universitas Buana Perjuangan/UBP)* Karawang campus, specifically in the management research program. This is because the author found empirical field data that many Management Students use the Shopee application. Based on the results of his research regarding consumer age, it was discovered that the majority of respondents were aged 21-25 years. This continues with the age of Management Students Class of 2018-2021. Population is the entire unit of analysis from which samples can be drawn. because this research is used to examine targets that will be used as samples that will be taken from a population for specific criteria that will later be used as information in the research. The conditions for obtaining the sample used are that all Management Students at Buana Perjuangan University, Karawang use Shopee marketplace as for the sample criteria required.

RESULT

Examination of this outer model emphasizes the relationship between inactive factors and several cues. In other words, the measurement model explains the relationship between each indicator and its latent variable. Testing the measurement model includes: Validity testing is used to prove whether or not a questionnaire statement is valid for each variable used. Construct validity in Structural Equation Model (SEM) Partial Least Square (PLS) analysis consists of convergent validity and discriminant validity (Cheung et al., 2023). Convergent validity is used to prove that each variable in a question or statement is easily understood by respondents. The convergent validity test can be seen in the loading factor value for each construct indicator and the Average Variance Extracted (AVE) value (Henseler et al., 2015). The convergent validity test can be seen in the loading factor value. If a value exceeds 0.7 in the Loading Factor value then the research is confirmatory and if it is between 0.6 – 0.7 then it is exploratory. Based on this theory, the loading factor value used in this research

is > 0.7. The following are the results of the outer model test from the data processing results in the Smart Partial Least Square *(PLS)* application which shows the outer loading values.
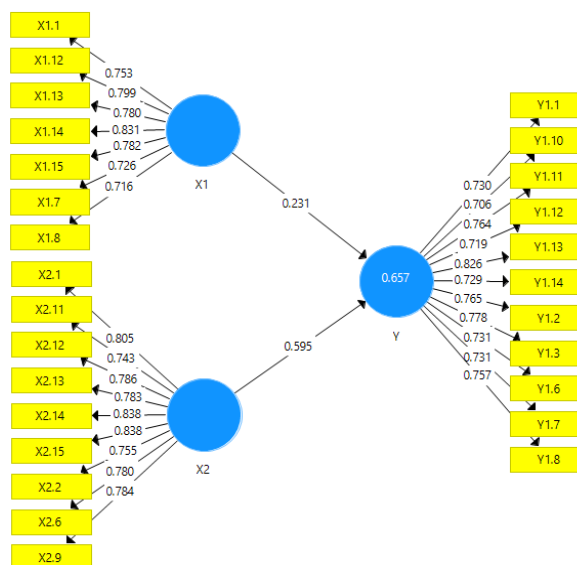

Figure 3. Second Outer Model Test Results

Based on Figure 3, it tends to be seen that all markers have a loading factor value above 0.7. To find out the loading factor value, you can see the following table:

Table 1. Example

Variable	Indicator	Loading Factor
Web Design (X1)	XI.01	0.735
	XI.07	0.742
	XI.08	0.713
	XI.11	0.651
	XI.12	0.770
	XI.13	0.749
	XI.14	0.805
	XI.15	0.710
E Trust (X2)	X2.01	0.775
	X2.02	0.735
	X2.06	0.799
	X2.09	0.775
	X2.10	0.671
	X2.11	0.730
	X2.12	0.775
	X2.13	0.748
	X2.14	0.836
	X2.15	0.828
Re Purchase (Y)	Y1.01	0.747
	Y1.02	0.717
	Y1.03	0.724
	Y1.06	0.715
	Y1.07	0.729
	Y1.08	0.707
	Y1.09	0.820
	Y1.10	0.751
	Y1.11	0.676
	Y1.12	0.707
	Y1.13	0.820
	Y1.14	0.751

From Table 1, it is clear that all pointers have a heap factor value greater than 0.7 so they meet the convergence value standard. It can be assumed that all the indicators mentioned above are valid. The average variance extracted value describes the average variance or discriminant extracted for each indicator, so that the ability of each item to share measurements with others can be known. Validity is met if the Average Variance Extracted (AVE) value is greater than 0.5 (Ghozali, 2015).

Table 2. Validity & Reliability

Variabel	(AVE)	Cronbach's Alpha	Composite Reliability	Q²	R Square Adj.
Web Design (X1)	0.593	0.885	0.911		
E-Trust (X2)	0.625	0.925	0.938		
Re-Purchase (Y)	0.562	0.922	0.934	0.350	0.650

Based on Table 2, the website architecture variable has an Average Variance Extracted (AVE) value of 0.593, the e-trust variable is 0.625, and the repurchase variable is 0.562. All factors have an AVE value that is greater than the cross-load correlation value of 0.50 so they are declared valid. From table 3 above, the Fornell Larcker criterion value for each variable and the variable itself is higher than the correlation between each variable and other variables. So the results of the Fornell Larcker criterion are each variable whose value meets the discriminant validity criteria. Reliability tests are used to prove the precision, consistency and accuracy of measuring a construct (Kimberlin & Winterstein, 2008). Measuring the reliability of a construct with reflective indicators can be done in two ways, namely: To determine the reliability of a construct in measuring latent variables, it can be seen from the Cronbach's alpha value in the Partial Least Square (PLS) output. A construct is said to be good if Cronbach alpha: > 0.7.

Based on the tests produced in table 3 above, the Cronbach's alpha incentive for the web design quality variable is 0.885, the e-trust variable is 0.925, and the repurchase variable is 0.922. All variables have a Cronbach's alpha value greater than 0.70, which indicates that these variables pass the reliability test and provide very reliable data. Composite reliability testing is used to show the internal consistency of an indicator in a latent variable (Hancock & Mueller, 2001). Composite reliability value: > 0.7 then the instrument can be said to be reliable. The web design qua variable has a Composite Reliability value of 0.911, e-trust has a Composite Reliability value of 0.938, and Re-purchase has a Composite Reliability value of 0.934 as seen in the table above . Because composite reliability is greater than 0.70, we can conclude that everything is declared reliable. Based on table 3 above, the r-square value that changes in the repurchase intention variable is 0.650, meaning that this variable can be understood by the web design quality variable and the e-trust variable by 65%, while the rest is understood by other variables. Q-Square (Q2) can be used to determine whether a model is predictable. If the Q-Square value > 0 means the model can be anticipated. Meanwhile, the model cannot be predicted if the Q-Square is less than 0.

Based on the information in table 3 above, it can be seen that the q-square value of the endogenous local income variable is 0.350. It can be concluded that the model can be predicted because the value is greater than 0.00. Hypothesis testing is carried out to test whether there is a significant influence between exogenous latent variables on endogenous latent variables and to see whether the direction of the relationship is positive or negative. Hypothesis testing in research using Structural Equation Model (SEM) PLS analysis is carried out through bootstrapping on the SmartPLS application. The test is by looking at the p-values and path coefficients of each latent variable (Furadantin, 2018; Fathurahman & Ahman, 2020). The hypothesis testing carried out in this research is the influence of web design on re-purchase and the influence of e-trust on re-purchase.

Table 3. Cross Loading Values

Indicator	Web Design (X1)	E-Trust (X2)	Re-Purchase (Y)
XI.01	0.753	0.748	0.664
XI.07	0.726	0.614	0.528
XI.08	0.716	0.577	0.523
XI.11	0.799	0.765	0.610
XI.12	0.780	0.765	0.610
XI.13	0.831	0.731	0.523
XI.14	0.782	0.676	0.610
XI.15	0.722	0.805	0.610
X2.01	0.671	0.755	0.657
X2.02	0.725	0.780	0.573
X2.06	0.750	0.784	0.607
X2.09	0.707	0.703	0.595
X2.10	0.691	0.786	0.644
X2.11	0.720	0.783	0.625
X2.12	0.768	0.783	0.565
X2.13	0.715	0.786	0.644
X2.14	0.499	0.783	0.629
X2.15	0.768	0.838	0.667
Y1.01	0.715	0.838	0.715
Y1.02	0.499	0.581	0.730
Y1.03	0.594	0.616	0.765
Y1.06	0.537	0.519	0.778
Y1.07	0.638	0.682	0.731
Y1.08	0.481	0.553	0.731
Y1.09	0.523	0.524	0.757
Y1.10	0.617	0.571	0.706
Y1.11	0.563	0.579	0.764
Y1.12	0.576	0.650	0.719
Y1.13	0.613	0.646	0.826
Y1.14	0.665	0.658	0.729

The data in Table 3 shows that the indicators have a higher correlation value for each variable than the indicators for other variables. Therefore, it is strongly assumed that the relationship between all factors meets the rules of discriminant validity. To find out the extent to which a construct is truly different from other constructs, Smart Partial Least Square (PLS) can be seen from the Fornell-Larcker criterion value. If each root form of Average Variance Extracted (AVE) exceeds the magnitude of the other forms of each model, it will have good discriminant validity.

Table 4. Path Coefficients Values

Effect	Original Sample	Standard Deviation	T Statistics	P Values
Web design Quality terhadap re-purchase	0.231	0.161	1.433	0.152
E-trust terhadap re-purchase	0.595	0.161	3.684	0.000

Based on Table 4, it shows the determination of the hypothesis which is explained as follows; First, the web design Quality variable has a p-value of 0.152 which is greater than 0.05 and a t-statistic value of 1.433, both of which are below the significance level of 1.987. This shows that the main speculation which states that there is an impact of web design quality on repurchase intention is not proven. Second, the e-trust variable has a t-insights value of 3,684 which is more important than the importance value of 1,987, and a p-value of 0.000 is below 0.05. This shows that the second hypothesis that e-trust influences repurchase is proven. Based on gender characteristics, the male gender is 68 and the female gender is 104. It can be concluded that the number of Shopee marketplace users in the management study program at Universitas Buana Perjuangan,

Karawang is dominated by women out of the total number of respondents. Then, based on those who work and don't work, there are more people who don't work. And based on the characteristics of respondents, the age group, namely 17 - 25 years, dominates the use of the Shopee marketplace, 156 of 172 respondents.

The web design Quality variable has a p-value of 0.152 which is greater than 0.05 and a t-statistic value of 1.433, both of which are below the significance level of 1.987. The Web design Quality variable has no influence on repurchase intention because the t-statistics value of Web design Quality is less of significant value (Chandra & Martini, 2021; Fared et al., 2021). This shows that the website design quality is getting better, it has no effect on increasing repurchase intention. This result is not in accordance with the results of previous research from (Wilson & Keni 2018; Priscillia, 2021). The results of research conducted by Iskandar & Bernardo (2021) say that Website Design Quality has a positive effect on Repurchase Intention. This can happen if an attractive and very eye-catching design can attract consumers to make repeat purchases online. These results are supported by Iqbal & Tantra (2023) and Purnamasari & Suryandari (2023) who state that Website Design Quality has a positive and significant effect on Repurchase Intention. However, different from the results of previous research, the results of research from Aurelia & Nawawi (2021) and Aufa & Marsasi (2023) show that Web Design Quality has no effect on Repurchase Intention.

The E-Trust variable influences the Repurchase Intention variable because if customers trust them while shopping on the application, they will shop again with a positive experience during online shopping (Mustikasari, 2021; Asri et al., 2022). As proven by the hypothesis test, the e-trust variable has a t-insights value of 3,684 which is more important than the importance value of 1,987, and a p-value of 0.000 is below 0.05. In line with previous research, the interpersonal core of individuals, groups, organizations and application systems provides comfort, experience and builds relationships between parties continuously with the hope of providing a positive impact in the future (Wijayanto & Komita, 2021; Sulistio & Bastaman, 2023).

CONCLUSION

Based on the research and analysis results that have been carried out regarding Web design Quality and E-Trus on repurchase intention among Shopee users, students of management study programs at BuanaStruggle University, Karawang, it was concluded that the Web Design Quality variable has no effect on the Repurchase Intention variable and the E-trust variable. has a significant positive effect on Repurchase Intention. Several other conclusions are that there is a positive relationship between E-commerce and repurchase intention, meaning that if the marketplace shoppe is able to maintain appropriate service by marketplace users, customers will make repeat or repeat purchases. And from this research there is a variable that has no effect, namely web design quality on repurchase intention. Which means that users of the Shopee marketplace, management students at the University of Buana Struggle, Karawang, dominated by Gen Z or aged 17 to 25, are able to understand web design from the Shopee marketplace.

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